



Photo by Jamie Scott Lytle

Lab technician Amber Morris, right, and another DermTech employee analyze samples. DermTech is commercializing a scalpel-free test for skin cancer.

Co. Has Instrument of Change for Dermatology

MEDICINE: DermTech's Patch May Change Skin Cancer Diagnostics

■ By JARED WHITLOCK

Could that suspicious mole be cancerous? **DermTech** wants doctors to reach for a patch, not a scalpel.

The company's adhesive patch tells if a mole is benign or needs added attention. In contrast, most physicians remove a small skin sample to test for melanoma, the deadliest type of skin cancer.

DermTech's quest to upend der-

matology is ramping up. The La Jolla company — which has 60 employees — plans to add 20 to 40 workers within the next 18 months. A year ago, the payroll stood at 35 employees.

This expansion plan follows DermTech going public through a reverse merger with **Constellation Alpha Capital**.

DermTech took over Constellation's public stock listing — now trading as "DMTK" and "DMTKW" on

Nasdaq — and the management of the business. The deal, which closed Aug. 30, provided DermTech with \$27 million in capital.

Wider Rollout of Tests

Now, the company is gearing up for a wider rollout of its tests. CEO **John Dobak** said cliché words like "disrupt" and "revolutionize" actually apply here.

➔ *DermTech page 26*

\$161B Market Seen in 'Functional Foods'

HEALTH: Consumer Focus on Nutrition Drives Demand

■ By MARIEL CONCEPCION

More and more, San Diego-based food companies are placing focus on including functional ingredients in their "better for you" offerings, including prebiotics, specialized plant fibers like chicory root, dandelion greens, and Jerusalem artichoke; and probiotics for gut health, among others.

When patrons check out the menu at **Enclave Adventurous Superfood LLC**, a 600-square-foot restaurant and kitchen

opened last month in Scripps Ranch, they will find items such as turmeric ginger organic chicken, bone broth with fresh moringa (miracle tree) and a side of kimchi, a probiotic; or, a pho-inspired sandwich with pho shiitake au jus, organic grass-fed brisket in healing herbs, medicinal mushrooms and Vietnamese chimichurri, to list a few.

For **Lan Thai**, aka Chef Lando, the CEO and founder of Enclave, the brick and mortar's goal is to offer customers

food options that provide health benefits beyond just essential nutrients such as vitamins and minerals.

"Functional foods can save lives," said Thai, formerly a personal chef and caterer. "I've seen it for myself and in others. I

➔ *Functional Foods page 34*



Lan Thai

Co. Opens the Door to Easier Overseas Hiring

WORKFORCE: Laws, Benefits And Payroll Are Taken Care of

■ By ELISE REUTER

Most fast-growing startups will reach a point where they want to expand overseas, whether it's to open a new sales office or hire a team of developers. This might sound like a relatively simple choice, until companies consider the legal and tax hurdles.

Nicole Sahin saw an opportunity to help companies with this process. To hire overseas, most companies have to create a branch or subsidiary in that country, which can take several months. Sahin had previously led her own international expansion consulting firm, **High Street Partners**, where she had



Nicole Sahin

➔ *Hiring page 30*

Drone Seen as an Advertising Vehicle

STARTUPS: PromoDrone Has Raised \$50,000 in Funding

■ By ELISE REUTER

As an advertiser, it can be hard to get people's attention. Some companies resort to big slogans on roadside billboards while others pay tens of thousands of dollars for a TV spot during the big game. But a flying ad — it's a novelty that's certain to catch people's eyes.

That's the thinking behind **PromoDrone**, a San Diego-based startup building drones that essentially serve as flying billboards for their clients. The company was founded three years ago by **Jamar Williams** and has since been accepted into **Connect All's** startup incubator, won **We Tha Plug's** pitch competition and raised \$50,000 in

➔ *PromoDrone page 38*



Photo by Elise Reuter
PromoDrone's model can display two banner advertisements.

REAL ESTATE

Otay Mesa Expansion

Industrial development to sprawl across 311 acres. **PAGE 4**

BIOTECH

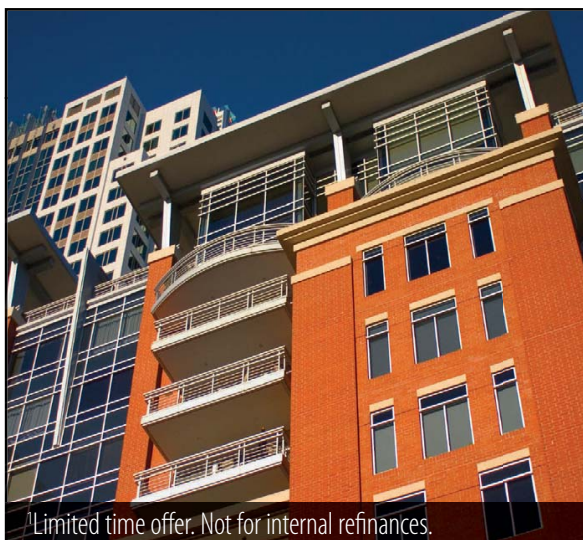
Pent-Up Demand

Post IPO, Turning Point Therapeutics raises \$202.5M. **PAGE 6**

THE LISTS

PR FIRMS Page 18

AD AGENCIES Page 20



Multifamily & Commercial Real Estate Loans

No point pricing or application fee

Appraisal cost credited back at closing¹

Call (877) 732-2848, ext. 4616 for today's low rates.



Equal Housing Opportunity



sdccu.com®

¹Limited time offer. Not for internal refinances.

RISK... needs to be managed.



The original Santa Fe Depot tower coming down in 1915.

Managing Risk and Negotiating Insurance

CAVIGNAC & ASSOCIATES
INSURANCE BROKERS

Commercial Insurance | Surety Bonds | Employee Benefits | Risk Control | Personal Lines
450 B Street, Suite 1800 | San Diego, CA 92101 | 619 234 6848
www.cavignac.com



It's not just about understanding the numbers.



It's about a banker who understands your business.

A one-to-one relationship with your banker—a banker who truly understands your business—is how Torrey Pines Bank delivers on accountability.

Bank on Accountability

torreypinesbank.com | **Top 10 - Forbes Best Banks**

Torrey Pines Bank, a division of Western Alliance Bank, Member FDIC, ranks top ten on Forbes' Best Banks in America list, four years in a row.

TABLE OF CONTENTS

SEPTEMBER 16 – SEPTEMBER 22, 2019 | Vol. 40, No. 37



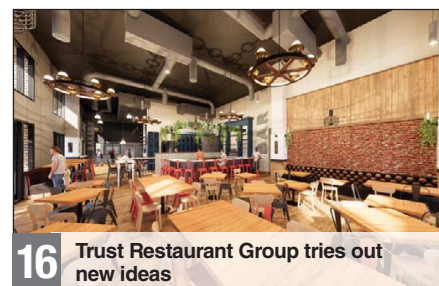
7 Raken builds software team



8 Holland Partner Group reimagines courthouse site



14 Northrop Grumman scouts for mines



16 Trust Restaurant Group tries out new ideas

DEFENSE

3 INNOVATION: U.S. Navy builds 'Tech Bridge'

14 ELECTRONICS: Viasat existing contract could increase as much as \$100M

14 SUPPORT: American Scaffold gets specialty contract, as does W.V. Construction

14 AVIATION: Northrop Grumman's Fire Scout to hunt for mines

HEALTH CARE

12 TECHNOLOGY: One Medical to offer digital primary care

HOSPITALITY

3 EVENTS: San Diego Melanin, others produce day parties

16 DINING: Hakkasan Group to close Searsucker Del Mar

16 DINING: Trust Restaurant Group repositions assets

LIFE SCIENCES

1 GENOMICS: DermTech scales up its scalpel-free test for melanoma

6 DRUGS: Hot biotech Turning Point Therapeutics has \$202.5M follow-on offering

12 DRUGS: Acadia Pharmaceuticals shows strong clinical trial results

12 BIOTECH: Sitari Therapeutics acquired by GlaxoSmithKline

PUBLIC RELATIONS

17 SPECIAL REPORT: Executives from seven local P.R. Firms discuss the complex digital landscape

21 SPECIAL REPORT: Executives from five local P.R. Firms examine the necessary skills to stay competitive

REAL ESTATE

4 INDUSTRIAL: Kearny Real Estate Co. and partner bring Otay Mesa acreage to market

8 MIXED USE: Holland Partner Group plans 37-story tower

8 REAL ESTATE: Chelsea Investment Corp. finishes affordable housing in Ramona

23 RESIDENTIAL: Zillow offers local homebuyers and sellers a new option

23 SUBMARKETS: LPC West and partner return to Kearny Mesa

23 LAB SPACE: Longfellow Real Estate follows geographical expansion seen by JLL

RETAIL

1 HEALTH: Enclave Adventurous Superfood, others bring 'functional foods' to market

SDBJ INSIDER

3 Obalon Therapeutics to open company-owned weight loss centers

STARTUPS

1 DRONES: PromoDrone takes advertising to the sky

7 SOFTWARE: Raken builds executive team after raising \$10M

10 HEALTH: Nex3 accelerator welcomes Family Proud, SkillPower, others

10 SOFTWARE: Tealium hires chief revenue officer Ted Purcell

TECHNOLOGY

1 WORKFORCE: Remote workers drive Globalization Partners' expansion plans in San Diego

TRANSPORTATION

16 AVIATION: United Airlines launches San Diego hub

THE LISTS

18 PUBLIC RELATIONS: J. Public Relations ranks first on SDBJ's list of Public Relations Firms

20 ADVERTISING: Rescue, the Behavior Change Agency ranks first on SDBJ's list of Advertising Agencies

THE INDEX

38 People, associations, companies and organizations

THE SDBJ CALENDAR

39 Events of note for September
39 Convention Schedule

SPECIAL SECTIONS

| | |
|-----------------------|-------|
| People On The Move | 15 |
| Companies On The Move | 15 |
| Charity Events | 28-29 |
| Marketplace | 36 |
| Legal Notices | 36-37 |

San Diego Business Journal (ISSN 8750-6890) is published weekly by San Diego Business Journal, 4909 Murphy Canyon Road, Suite 200, San Diego, CA 92123-5381. Subscription Price: 52 issues, \$129. Periodical postage paid at San Diego, California. The entire contents of this newspaper are copyrighted by San Diego Business Journal with all rights reserved. Reproduction for use, without permission, of editorial or graphic content in any manner is prohibited. For reprints, PDFs and plaques, please contact call (858) 277-6795. For other information, call the paper at (858) 277-6359. POSTMASTER: Please send address changes to: San Diego Business Journal, P.O. Box 16716 North Hollywood, CA 91615. TO SUBSCRIBE OR CHANGE ADDRESS CALL (858) 277-6359



SDBJ INSIDER

By Stephen Adamek

The Wait May Soon Be Over

Obalon Therapeutics Inc. announced **Dr. Helmuth Billy** as medical director for its first company-owned weight-loss treatment center, which will be located in San Diego. The company recently set a fall target for opening. Obalon has said it plans to build a network of treatment centers across the U.S.

Obalon has the only FDA-approved swallowable, gas-filled intragastric balloon system for treating obesity, the company said.

According to Obalon, “Dr. Billy is currently director of bariatric surgery at **St. John’s Regional Medical Center**, a bariatric Center of Excellence and recognized by the **American College of Surgeons, Blue Cross, Blue Shield and Health Net** as an accredited bariatric program. In addition, he has extensive international experience and is a visiting consultant for the general surgery/ bariatric surgery program at **Hamad Medical Corp.** in Doha, Qatar, one of the largest international Obalon Balloon System treatment programs outside the United States.”

The company said that running its own center would be a more efficient means to generate clients.

“We are transitioning the business with the intent to create a network of Obalon retail centers in the United States, where patients can access our novel weight loss treatment in an environment dedicated to a standardized experience and achieve the most successful outcomes,” said **Bob MacDonald**, Obalon’s chief retail officer, in prior comments.

San Diego has had its ups and downs when it comes to commercializing weight-loss treatments. This will be an interesting one to watch.

As the company says, it is the “attraction that takes you to the attractions,” a perfect description of **Old Town Trolley Tours** which is celebrating 30 years of touring. You see its colorful trolley cars and amphibious vehicles — San Diego SEAL Sea and Land Tours — out and about.

The company has a fleet of 36 vehicles — propane powered for the sake of the environment — and employs 120.

It has a variety of offerings and can take you to the coast and the ghosts, if “Frightseeing” is on your itinerary sheet.

It is another example of how far tourism dollars go in the San Diego economy. ■

Expertise Counts

Stradling

With You From Start To Finish

Stradling is a premier business law firm with over 130 attorneys in ten locations. Our corporate, finance and litigation practices are well known for their expertise and depth.

SYCR.COM
858.926.3000
Stradling Yocca Carlson & Rauth, P.C.

Navy Department Unveils New Innovation Push

DEFENSE: Ties With Nontraditional Partners Sought in ‘Tech Bridge’

■ By BRAD GRAVES

San Diego is one of the first places the **Department of the Navy** is going as it works to innovate faster.

The government chose San Diego as one of five communities that will be home to a “Tech Bridge,” an office that will do business with a wide area of Southern California.

A Tech Bridge is an off-base facility where military representatives can get familiar with tech companies and people. The goal is to bring capabilities to sailors and Marines, and do it quickly.

A top Naval official advocating for the program, **James Geurts**, described a Tech Bridge as “neutral territory.” It is not located behind the fence of a military base. Nor is it located within the walls of an existing Navy command.

Naval officials said they hoped to use their Tech Bridges to collaborate better with what they call “nontraditional partners.” These include startups, small businesses, academics, nonprofit organizations and private capital.

The off-base address for the local Tech Bridge has not yet been announced. Judging from its actions so far, the government might get creative in leasing. The parent organization to the Tech Bridges, called **NavalX** (for Naval Expeditions office) chose a coworking space in Arlington, Virginia for its home base.



James Geurts



Photo courtesy of U.S. Navy
James Geurts, left, and U.S. Marine Corps Capt. Jon Margolick discuss the formation of Tech Bridges in Arlington, Virginia.

A Startup Mindset

The San Diego space will be “used for collaborative workshops and problem-solving events taking advantage of human-centered design and lean startup facilitation techniques,” according to a Navy website.



Josh Caplan

The Department of the Navy has named one of its civilian employees, **Josh Caplan**, as director of the SoCal Tech Bridge.

Caplan said **NavalX** is trying to change the way the Department of Navy does business. A Tech Bridge would provide a link between innovators and operational

forces (such as the Navy’s 3rd Fleet, or Commander Naval Air Forces, or I Marine Expeditionary Force, among others).

Both Geurts and Caplan noted the traditional military acquisition process can be slow. With a new idea, Geurts said, the military has to develop a requirement, and then get funding, and then move on to the request for proposal process.

The traditional acquisition system was designed for ships or weapons systems and involves lots of research and development as well as engineering rigor, Caplan said. In the modern information age, the military can’t wait that long, he said.

Caplan served in the Peace Corps in Grenada prior to getting his master’s degree, and has worked for the Naval Information Warfare Center Pacific (formerly known as SPAWAR Systems

➔ *Tech Bridge page 26*

Day Parties Offer Nightclub Experience

HOSPITALITY: Events Bring Customers to Commercial Venues

■ By MARIEL CONCEPCION

Day parties are not a novelty.

The last decade or two, day parties—or club-like festivities that take place during daylight hours—have taken place across the country, mostly as part of some major event like **NBA All-Star Weekend** or **Coachella Valley Music and Arts Festival**, for example.

But as of late, day parties are becoming a standard, standalone option, almost as popular and available as night parties, such as the ones that take place at nightclubs. And, in the last few years, San Diego has kicked off its own sizable day party scene, mostly with the help of some locally based organizations and others that have targeted it as a day party destination.

Host With the Most

Loren Cobbs, founder of **San Diego Melanin**, which hosts one to two day parties a month, said what makes the city an ideal location for these types of events is, first and foremost, the weather.

“San Diego is a beautiful city with great weather and a thriving young professional community,”



Loren Cobbs

she said. “These qualities make San Diego a great place for social engagements like day parties. Additionally, San Diego has some great DJs that we have been able to work with who set great vibes for our day parties.”

Its latest event took place on Sunday, Sept. 15 at the **Rooftop by STK** at the **Andaz Hotel**. Tickets for that day party, an end of summer soiree, ran between \$15 and \$25 per person.

Cobbs, who began hosting day parties in San Diego in 2017, said San Diego Melanin hosts 500 to 600 guests per party that generate thousands in revenue. She said the company generates nearly \$180,000 in revenue on an annual basis and growing.

“Since we’ve launched, day parties have grown in popularity (locally),” said Cobbs. “We started throwing day parties a little over two years ago and we’ve seen the trend expand and grow exponentially since we started.”

Kazeem Omidiji, president and CEO of **Association Entertainment Group LLC**, hosts day parties roughly twice a month, with San Diego being one of the company’s rotating cities of choice. He said San Diego

was handpicked by AEG because there was a demand for it.

“Day parties is a growing trend (in San Diego),” he said, adding that each of his events host 400 to 500 people. “There have always been (one or two) day parties in San Diego, but now they are targeting certain demographics ... There was a demand for it here in San Diego, thus, it was a natural fit for the Association to help fill the void.”

Omidiji said through his travels, he was able to witness how other cities, like Washington, D.C. and Houston curated events for their communities, and he wanted to do the same for San Diego. He said he partners with local organizations such as **Central San Diego Black Chamber of Commerce, Sip Wine & Beer**, and **Baja Society Tours** for his day parties. He added there are incentives for all those involved, including the venue, which may see an increase of sales during that particular event/day, as well as possible returning customers.

All Ages Welcome

Cobbs agrees, stating that venue partners tend to increase sales as a result of day parties.

“San Diego Melanin day parties generate

➔ *Day Parties page 32*

San Diego Melanin

FOUNDER: Loren Cobbs
REVENUE: Company generates nearly \$180,000 in revenue on an annual basis and growing, said founder Loren Cobbs.
YEAR FOUNDED: 2017
HEADQUARTERS: Virtual
NO. OF LOCAL EMPLOYEES: 4
COMPANY DESCRIPTION: Hosts day parties and other events in San Diego.

Association Entertainment Group LLC

CEO: Kazeem Omidiji
YEAR FOUNDED: 2017
HEADQUARTERS: Oakland
NO. OF LOCAL EMPLOYEES: 2
COMPANY DESCRIPTION: Curates day parties and other events in San Diego, among other cities.

Largest Industrial Development in Years Coming to Otay

PROPERTY: Site To Be Adjacent to Planned Port of Entry

■ By RAY HUARD

Site work is wrapping up on the \$40 million first phase of what will become the 311-acre Otay Crossings Commerce Center at the eastern edge of Otay Mesa along the U.S.-Mexico border.

Kearny Real Estate Co. in partnership with **Pacific Coast Capital Partners** entitled the property and is finishing infrastructure work and grading on 85 acres of the property

Taken as a whole, Otay Crossings Commerce Center “is the largest industrial development since before the Great Recession,” said **Jeffrey Givens**, senior vice president of Kearny Real Estate Co.

The first phase of the development site includes a 40-acre emergency driving course for the **California Highway Patrol**. The rest of the first phase is being marketed to builders as potential warehouse space.

The site is adjacent to the planned new U.S. Port of Entry and along the final extension of state Route 11 that will connect the existing state Route 905 and 125.

‘Appealing Location’

“It’s a very appealing location because they’re sitting right at the Otay Port of Entry,” said **Linda Greenberg**, principal of the commercial brokerage firm **Lee & Associates**. “Logistically, this is a perfect location.”

Greenberg said Otay Crossings would likely appeal to medical device manufacturers in Mexico who do business in the U.S. and need to move their goods quickly

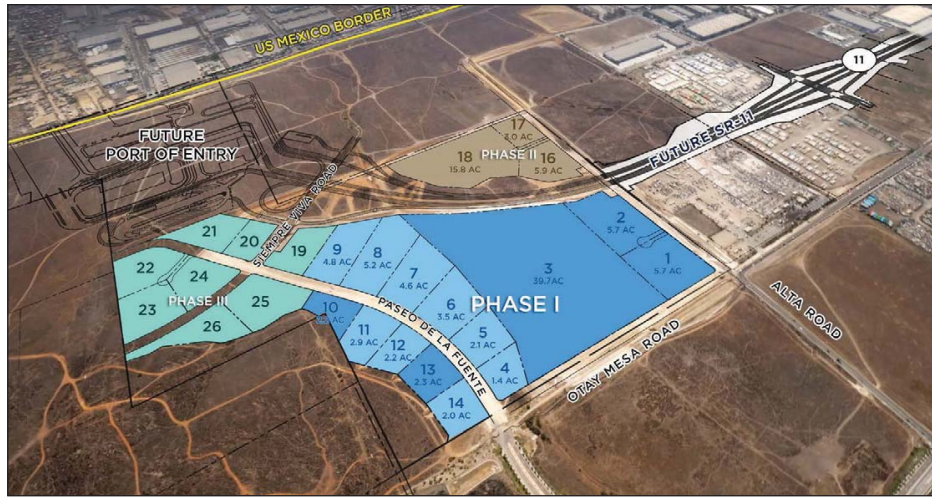


Photo courtesy of Kearny Real Estate Company

Final site work is underway on the first phase of a 311-acre industrial park in Otay Mesa.

after storing them briefly in warehouses on the U.S. side of the border.

“For people who just have generic warehouse requirements, they might select other locations in Otay but if you’re bringing product up, it’s very conveniently located property,” Greenberg said. “It took them (Kearny Real Estate Co. and Pacific Coast Capital) a little while to get all of their entitlements, but it’s a good move for them.”

Close to Amazon

Givens said Otay Crossings also should benefit from its proximity to a 2.6 million square-foot distribution center being built for **Amazon** by **Seefried Properties** on a 65-acre site at Otay Mesa Road and Enrico Fermi Drive.

“Our site sits less than a quarter mile from where that new Amazon building is going to be. We expect there will be some of those ancillary uses that need to be in the general vicinity of where this Amazon facility is slated to be built,” Givens said.

Industrial Land

Otay Mesa is one of the few areas in San Diego County with industrial land available, and the region has drawn considerable investor activity as a result.

Among the more recent, **Sudberry Properties** has started construction of the 409,500 square-foot Otay River Business Park within the city limits of Chula Vista and **Sunroad Enterprises** last year partnered with **Majestic Realty Co.** for

development of a three-building industrial park in Otay Mesa that will have a total of 227,000 square feet.

Unlike Otay Crossings, much of the Otay Mesa land that is available is not at the stage where it’s ready to build on. It looks like there’s a lot of land,” Givens said, but “there’s really a limited number of places in a tight market where users can go to find this type of product.”

Cindy Gompper-Graves, president and CEO of the **South County Economic Development Council**, said Otay Crossings “gives us room for new companies to get their foot in the door here as we plan for the future.”

“With the construction of state Route 11 underway and the new port of entry opening up in the future, improving existing routes for the shipment of goods that are manufactured in Tijuana, it will be a great asset to companies on both sides of the border,” Gompper-Graves said. “We’re a little bit constrained on our industrial space so adding new commercial-sized industrial space to our area is always good. You never want to wait until you need it because the construction time is too long. You always want to build in anticipation because they will come. They always do.”

Bought in 2007 for \$23.4M

Kearny Real Estate and Pacific Coast Capital acquired the Otay Crossings site in 2007 for \$23.4 million.

“It took us 10 years to get to the point where we could break ground,” Givens

➔ *Otay Crossings page 26*



Joseph Cortese is an Italian Master Tailor serving San Diego since 1990


Joseph's
Men's Wear & Custom Tailoring

Fall Sale

Look your best with the highest quality menswear.

50% off

select suits, sport coats, shirts & accessories

Sizes 36 short to 48 long
Minor alterations included

619 232 1753
josephscustomtailorsd.com
555 W B St. San Diego, CA 92101



Dial in your comfort.



BAKER ELECTRIC
HOME ENERGY

SOLAR HEATING & AIR SMART HOME

Whether heating, cooling or ensuring the purity of the air your family breathes – there's no reason to look further than **Baker**.



You've got **Baker**.™

BakerHomeEnergy.com
877.578.8080

Baker Electric Home Energy — San Diego County
2120 Harmony Grove Road
Escondido, CA 92029

Baker Electric Home Energy — Riverside County
40165 Murrieta Hot Springs Road
Murrieta, CA 92563

Turning Point Therapeutics Raises \$202.5M in Follow-On Offering

BIOTECH: Cancer Drug Developer Plans To Build Its Pipeline

By JARED WHITLOCK

After raising \$175.2 million in an initial public offering this spring, **Turning Point Therapeutics** has returned to the public market.

The cancer drug developer on Sept. 10 raised \$202.5 million in a follow-on offering. Turning Point sold 4.5 million shares of common stock at a price of \$45 each.

CEO **Athena Countouriotis** told the San Diego Business Journal that the company wanted to capitalize on strong clinical data that was released after the IPO. In addition, some investors who missed the offering wanted in on the action.

“We had a lot of demand that we didn’t meet on the IPO,” Countouriotis said.

As evidence of this demand, Turning Point’s stock has shot up 139% since the company’s public debut, the best-performing biotech IPO this year.

While a follow-on offering can provide liquidity, Countouriotis said this wasn’t Turning Point’s aim. She noted that Turning Point reported \$250.5 million in cash as of June 30.

Rather, Countouriotis said the cash injection will build out the company’s pipeline.

The San Diego biotech is working on drugs for cancerous tumors that develop treatment resistance. The company’s lead drug candidate, repotrectinib, is undergoing

Turning Point Therapeutics, Inc.

CEO: Athena Countouriotis

STOCK: TPB on NYSE

HEADQUARTERS: La Jolla

COMPANY DESCRIPTION:

The biotech is working on drugs for cancerous tumors that develop treatment resistance.

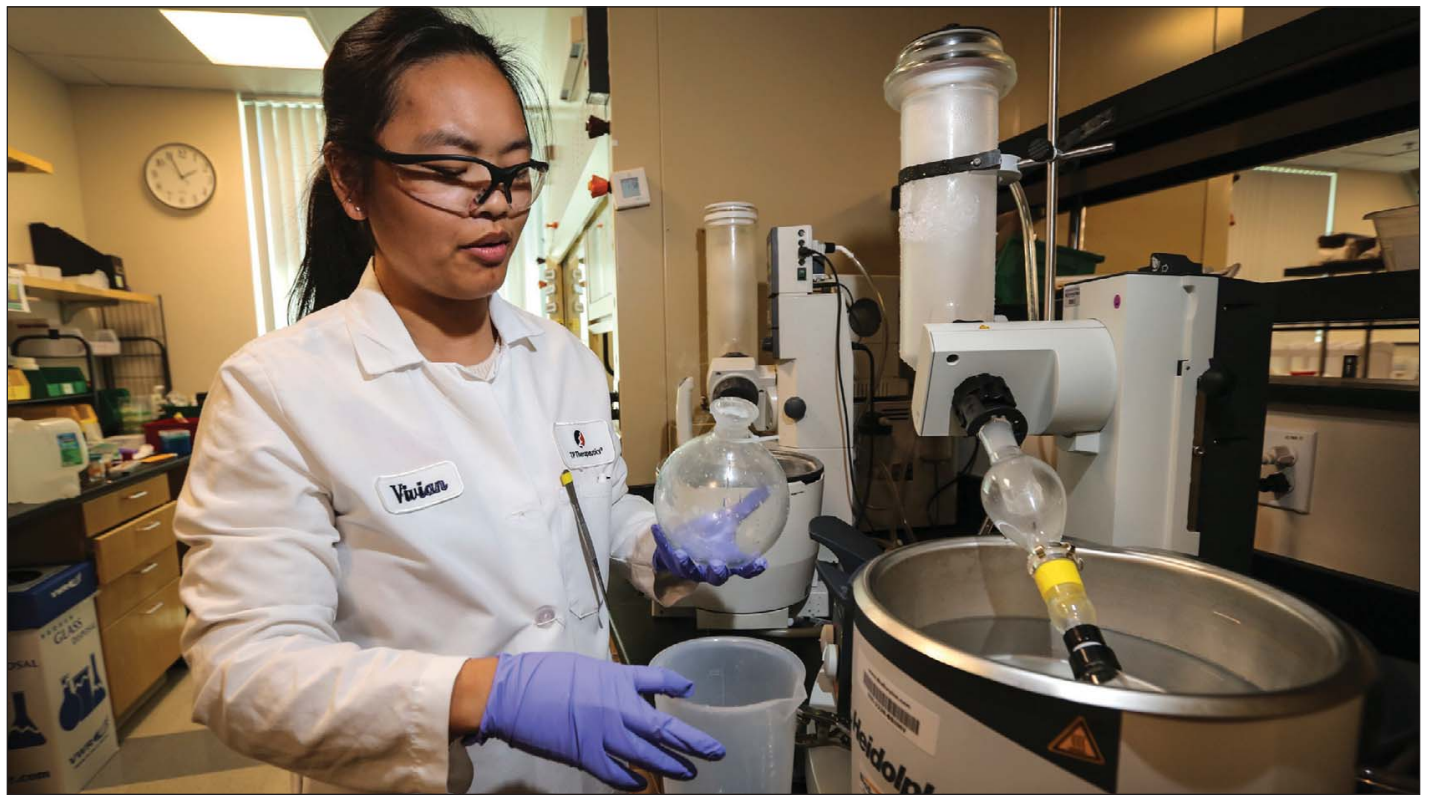


Photo by Jamie Scott Lytle

Vivian Nguyen of Turning Point Therapeutics works in the company’s lab.

a mid-stage clinical trial, or phase 2.

Earlier this month, analyst **Andrew Berens** with **SVB Leerink** said updated repotrectinib data showed even better patient response rates, boding well for Turning Point.

Investors and analysts have said Turning Point’s promise makes the company an acquisition target along the lines of **Ignyta**, a San Diego cancer drugmaker that **Roche** bought for \$1.7 billion in 2017. But

in July Countouriotis told the Business Journal that Turning Point is striving to be around long term; it is not a build-to-buy operation.

The \$202.5 million raised — which could rise to \$233 million when factoring in a clause that allows underwriters to buy additional shares — is the largest biotech follow-on offering since 2015, according to Turning Point.

The term “follow-on offering” is re-

served for new public companies that soon return to the public market.

Turning Point was founded in 2013 by **Jean Cui**, also Turning Point’s chief scientific officer, and her husband, **Y. Peter Li**.

Cui was the lead inventor of a Pfizer cancer drug called xalkori that falls under the umbrella of kinase inhibitors. She left the pharmaceutical for Turning Point to unleash more advanced kinase inhibitors that overcome cancer resistance. ■

STORMBRAIN

TAKE YOUR INDUSTRY BY STORM.

With a beautiful website, and omnipresent online marketing.

BRAND STRATEGY | WEBSITE SOLUTIONS | DIGITAL MARKETING

www.stormbrain.us • (866) 778-6279

SAN DIEGO BUSINESS JOURNAL

TOP 100

FASTEST GROWING PRIVATE COMPANIES

Raken Makes Some Key Additions to Executive Team

More Companies Using Construction Software, But Market Is Still Big

■ By ELISE REUTER

Raken has more than doubled its workforce since it raised a \$10 million Series A round in June of 2018. The Carlsbad-based construction software startup is growing quickly, putting the new funds to work by building out its product and its staff.

“The industry has been waiting for the right technology to come along. You’re starting to see tech be adopted at a rapidly increasing rate. For us, we wanted to be ahead of that when it comes to our product and customer service,” Raken CEO Kyle Slager said. “We’ve always been capital efficient. We didn’t necessarily need to raise money to keep our business going. All of the fundamentals of the business were so strong that it made sense to invest in our business.”

Recent Hires

Raken is rounding out its executive team with three recent hires. The company named a new vice president of strategy, Mike Bates, a new vice president of product, David Nuffer, and a new vice president of engineering, Matthew York. Bates joined the company after recently working as Intuit’s payment solutions leader. Nuffer previously served as head of product for delivery company Shipt, and York most recently served as director of engineering for PayLease.

“A big focus coming out of the Series A was building out our executive team,” Raken CEO Kyle Slager said. “We wanted to bring in people who have been there and done that when it comes to high-growth software companies.”

He added that the newest additions had played a key role in helping their companies, such as PayLease, scale from startups to global brands.

Slager and Raken’s chief technology officer, Sergey Sundukovskiy, co-founded the company in 2014. They started the business by interviewing 120 construction companies. At the time, not a single one of them used software to help manage their day-to-day work in the field.

Additional Services

Raken started off with daily reporting on productivity. The company has since implemented quality assurance, quality control and safety management features.

“It becomes kind of a running project progress document. We take this information and provide intelligence in the office to people who are overseeing this project,” Slager said. “It provides more transparency into what’s going on, so they can catch small problems before they become big problems. Projects can be on time and on budget.”

In the last five years, Raken has managed to turn its early adopters into some of its biggest proponents. The company has quickly grown to 4,000 customers and 350,000 projects.

The Competition

While Raken was an early mover in the construction space, it’s not the only option



Photo by Jamie Scott Lytle
Raken co-founders Sergey Sundukovskiy and Kyle Slager stand in front of the InterContinental hotel downtown, where subcontractors used their software in the hotel’s construction. Raken has doubled its staff from 50 to 100 employees since raising \$10 million last year.

out there. When it started in 2014, there were few construction software companies. Now, Slager estimates there are about 2,000.

That activity has also picked up interest from investors. According to a report released in February by Crunchbase, funding for construction technology startups skyrocketed last year. Companies in the sector raised nearly \$3.1 billion in 2018, led by SoftBank’s \$865 million investment into Katerra, compared with \$731 million in 2017.

“Surprisingly, of that, very few (startups) are competitive to us. There are a lot of different problems being solved. It’s not a zero-sum game,” Slager said. “For us, by far the biggest competition is people deciding whether or not they’re going to stop using pen and paper and move to a digital solution.” ■

We Know

SOCAL

We’ve been invested in Southern California since the day we were founded.

We live here, we work here, and our market-specific expertise has helped countless businesses thrive here. We deliver superior service through a relationship-driven, solution-focused approach to banking, and provide our clients with a single point of contact and direct access to decision makers.

If you’re ready to partner with a bank that understands the business climate of Southern California, we’re ready to meet you.

858.847.4780 | www.banksofcal.com



Holland Partner Group Plans 37-Story Tower

DEVELOPMENT: Mixed-Use Project To Replace Courthouse

■ By RAY HUARD

A 445-foot tall glass and steel tower combined with a smaller adjacent podium building will replace the former downtown **San Diego County Courthouse** under plans by a Washington state developer.

Called **Courthouse Commons**, the 37-story project at 220 W. Broadway by **Holland Partner Group** of Vancouver would be among several new downtown projects aimed at luring new businesses to the city's core.

Estimated to cost \$400 million, the mixed-use project would include 270,493 square feet of office space, 18,595 square feet of commercial space, and 431 apartments.

The office space is different for downtown because of its size with large floor plates of 30,000 to 35,000 square feet, said **Brent Schertzer**, managing partner of Holland Partner Group.

"The goal is to attract (office) tenants to downtown that haven't had that type of space. That type of space hasn't been available downtown previously," said Schertzer. "We're really trying to attract more tech office type tenants into the projects."

Victor Krebs, a senior vice president of the commercial real estate brokerage **Colliers International**, said the project "activates the west side of Broadway with more residences and modern office space, giving residents and businesses more options."



Victor Krebs



Rendering courtesy of Civic San Diego

A mixed-use project that includes apartments, office and commercial space is planned for the downtown site of the former San Diego County Courthouse.

"It will invigorate that area even further," Krebs said.

Construction Work, Permits

Built in the early 1960s, the old courthouse will be razed to make way for the new project. It was replaced by a new courthouse in 2017 at 1100 Union St.

"We're starting abatement work and

demolition on the building," Schertzer said. "That's all just started this month."

Demolition and abatement work is projected to cost about \$45 million.

Construction of the new project is slated to break ground in April next year and be finished in June 2023.

Holland Partner Group was selected

► *Courthouse page 32*

Chelsea Investment Corp. Aims for Affordability

MULTIFAMILY: \$21.9M Complex to House Low-Income Seniors

■ By RAY HUARD

Chelsea Investment Corp. has finished building a \$21.9 million housing complex in Ramona for low income people 62 and older.

Built in partnership with the nonprofit **Serving Seniors**, the 50,886 square-foot **Schmale Family Senior Residence** at 430 16th St. has 62 apartments.

The two-story building has 50 one-bedroom apartments of 560 square feet and 12 two-bedroom apartments of 790 square feet.

Amenities include patios or balconies for every apartment, a 2,500 square-foot community room, a computer room, laundry room and picnic and barbecue areas.

It is the first affordable housing project for low income seniors to be built in Ramona, according to **Jim Schmid**, founder and CEO of Chelsea Investment Corp.

The project is considered transit friendly because it is within walking distance of a bus stop served by the **North County Transit District's** Flex Commuter bus with 10 stops daily.

"This is an important addition to the county's supply of affordable housing for low income seniors and we are proud of our ongoing alliance with Serving Se-



Photo courtesy of Chelsea Investment Corp.

The Schmale Family Senior Residence has been completed in Ramona by Chelsea Investment Corp.

niors, with whom we have developed over 400 affordable apartments," Schmid said.

Rents in the Ramona complex are based on the income of tenants, but range from \$476 a month to \$818 a month for one-bedroom apartments and \$569 to \$978 a month for two-bedroom apartments based on income.

Residents will pay 30 percent of their



Jim Schmid

income in rent with the remainder covered by housing vouchers.

An onsite manager will take one of the two-bedroom apartments.

The apartments are earmarked for older people earning between 30 percent and 50 percent of the area median income.

For a household of two people in San Diego County, the range would be for those earning between \$25,700 and \$42,800 according to **U.S. Department of Housing and Urban Development** figures.

The project takes its name from **Marge and Neal Schmale**, who donated

► *Schmale page 26*

*Compared to other airlines, based on full-year schedule.



L'ATTITUDE

SEPTEMBER 26 - 29, 2019 | SAN DIEGO, CA



FOUR DAYS CELEBRATING how U.S. Latino business professionals, entrepreneurs, and consumers are keeping the U.S. economy growing. Join us as a world-class slate of CEOs, celebrities, economists, business leaders, educators, entrepreneurs, journalists, and politicians consider U.S. Latino contributions to America's economy and culture.

DAY 1 Thursday, September 26

Entertainment & Media

- Gary Acosta**
NAHREP Co-Founder & CEO
Co-Founder, L'ATTITUDE
- Rafa Agustín**
Writer
Jane the Virgin
- Raúl Alarcón**
Chairman & CEO
Spanish Broadcasting System
- Carlos Alazraqui**
Actor
- Lalo Alcaraz**
American Cartoonist
- Izabella Alvarez**
Actor
- Lemon Andersen**
Poet
- Jaime Camil**
Actor
Jane the Virgin
- Ralph de la Vega**
Founder and Chairman
De La Vega Group
- Matthew Fienup**
Executive Director
Center for Economic Research and Forecasting, California Lutheran University
- Dr. David Hayes-Bautista**
Professor of Medicine, Center for the Study of Latino Health and Culture Director
UCLA Fielding School of Public Health
- Benjamin Hernandez Bray**
Actor, Stunt Coordinator
- William Lewis**
Chief Executive Officer
Dow Jones & Co.
- Monica Macer**
Executive Producer
Gentefied
- Cesar Mazariegos**
Writer
The Simpsons
- Miguel Puga**
Supervising Director
The Casagrandes
- Kevin Reilly**
Chief Content Officer
WarnerMedia
- Robert Rodriguez**
Filmmaker/Entrepreneur
- Sol Trujillo**
Co-Founder
L'ATTITUDE
- Ana Valdez**
Executive President
Latino Donor Collaborative
- Teri Weinberg**
Executive Producer
Gentefied
- Aaliyah Williams**
Producer
Gentefied

DAY 3 Saturday, September 28

Business & Economics

- Gary Acosta**
NAHREP Co-Founder & CEO
Co-Founder, L'ATTITUDE
- Thaddeus Arroyo**
CEO
AT&T Consumer
- Tim Campos**
Co-founder & CEO
Woven
- Guillermo Diaz Jr.**
SVP of Customer Transformation
Cisco
- Mary Dillon**
Chief Executive Officer
Ulta Beauty
- Emilio Estefan**
Entrepreneur & Global Superstar
- Miguel Gamiño Jr.**
Executive Vice President for Global Cities
Mastercard
- Lili Gil Valletta**
Co-founder & CEO
CIEN+ and CulturIntel
- Mary Mack**
Senior EVP Head of Consumer Banking
Wells Fargo & Company
- Mike Miedler**
President & Chief Executive Officer
Century 21 Real Estate LLC
- Ana Navarro**
GOP Strategist, CNN Commentator
- Tom Nides**
Vice Chairman
Morgan Stanley
- Rosa Ramos-Kwok**
Managing Director
JPMorgan Chase & Co.
- Errol Samuelson**
Chief Industry Development Officer
Zillow Group
- David Stockman**
Former Director of the Office of Management and Budget
- Sol Trujillo**
Co-Founder
L'ATTITUDE
- Ali Velshi**
Anchor and Business Correspondent
NBC News and MSNBC

DAY 2 Friday, September 27

Politics & Issues

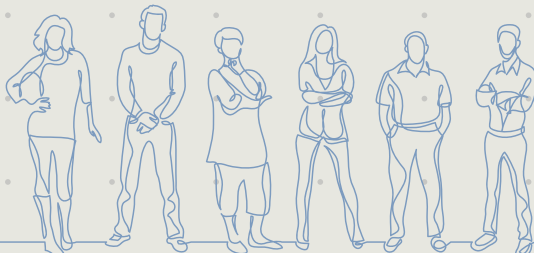
- Victor Arias**
Chairman
Stanford Latino Entrepreneurship Initiative
- Gerardo "Jerry" Ascencio**
Chairman
Hispanic Wealth Project
- Don Baer**
Chairman
Burson Cohn & Wolfe
- Gerard Baker**
Editor at Large
The Wall Street Journal
- Marc Benioff**
Chairman & Co-CEO
Salesforce
- Eric Cantor**
Former U.S. Representative,
VA-7
- Al R. Cardenas**
Lawyer, Political Strategist, & Senior Partner
Squire Patton Boggs
- Julián Castro**
Former U.S. Secretary
Housing and Urban Development
- Cesar Conde**
Chairman of NBCUniversal
Telemundo Enterprises and NBCUniversal International Group
- Miguel "Mike" B. Fernandez**
Chairman
MBF Healthcare Partners
- Luis Fonsi**
Global Superstar
Performance Presented by AT&T Business
- Carlos M. Gutierrez**
Former U.S. Secretary of Commerce
- María Teresa Kumar**
President and CEO
Voto Latino
- Oscar Munoz**
CEO
United Airlines
- Dr. Eduardo J. Padrón**
President
Miami Dade College
- Ken Salazar**
Former U.S. Secretary of the Interior
- Alex Sensation**
Award-winning Radio DJ
- Ali Velshi**
Anchor and Business Correspondent
NBC News and MSNBC

DAY 4 Sunday, September 29

Entrepreneurship & Capital

- Dr. Richard Aguilar**
Chief Clinical Officer
Cano Health
- Patty Arvielo**
President & Co-Founder
New American Funding
- Diego Boneta**
Actor
- Noramay Cadena**
Managing Partner
MiLA Capital
- Eugenio Derbez**
Actor, Writer, Director and Producer
- Emily Estefan**
Singer
- Emilio Estefan**
Entrepreneur & Global Superstar
- Miguel "Mike" B. Fernandez**
Chairman
MBF Healthcare Partners
- Karla Gallardo**
Co-Founder & CEO
Cuyana
- Pat Grady**
Partner
Sequoia Capital
- Dr. Marlow B. Hernandez Cano**
MD, CEO
Cano Health
- Samara Hernandez**
Founding Partner
Chingona Ventures
- Roman Leal**
General Partner
Leap Global Partners
- Gabriel Luna**
Actor
- Ben Odell**
President
3Pas Studios
- Beto Pallares**
Managing Director
Joseph Advisory
- Leo Pareja**
President
Remine
- Natalia Reyes**
Actor
- Elias Torres**
Founder & CTO
Drift
- Sol Trujillo**
Co-Founder
L'ATTITUDE

L'ATTITUDE AUDIENCE



81% U.S. Latino Business Professionals

38% Millennials

58% Latinas

70% Earn \$100,000+ per year

60% Have a College Degree

REGISTER lattice.net/reg



STARTUPS

Elise Reuter | ereuter@sdbj.com

Two Local Cos. Are In Nex3's La Jolla Accelerator Program

Digital Health Accelerator Drew 600 Applicants; Program Is Semi-Remote

■ By ELISE REUTER

Nex3 named its second cohort of digital health startups August 28. Seven companies were selected from a pool of more than 600 applicants, narrowed down to 100 semifinalists.

Nex3, which is based in San Francisco, launched its new San Diego-based digital health accelerator in March. The four-month program is semi-remote, which means startups from across the U.S. can participate; they only need to be at Nex3's La Jolla offices for the program kickoff, the halfway point and the demo day at the end.

The current cohort has raised more than \$2 million to date. Two of the companies are based in San Diego: **Family Proud**, an app that allows patients to share updates with their families and caregivers, and **SkillPower**, a platform designed to help users make healthier choices.

Family Proud was founded one year ago by **Jaden Risner**, a former operations supervisor for the U.S. Navy. SkillPower's co-founders include **John Hartman**, former chief marketing officer of **Piston**, and **Kendra Markle**, a former health behavior researcher for **Stanford Prevention Research Center**. The full list of companies includes:

➔ *Accelerator page 30*

New Tealium Executive To Lead Software Company's Go-to-Market Strategy

Startup Grows Team After Raising \$55 Million

■ By ELISE REUTER

San Diego-based software company **Tealium** added a new member to its executive team after raising a \$55 million funding round in May. **Ted Purcell** joined the company as its chief revenue officer on September 5. In his new role, he will lead Tealium's go-to-market strategy.

Purcell previously served as senior vice president of commercial at **Marketo**, a San Mateo-based company that makes marketing automation software. The company was acquired by **Adobe Systems** last September. Prior to that, he held management roles at **SAP** and **Clarizen**.

"This is the perfect time to join the Tealium team, and I couldn't be more excited to scale the business and drive success for both current and future customers," Purcell said in a news release. "It's clear that we're at the forefront of innovation, helping enterprises around the world embrace the power and value of real-time customer data."

Tealium was founded by **WebSideStory** alumni **Ali Behnam**, **Mike Anderson** and **Oliver Silvestre** in 2008. **Jeff Lunsford** joined as CEO, after taking prior companies **Limelight Networks** and **WebSideStory** public. The company's products pull real-time customer data

Tealium

CEO: Jeff Lunsford

AMOUNT OF FUNDING RAISED TO DATE: \$160M

INVESTORS: Silver Lake Partners, Citi Ventures, Georgian Partners, Bain Capital Ventures, Omega Venture Partners, Presidio Ventures

YEAR FOUNDED: 2008

HEADQUARTERS: Torrey Pines

NO. OF LOCAL EMPLOYEES: 200

COMPANY DESCRIPTION: Tealium builds customer data platforms, which help companies manage marketing data across a variety of systems.

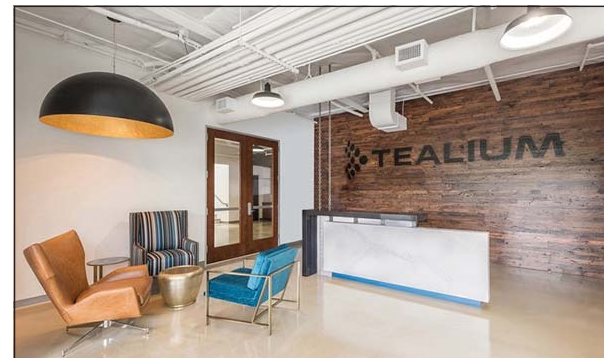


Photo courtesy of Tealium

Tealium has more than 200 employees at its offices in Torrey Pines.

from all sources — such as phones and laptops — and brings them together in one hub.

400+ Employees

Tealium has ramped up its growth since its recent funding round, with more than 400 total employees as of May. The company has raised a total of \$160 million to date, and is among San Diego's highest valued software companies. Lunsford has hinted at his intention to take the company public at some point in the future.

"We are excited to welcome Ted during a period of high growth at Tealium," Lunsford said in a news release. "Ted understands our mission to provide the industry with a vendor-neutral, independent platform that integrates with all leading enterprise solution providers, and provides a consistent data layer within a very dynamic market of over 1,200 companies. Ted's expertise will allow us to continue to drive growth in new markets around the globe." ■

SMARTDRIVE®



THE VIDEO SAFETY SYSTEM THAT'S ALSO A COMPLETE DATA PLATFORM

The SmartDrive® video-based safety program and transportation intelligence platform transforms fleet performance. Combining video safety, advanced analytics, telematics and compliance applications from a single box, SmartDrive's converged solution is the preferred solution that businesses rely on to transform their fleet's safety.



CONGRATS LEELA KRISHNA

on being named a finalist in the Next Top 40 Business Leaders Under 40 Awards!

(858) 225-5550 | www.smartdrive.net | info@smartdrive.net



Making waves together.

Brian Gardner & Paul O'Brien
Founders, Square One Distribution

There's no one-size-fits-all approach to business banking—or watersports gear. By getting to know their company first and talking numbers later, we were able to create banking solutions as unique as Square One Distribution itself. We've helped this waterski, wakeboard, and boating equipment manufacturer finance everything from a new headquarters to two private lakes, and today, they're riding high as the watersports industry leader.

[HomeStreet] Bank[®]

PERSONAL BANKING | HOME LOANS | BUSINESS BANKING

homestreet.com/business

FDIC 



HEALTH CARE & LIFE SCIENCES

Jared Whitlock | jwhitlock@sdbj.com

Acadia's Stock Soars Following Late-Stage Clinical Trial Results

Acadia Seeks to Expand Use of Drug

■ By JARED WHITLOCK

Shares of **Acadia Pharmaceuticals** recently rocketed up after its drug in a late-stage clinical trial achieved “robust statistical superiority” over a placebo for dementia-related psychosis.

After the positive results, Acadia stopped the clinical trial early, following the recommendation of an independent committee. The drug, nuplazid, met its main objective of delaying relapse to psychosis.

Nuplazid in 2016 received the **Food and Drug Administration's** blessing to quell hallucinations and delusions caused by Parkinson's disease. Acadia has tested the drug in related indications.

“With no approved treatment options available today for dementia-related psychosis, the (nuplazid) study results represent a meaningful advance that will potentially bring us a much needed therapy for this debilitating disease,” **Jeffrey Cummings**, director emeritus of **Cleveland Clinic Lou Ruvo Center for Brain Health** in Las Vegas, said in a statement.

Based on the latest clinical trial data, Acadia President **Serge Stankovic** said the company would file for approval to market nuplazid for dementia-related psychosis.

Acadia's stock closed at \$38.85 a share on Sept. 9, up 63% on the day. The next day its stock price climbed 6% higher.

J.P. Morgan analyst **Cory Kasimov** said in a research note that the results validate nuplazid's safety profile — a subject that thrust Acadia into the spotlight last year.

CNN articles called attention to Parkinson's patients who died while taking the drug, reported in a publication from the **Institute of Safe Medication Practices**.

The FDA reexamined nuplazid and last September reaffirmed the drug. The agency stated those with Parkinson's have a higher mortality rate than the general population, and that nuplazid deaths were more likely to be reported to the manufacturer because of nuplazid being distributed through a specialty pharmacy network.

In addition, the FDA said a black-box warning calls out the drug's risks.

Kasimov said if the FDA approves nuplazid for dementia-related psychosis, nuplazid could reach \$1.8 billion in peak U.S. sales annually.

Acadia owns 100% of the drug's rights, one of the few San Diego biotechs with an approved drug that hasn't been partnered with a larger pharmaceutical.

But Acadia's efforts to expand the use of nuplazid haven't all gone well. In July, the San Diego biotech said that nuplazid failed to improve the overall symptoms of schizophrenia in the final stage of clinical trials. ■

Acadia Pharmaceuticals Inc.

CEO: Steven Davis

HEADQUARTERS: San Diego

NO. OF LOCAL

EMPLOYEES: 28,000 in California; the business did not release an employee count for San Diego

STOCK SYMBOL: ACAD on Nasdaq

COMPANY DESCRIPTION:

Acadia has a drug on the market to quell hallucinations and delusions caused by Parkinson's disease. It has sought to expand the drug's use.



Serge Stankovic

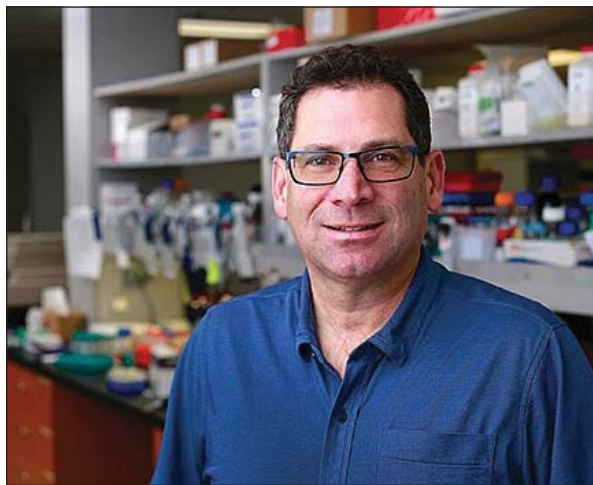


Photo courtesy of Sitari Pharmaceuticals
Jay Lichter is the CEO of Sitari Pharmaceuticals and managing director of Avalon Ventures.

GlaxoSmithKline Buys Sitari Pharmaceuticals

Acquisition Caps Off an Unusual Drug Development Pact

■ By JARED WHITLOCK

GlaxoSmithKline announced it will acquire San Diego's **Sitari Pharmaceuticals** — a deal induced by an unusual arrangement.

Sitara was the first startup formed under a joint venture between San Diego-based **Avalon Ventures** and **GlaxoSmithKline** to kick-start drug development. Acquisition terms weren't disclosed.

One of the largest pharmaceuticals, **GlaxoSmithKline** brought research-and-development know-how and access to its technology in exchange for first dibs to buy startups.

The agreement covered eight companies, but **GlaxoSmithKline** only agreed to buy Sitari, which has a preclinical program for celiac disease.

GlaxoSmithKline passed on four other startups that are in the process of either being financed or acquired by others. The pharmaceutical company and **Avalon** mutually decided to cease funding three of the companies.

That's according to **Jay Lichter**, the CEO of Sitari and managing director of **Avalon Ventures**. He called the partnership — which won't generate additional investments — a success.

“What I can say is it worked pretty much according to plan,” Lichter told the *San Diego Business Journal*. “And we're getting a venture return on our investment.”

Inked in 2013, the deal called for **Avalon** to contribute \$30 million in funding, while **GlaxoSmithKline** pledged as much as \$465 million in seed funding and payments for hitting various milestones.

How much **GlaxoSmithKline** ultimately invested wasn't disclosed.

The arrangement marked another dimension in big pharma outsourcing innovation. Pharmaceuticals commonly buy or invest in biotechs. But this appeared to be the first time a venture firm and pharmaceutical company actively incubated biotech startups, with financial terms decided up front.

Lichter said Sitari's preclinical asset generated compelling data. It's designed to inhibit an inflammatory cascade that ensues when those with celiac disease consume gluten in wheat, rye and barley.

These immune system attacks can trigger diarrhea and abdominal pain — or longer-term lead to disorders such as Type 1 diabetes. Lichter said the program is about a year away from an investigational new drug application, a hurdle that must be cleared to start clinical trials.

Lichter said Sitari's six employees — himself included — will go on to other ventures at **COI Pharmaceuticals**, an incubator that houses **Avalon** portfolio companies. ■

Pet Cancer Centers, Technocentric Primary Care Come to San Diego

Outside Medical Companies Expand Into San Diego

■ By JARED WHITLOCK



Photo courtesy of One Medical Inc.

One Medical recently opened an office in downtown San Diego, at 1230 Columbia St.

From pet cancer centers to tech-centric primary care, out-of-town medical companies have expanded into San Diego.

One Medical Group opened a primary care office in downtown San Diego, but the San Francisco company has sought to distinguish itself with virtual care.

Its video app lets patients consult with physicians round-the-clock. For those wanting an in-person visit, the company touts same-day appointments that start on time.

Along with the downtown office, a Carlsbad and La Jolla office are slated to open in the fall.

One Medical not only has a direct-to-consumer model, but also employers add the company to their health benefits package.

The company isn't alone in pursuing virtual primary care.

Local hospitals in the last year have added telemedicine capabilities, though video visits still aren't very common. Their push is the result of consumer demand for video and phone visits — not to mention reimbursement finally catching up to virtual technology, the *San Diego Business Journal* recently reported.

UC San Diego Health — which carved out a niche providing virtual consultations to other physicians around the world — has partnered with **One Health** to bolster primary and specialty care.

San Diego marks **One Medical's** ninth market, with 72 offices throughout the country.

Switching gears, two centers offering individualized cancer treatment for pets launched in San Diego as part of a larger rollout. They're operated by Los Angeles-based **VCA Inc.**

Multidisciplinary oncologists staff the centers, one in Kearny Mesa and the other in Carlsbad.

VCA — which runs several animal hospitals in the region — said the centers are equipped for chemotherapy, radiation, surgery and immunotherapy.

The centers aim to open lines of communication between veterinary oncologists, general practice veterinarians and pet owners, per **VCA**.

VCA recently debuted the San Diego facilities and 33 others like them across North America, branded as **VCA Pet CancerCare Centers**.

And the company says there's a need. It surveyed pet owners and found 58% would do everything possible to make their pets more comfortable if diagnosed with cancer.

Across the United States, Canada and Brazil, **VCA** operates 930 hospitals. ■

Business Owners Heading for the Exit

Owners Selling Companies Need Comprehensive Exit Strategies

By **MATT HANSEN, CFP®, CEPA®**, Senior Vice President - Wealth Management, UBS Financial Services, Inc.

You may have spent many years, or perhaps decades, immersed in the day to day operation of your company, focused on strategies designed to build your business. But is your focus starting to shift from the successful operation of your company, and toward a strategy for the successful sale of your company? If so, you're definitely not alone. Research published in the UBS article "US Insights on Investor Sentiment" from the first quarter of 2018 provides some insights regarding business owners' future plans for their businesses. The study indicates 41% of current business owners expect to leave their companies within five years, with a majority planning to sell. But as diverse as those businesses may be, there's one common question each owner may be asking: "Do I have a plan in place that will help me make that move?"

Business owners contemplating a sale may choose to move on to a new venture or ready to enjoy retirement after investing time and effort in operating their companies. However, in that same 2018 UBS article, 58% of business owners looking to exit said they have never had

their companies appraised, and almost half have no formal exit plan in place.

So how can you start structuring a comprehensive exit plan, one that encompasses business and personal financial planning, and in many cases, estate planning strategies? The foundation of that strategy should be targeted toward two goals: Helping you maximize the return you get if you sell, and implementing a financial plan to help you manage your money after the sale. The time to start putting together a team of financial professionals is long before you're ready to hand over the keys to someone else.

That team may include a financial advisor, attorney, accountant, and possibly an investment banker. Decisions will need to be carefully crafted to provide advice on transition structure, ownership transition and post-sale asset management. If you plan on selling to heirs, you should consider creating a succession plan that includes techniques to help manage concerns regarding your estate planning strategies. You may currently be paying expenses through the business you intend to sell, and you'll need

to address how you'll cover those expenses after the sale, and how those decisions can impact your personal cash flow. As you plan a long range view of life after you sell your business, you'll need to determine an investment strategy moving forward. Much of your financial focus may shift from managing your company to managing your assets after the sale of your company.

Do you have a strategy in place that calculates whether the assets of the sale of your company will adequately provide for ALL of the goals you have? And keep in mind, those goals may extend beyond your lifetime. You may choose to develop a strategy that involves detailed estate planning for multiple generations of family members. A strategy to structuring wealth across time may provide the guidance you need as you make some important decisions.

Clearly, there is a lot to take into account before, during and after the sale of a company, and possibly during a transition into retirement. So you may want to consider crafting a comprehensive exit planning strategy long before you decide to make that exit.



MATT HANSEN, CFP®, CEPA®
Senior VP - Wealth Management
UBS Financial Services, Inc.

Matt Hansen helps successful people manage and plan all aspects of their wealth so they can focus their time and energy on work, family, and the causes that are most important to them. He focuses on financial planning with an eye on both long term goal achievement and short term opportunistic perspectives. Guided by each client's Personal Financial Plan, Matt engages with his clients as their dedicated advisor in areas such as comprehensive wealth planning, estate planning, insurance solutions, and various lending options. Matt's current focus is working with business owners to help structure retirement plans, bring them access to capital to help grow their business, and business transition planning to help structure a successful liquidity event.



Review code: IS1904016 Expires 8/31/2020



DEFENSE & TECHNOLOGY

Brad Graves | bradg@sdbj.com

Pentagon Gives New Boost to Viasat Military Radio Work

Contract Ceiling Raised By \$100 Million in Multinational Deal

■ By BRAD GRAVES

The following are selected defense contracts awarded to San Diego County companies in early September. The U.S. Department of Defense releases a digest of contract awards daily at 5 p.m. Eastern Daylight Time.

The U.S. Navy awarded **Viasat Inc.** up to \$100.5 million worth of work to improve Link 16 radios. The Link 16 radio transmits images and data between military vehicles, aircraft, ships and individuals, offering allies a common operating picture of the battlefield — one which is continuously updated.

Radio users have identified a need to buy and/or retrofit 3,370 MIDS JTRS radios with new capabilities. The initials stand for Multifunctional Information Distribution System Joint Tactical Radio System. The deal covers production as well as systems engineering and integration.

The contract combines purchases for the Navy, U.S. Air Force and MIDS Program Office, as well as to the governments of Austria, Chile, Finland, Israel, Jordan, Japan, Kuwait, Malaysia, Morocco, Oman, Pakistan, Qatar, South Korea, Saudi Arabia, Singapore, Sweden, Switzerland, Taiwan, Thailand, the United Arab Emirates, Australia, Canada, New Zealand and the United Kingdom. The contract also includes purchases to NATO and all NATO nations under the Pentagon's Foreign Military Sales program.

Work will be performed in Carlsbad and is expected to run through May. The modification increases the total value of the Link 16 contract to \$889 million.

The Naval Information Warfare Systems Command of San Diego awarded the deal, announced on Sept. 10.

Scaffolding Deals Draw \$29.8M

The U.S. Navy exercised contract options with two specialty businesses in San Diego County, which will provide scaffolding for ship maintenance and repair through October 2020. **American Scaffold** of Logan Heights received a \$10.9 million contract modification while **W.V. Construction Co.**, a small business in Jamul, received an \$18.9 million contract modification. The contractors will work in San Diego and Oceanside. Each contractor must provide management, administrative and production services, materials, tools, equipment and required support to accomplish scaffolding on board U.S. naval ships and other government vessels. Scaffolding shall include rolling scaffolds, suspended scaffolds and tube-and-clamp-type scaffolds. The Southwest Regional Maintenance Center, which coordinates Navy ship repair in San Diego, awarded the contract options, announced on Sept. 6. ■

Northrop Grumman Fire Scout Carries Mine Detector Aloft

Unmanned Helicopter Part Of Versatile Littoral Ship

■ By BRAD GRAVES



An MQ-8B Fire Scout helicopter hovers over the Littoral Combat Ship USS Milwaukee in June in the Atlantic Ocean. Photo courtesy of U.S. Navy

The unmanned helicopter comes first. The Marines follow.

That is the scenario that has come into focus for **Northrop Grumman Corp.**'s Fire Scout, when it's working as a mine hunter.

Prime contractor Northrop Grumman (NYSE: NOC) builds the aircraft for the U.S. Navy. The corporation begins with a conventional, piloted helicopter and equips it with everything it needs to operate as an unmanned military vehicle. The factory where the conversion takes place is located elsewhere but the program is run from Rancho Bernardo.

One thing the Navy has been doing is equipping Fire Scouts for jobs in shallow waters — also called the littorals. The Navy plans to send the helicopter to sea on the Navy's Littoral Combat Ships. When commanders prepare for an amphibious assault, a helicopter from such a ship can make reconnaissance trips to the surf zone and the beaches, getting a sense of whether there are any mine fields and other obstacles to a landing.

A COBRA Hugs the Coast

Doing the work on the Fire Scout will be its mine-hunting sensor electronics, which go by the formidable name of COBRA (short for Coastal Battlefield Reconnaissance and Analysis). **Areté Associates** makes the electronics in Tucson, Arizona. They were declared ready for use in mid-2017, according to the Navy, and now the Arizona business is developing more advanced versions of COBRA.

An unmanned aircraft keeps people away from dangers such as mines and enemy fire, the Navy says in its explanation of COBRA.

Littoral Combat Ships have three purposes, and can be given a different purpose by swapping out what the Navy calls mission modules. The COBRA-equipped Fire Scout goes with the mine countermeasures module.

There is also a surface warfare module and an antisubmarine warfare module for the Littoral Combat Ships, and these too use the Fire Scout. The ships can also carry manned MH-60 helicopters.

San Diego is home port to many Littoral Combat Ships, particularly the Independence class, which have trimaran hulls and are built out of aluminum.

Two Helicopters, Varied Jobs

There are actually two variations of the Fire Scout helicopter. The MQ-8B, made from a Schweizer body, has a shorter range and can carry limited weight. The MQ-8C is made from a Bell 407 commuter helicopter, has a longer range and more carrying capacity.

The Navy says Fire Scout will also help it put its weapons on target.

In December 2017, the Navy publicized the larger Fire Scout's role in successfully delivering a ship-launched Harpoon missile to its target, which was over the horizon from the ship. The event took place during war games in August 2017 in the Philippine Sea. ■



Photo courtesy of U.S. Navy
Northrop Grumman produces the Fire Scout helicopter.

Northrop Grumman Corp.

CEO: Kathy J. Warden

REVENUE: \$30.1 billion in 2018; \$26 billion in 2017

NET INCOME: \$3.2 billion in 2018; \$2.9 billion in 2017

YEAR FOUNDED: 1994, when Northrop Aircraft Inc. acquired Grumman Corp.

HEADQUARTERS: Falls Church, Virginia

NO. OF LOCAL EMPLOYEES: 28,000 in California; the business did not release an employee count for San Diego

STOCK SYMBOL: NOC on the New York Stock Exchange

COMPANY DESCRIPTION: Defense contractor.

COMPANIES ON THE MOVE

IN SAN DIEGO



TECHNOLOGY



THE CHIP MERCHANT, ASSUMES NEW IDENTITY AS ITCM

The Chip Merchant, a well-known San Diego computer, components and repair firm, will now be known as **ITCM** – Information Technology Consulting and Management-- effective immediately. This change will see the retirement of the well-known “Chip Merchant” name in favor of ITCM. The new entity will provide a new marque for the recently acquired assets of IT service firms, Direct Tech and Total Tech. ITCM will focus on growing its regional footprint through direct sales of its services business and the acquisition of several smaller competitors.

According to President and CEO, **Jorge Ruiz de Castilla**, the name change is being made “to provide a new brand for the three companies we have merged with during the past twelve months. Also, our old brand, The Chip Merchant, has always been associated with computer and component sales and not with IT services. We want our brand to be free from the limitations of hardware and computer merchandise.”

The Chip Merchant was recognized for the past 34 years as a local provider of computer components and repair. During the past decade, the company has shifted its focus to computer consulting and managed services for IT.

The newly named ITCM is a privately held Managed Services Provider deploying fully managed IT services to a broad range of San Diego, Orange County and Los Angeles clients. ITCM provides an efficient alternative to in-house IT resources, including server management, cloud services, project management, network design and engineering and user support.

ITCM is located in Kearny Mesa, at 5560 Ruffin Road, San Diego, CA 92123. The company website is www.itcm.co

Jorge Ruiz de Castilla can be reached at 858-268-4774 or jorge@itcm.co



PEOPLE ON THE MOVE

HIRINGS, PROMOTIONS, BOARD MEMBERS AND SPECIAL ANNOUNCEMENTS IN SAN DIEGO

J.P.Morgan

BANKING

New Hires



Ryan

JPMorgan Chase has expanded its Commercial Banking business in San Diego, hiring three senior bankers in its Middle Market Banking & Specialized Industries (MMBSI) team. The appointments build on the firm's recent wave of hiring and expansion in the San Diego market.

Aaron Ryan joins the firm as Region Manager for San Diego leading a team of commercial bankers to deliver the firm's global capabilities to local businesses, including credit and financing, treasury and payment services, international banking, asset management and investment banking. A San Diego native, Ryan returns to his hometown after 19 years at Wells Fargo where he was Team Lead and Senior Relationship Manager for Middle Market Banking in Orange County. Ryan will report to Tony Sciarrino, Managing Director, California Segment Head- Middle Market Banking & Specialized Industries at JPMorgan Chase, also a San Diego native.

“San Diego is one of the best places for new business and innovation, entrepreneurship and economic growth in the country and it is a hugely important market for us,” said Sciarrino. “As a San Diegan, Aaron brings a lifetime of experience to this leadership role, which will enhance our local presence and be a great force for the business community. We're building our team on the ground with the people who know San Diego best.”

Joining Ryan's MMBSI team in San Diego includes:



Craver

Colin Craver as Executive Director. Craver has held a variety of leadership roles in his 15-year banking career. His appointment is also a homecoming, as he began his banking career as an area manager and a relationship manager for Chase Business Banking in San Diego. Most recently he served as a Senior Relationship Manager for Wells Fargo's Middle Market Banking office in Orange County.



Oster Schwimer

Danielle Oster Schwimer as Vice President. She comes from Citigroup's Fixed Income team where she served as Vice President in Emerging Markets (EM) Syndication responsible for leading EM debt issuance globally for the last decade.

“San Diego's business community has transformed into an epicenter for growth companies with an unmatched level of energy and enthusiasm,” said Ryan. “With the full force of JPMorgan Chase behind us, we're looking to make an impact by closely working with local businesses and helping them to achieve their goals. I returned home to be part of something special.”

JPMorgan Chase has expanded in San Diego by investing in the market, hiring local talent, and is committed to partnering with the community. The MMBSI business has dedicated teams in the top 50 metropolitan statistical areas in the U.S., including specialized industry groups such as Agribusiness, Technology and Disruptive Commerce, Healthcare and Government banking.

Demonstrating its commitment to the city, the firm recently announced San Diego as one of five winning cities in its inaugural AdvancingCities Challenge, part of the \$500 million, five-year initiative to drive inclusive growth and create greater economic opportunity in cities. San Diego was awarded \$3 million to help address major social and economic challenges such as employment barriers, financial insecurity and neighborhood disinvestment.

Aaron Ryan can be reached at 619-687-2530 or at aaron.ryan@chase.com

For more information, contact your account executive at 858-277-6359 or visit us online at www.sdbj.com

Place your announcement at sdbj.com/people-on-the-move



TOURISM, RETAIL & HOSPITALITY

Mariel Concepcion | mconcepcion@sdbj.com

Hakkasan Group To Close Its Searsucker Del Mar

Eatery Is Closing After Six Years; It Faced Competition From One Paseo

■ By MARIEL CONCEPCION



Photo courtesy of Hakkasan Group

Searsucker Del Mar will officially shutter its doors Oct. 30.

According to a WARN filing by **Hakkasan Group**, which owns Searsucker Del Mar as well as a Searsucker location downtown and another in Las Vegas. The **Del Mar Highlands Town Center** restaurant will officially shutter its doors October 30. Forty-three employees will be laid off, as per the filing, including bartenders, line cooks, servers and bussers.

“After careful deliberation we have taken the difficult decision to close Searsucker Del Mar located at the Del Mar Highlands Town Center on October 30, 2019,” read a statement provided by the Hakkasan Group. “The restaurant will operate as normal until then. We’d like to thank our loyal customers for their continued support over the last six years. Our other local Searsucker in the Gaslamp District continues to thrive and serve the greater San Diego community.”

‘Social’ Dining

Searsucker Del Mar was originally called Burlap, an “Asian Cowboy” themed eatery founded by chef **Brian Malarkey**. In the summer of 2013, Malarkey closed Burlap and, a month or so later, opened it back up as Searsucker Del Mar. On its website, Searsucker Del Mar is described as “a social dining destination with coastal flare where the surf meets the turf in sunny Del Mar.”

In 2014, Malarkey sold a majority stake in the Searsucker chain, as well as his **Herringbone** restaurant located in La Jolla, to Las Vegas-based Hakkasan Group. And, in 2018, he officially parted ways with the restaurant and nightlife group to focus on his San Diego-based **Puffer-Malarkey Restaurants** company, which he co-founded with business partner **Chris Puffer** in 2016. The collective includes **Herb & Wood** and **Herb & Eatery** in Little Italy, **Green Acre Campus Pointe**, **Green Acre Nautilus** and **Farmer & The Seahorse**.

Puffer-Malarkey is scheduled to open high-end Asian restaurant **Animae** and an **Herb & Sea** in Encinitas, later this year.

“Searsucker and Herringbone are two unique concepts I will continue to be proud of,” Malarkey said in a 2018 statement. “I am grateful for the incredible employees, many that have been with us since the start, friends and the loyal clientele who have helped drive their success and it’s been exciting to watch their expansion over the last few years under Hakkasan’s guidance. However, at

► *Del Mar page 31*



Photo courtesy of United Airlines
United Airlines has opened its first satellite base to better accommodate its flight attendants in San Diego.

United Crews Benefit From New SAN Satellite Base

Flight Attendants Can Now Start Their Day at San Diego

■ By MARIEL CONCEPCION

United Airlines’ San Diego-based flight attendants will now have less commute hours and, it is hoped, better work-life balance, thanks to the company’s latest innovation.

According to the company, United has opened its first satellite base to better accommodate its flight attendants in San Diego. The new model will be located at **San Diego International Airport**.

Previous to setting up the satellite base at SAN, United flight attendants who live in San Diego were mostly assigned flights originating from other cities. But now the satellite base allows them to operate United flights departing from and returning to the San Diego airport.

Increased S.D. Flights

In the last two years, the airline has increased its flying out of San Diego International by nearly 250 departures and more than 60,000 seats, according to the company. And, as mentioned-above, the hope is that by setting up the San Diego-based satellite, it can provide its local flight attendants better work-life balance by eliminating long commutes at the start and end of their shifts.

“Satellite bases are an innovative concept that will improve the quality of life for the hard-working men and women who live in the San Diego community,” said **John Slater**, United’s senior vice president of Inflight Services, via a statement. “It’s something that’s never been done before at our airline, and it reflects our deep commitment to not only these talented crew members but to the city of San Diego where United began operating nearly 90 years ago.”

The United Airlines satellite base model was also launched in two other airports globally. Earlier this month, it was announced that United Airlines had also launched a satellite home for flight attendants in Phoenix, Arizona. The third location is in Orlando, Florida. Previous to the new hubs, United Airlines already had bases in San Francisco, Los Angeles, Houston, Chicago, Newark, New York and Washington, D.C.

400 San Diego Employees

United Airlines has nearly 400 employees in San Diego, approximately 125 of whom are flight attendants. Prior to setting up the hub in San Diego, these flight attendants had to drive to one of the nearby hubs, located in another city, to start their workdays, with most of their assigned flights starting from that location.

The airline is currently working with SAN to finalize designs for a multimillion-dollar operations center that will house the airline’s cargo unit and ground services equipment. The new center is set to open next year.

Overall, United Airlines and United Express operate approximately 4,900 flights a day to 356 airports across five continents. ■



John Slater

Restaurant Group Finds It’s Time to Make Some Changes

One Site to Be Redone; New Eatery Set for Mission Hills

■ By MARIEL CONCEPCION



Photo courtesy of Trust Restaurant Group

Trust Restaurant Group will reimagine its **Hundred Proof Cocktail Bar** into **Rare Society**, a “retro, mid-century” steakhouse, slated to open November 2019.

Trust Restaurant Group, the Hillcrest-headquartered company behind Mission Hills’ **Fort Oak**, **Trust Restaurant** in Hillcrest and **Hundred Proof Cocktail Bar**, located in University Heights, is doing a little bit of reorganizing and expanding.

First, **Hundred Proof Cocktail Bar** — which opened in 2017 and is said to have been underperforming according to the company — will be reimaged as **Rare Society**, a “retro, mid-century” steakhouse, slated to open November 2019. The space will feature a cocktail bar and menu selections will include wood-fire steaks, chops, seafood, salads and sides like oysters Rockefeller, roasted bone marrow, linguini & clams, filet carpaccio and East Coast style crab cakes.

Shortly after, in January 2020, Trust Restaurant Group, owned by chef **Brad Wise** and partner **Steve Schwob**, will open **Cardellino**, housed where the former Brooklyn Girl Eatery used to be in Mission Hills; following a **Facebook** announcement, the casual neighborhood American food place suddenly closed earlier this year.

“It is with sadness yet an abundance of gratitude to all our guests that have graced our doors, to the friends we have made along the way, to our regulars that have supported us throughout the years and to our amazing crew that has put their heart and soul into this restaurant,” the Brooklyn Girl entry read.

Eatery and Bakery

Cardellino promises to be a nice addition to the neighborhood. The 4,800 square foot eatery and bakery will feature Italian-American dishes like pizzas and pastas. The bakery will sell 30 to 40 pastries

► *Restaurants page 31*

Hakkasan Group

CEO: Neil Moffitt

REVENUE: \$500 million in revenue annually, according to ReviewJournal.com

YEAR FOUNDED: 1998

HEADQUARTERS: Las Vegas

NO. OF LOCAL EMPLOYEES: approximately 2,000

COMPANY DESCRIPTION: A restaurant and nightline development and management group.

Trust Restaurant Group

CO-OWNERS: Brad Wise and Steve Schwob

REVENUE: \$5.5 million in 2018, projected revenue for 2019 is \$10 million

YEAR FOUNDED: 2016

HEADQUARTERS: Hillcrest

NO. OF LOCAL EMPLOYEES: approximately 130

COMPANY DESCRIPTION: A local restaurant group that owns and manages Trust Restaurant, Hundred Proof cocktail bar in Hillcrest, and Fort Oak restaurant and bar in Mission Hills.



Brad Wise



Steve Schwob

SPECIAL REPORT: PUBLIC RELATIONS



In Digital Age, PR Firms Need to Do More Than Just Master The Message

From Videos to Influencers, Cos. Need Right Tools, Techniques and Talent to Serve Their Customers

■ By EMMET PIERCE

Public relations firms in San Diego are scrambling to adapt to change as digital technology continues to alter the way consumers receive information.



Jean Walcher

“The digital internet has completely turned the industry on its head,” said Jean Walcher, president of J. Walcher Communications, a public relations and marketing agency. “We are dealing with a whole new world. Our biggest challenge is keeping ourselves educated and keeping up with the ever-changing digital landscape.”

Digital technology is reshaping the way public relations agencies operate on a daily basis, said Michael Olguin, CEO and founder of Havas Formula, a national public relations agency with offices in San Diego, New York and Los Angeles. There is strong pressure to create “snackable information” that people can quickly absorb. With digital consumers bouncing back and forth between computers, smartphones and television, “you have a very distractible consumer,” he explained.



Michael Olguin

“Things are changing so fast,” said industry veteran Barbara Metz, the principal at Metz Public Relations, a boutique agency that supports the marketing efforts of small- and medium-sized firms and nonprofits. “You constantly are being required to widen your digital knowledge. Virtually all of the public relations agencies in San Diego have an expertise in social media. The advent of the internet completely changed everything.”

“

You constantly are being required to widen your digital knowledge.

*Barbara Metz, Principal
Metz Public Relations*

A Changing Business Model

The business model for running a successful public relations business has evolved with technology. Today public relations or “PR” professionals must be familiar with a wide array of digital platforms in order to keep pace with the competition and get clients’ messages before the public.

Digital technology has expanded the outreach of PR firms. Instead of focusing on helping clients gain publicity through news

➔ Digital Age page 19

THE LISTS

- 18** Public Relations Firms
- 20** Ad Agencies

RELATED STORY

- 21** Public Relations Firms Need a Complete Team to Compete

THE LIST

PUBLIC RELATIONS FIRMS

Ranked by adjusted gross income for fiscal year 2018

| Rank | Firm Address Website Phone | Adjusted gross income: (millions) ⁽¹⁾ 2018 2017 % + (-) | # of accounts | Services offered in addition to PR | Specialty fields/ corresponding client(s) | Top local executive(s) Year est. locally |  |
|------------|---|--|------------------|--|--|--|---|
| | | | | | | | |
| 1 (1) | J Public Relations 2341 Fifth Ave., San Diego 92101 www.jpublicrelations.com 619-255-7069 |  j public relations \$10.63 \$9.08 17 | 112 | Media relations, social media, digital/influencer relations | Hospitality: Vail Resorts, JC Resorts Great Wolf Lodge; Tourism: Utah Office of Tourism, Visit North Carolina; Culinary: Parakeet Cafe | Jamie Sigler O'Grady 2005 |  |
| 2 (NR) | CG Life 5501 Oberlin Drive, Suite 105, San Diego 92121 www.cglife.com 781-608-7091 |  cglife® \$7.78 \$7 11 | 63 | Brand Strategy, Digital Marketing, Content Marketing, Paid Media, Creative Services, Social Media | San Diego Blood Bank, Thermo Fisher Scientific, Abbott Diagnostics, AbbVie, BioRad, Arcadia Biosciences, Avomeen, California Life Sciences Association (CLSA), Celgene, Genomatica, Progenity, Ventas Healthcare | Erik Clausen 2008 |  |
| 3 (NR) | Southwest Strategies 401 B St., Suite 150, San Diego 92101 www.swspr.com 858-541-7800 |  SOUTHWEST STRATEGIES LLC \$7.7 \$6.8 13 | 50 | Government relations, community outreach, media relations | Public information-San Diego County Water Authority; Public affairs-Regency Centers; Community relations-Pardee Homes | Chris Wahl 2000 |  |
| 4 (NR) | Canale Communications Inc. 4010 Goldfinch Ave., San Diego 92103 www.canalecomm.com 619-849-6000 |  CANALECOMM \$7.17 \$6.74 6 | 35 | Public and investor relations, content development, creative design & services | Thought leadership-Johnson & Johnson Innovation; Corp. Communications-Poseida Therapeutics; Patient awareness-Bridge Bio | Carin Canale-Theakston 2010 |  |
| 5 (4) | Katz & Associates 1450 Frazee Road, Suite 200, San Diego 92108 katzandassociates.com 858-452-0031 |  K&A KATZ & ASSOCIATES \$5.54 \$5.14 8 | 58 | Strategic communications, public involvement, community relations | Public info/outreach-U.S. Navy and Marine Corps; Community/construction relations-SANDAG/MCTC; Public edu.-City of San Diego Pure Water Program | Sara Katz 1986 |  |
| 6 (5) | Nuffer Smith Tucker 4045 Third Ave., Suite 200, San Diego 92103 www.nstpr.com 619-296-0605 |  nuffer smith tucker \$2.45 \$3.19 (23) | wnd | Marketing communications, strategic planning, digital & social media, creative development & design | Consumer products, agriculture and food, public outreach and community relations | Teresa Siles 1974 |  |
| 7 (NR) | CMW Media 555 W. Beech St., Suite 502, San Diego 92101 www.cmwmedia.com 858-264-6600 |  CMW \$1.62 \$1.11 46 | 18 | Digital Marketing: Web & Social Media Creative: Video Production & Graphic Design | We specialize in emerging markets and publicly traded companies | Kyle Porter 2014 |  |
| 8 (7) | KCD PR Inc. 610 W. Ash St., Suite 901, San Diego 92101 www.kcdpr.com 619-955-7759 |  KCD PR \$1.06 \$1.29 (18) | 6 | Content marketing, crisis communications, digital marketing, media/training, video prod. | Financial, high-tech, fintech, professional services & transportation specialty practices | Kevin Dinino 2009 |  |
| 9 (NR) | Berkman Strategic Communications 3920 Conde St., Suite B, San Diego 92110 www.berkmanpr.com 619-231-9977 |  berkman strategic communications \$1.03 \$1.11 (7) | 14 | Strategic planning, crisis comm., speaker training, media relations, video, workshops, brand image | PEP, SOR, ANI, CCU, TBM, TPG. | Jack Berkman 1978 |  |
| 10 (9) | J. Walcher Communications 1940 Market St., San Diego 92102 jwalcher.com 619-295-7140 |  JWC J. WALCHER COMMUNICATIONS \$0.75 \$0.71 5 | 10 | Media relations, community relations, social media, crisis communications, media training, branding | Real Estate Development: Greystar, Jacobs Center for Neighborhood Innovation Associations: California Athletic Trainers' Assoc. Retail: Bazaar del Mundo, Hazard Center Nonprofit: Jewish Family Service | Jean Walcher 2001 |  |
| 11 (NR) | Portavoce PR 2888 Loker Ave. E., Suite 107, Carlsbad 92010 www.portavocepr.com 760-814-8194 |  PORTAVOCE PUBLIC RELATIONS \$0.62 \$0.59 6 | 7 | Award-winning agency, Portavoce PR, markets and promotes mission-critical B2B products and solutions | Manufacturing/Enterprise/Industrial Equipment & Solutions (Ingersoll Rand, Thermo King, Kindred, Agri-Neo, Biosero, New York Blower), Adhesives (Vettec) | Carla Vallone 2011 |  |
| 12 (10) | Heying & Associates 2531 State St., Suite A, San Diego 92101 www.heyng.com 619-295-9262 |  H&A Heying&Associates \$0.5 \$0.51 (2) | 1 | Strategic planning, branding/identity, website dev., social media, media relations/crisis comm. | Edu.-Education to Career Network of N. San Diego County, San Diego Community College District; Legal-Cahill & Campiettilo, Judge Thomas Nugent Mediation | Jan Heying 1983 |  |
| 13 (11) | Scatena Daniels 5694 Mission Center Road, Suite 602-310, San Diego 92108 www.scatenadaniels.com 619-232-0222 |  scatenadaniels® COMMUNICATIONS \$0.5 \$0.44 12 | 18 | Media relations, executive visibility, community relations, strategic communications | Health care, professional services, philanthropy, telecommunications | Arika Daniels Denise Scatena 2009 |  |
| 14 (12) | Dialogo360 7825 Fay Ave., Suite 200, La Jolla 92037 www.dialogo360.com 858-337-0597 |  Diálogo360 PUBLIC RELATIONS \$0.44 \$0.37 19 | wnd | wnd | Connecting brands to Hispanic communities through dialogue, engagement, & human experiences | Lucia Tovar-Matthews 2007 |  |
| 15 (13) | Eye-To-Eye Communications Inc. 10857 Pesos Place, San Diego 92124 www.eyetoeyepr.com 858-565-9800 |  eyetoeye communications \$0.27 \$0.26 4 | 4 | Product/Co launches, marketing/branding, messaging, s-media, capital campaign, development | Maxwell Technologies acquired by Tesla for \$235 Million. Tech/Healthcare/MedDevice/Telecom/Non-Profit | Cathy Sperrazzo 1996 |  |
| 16 (NR) | Forum Public Relations 2116 Fenton Parkway, Suite 106, San Diego 92108 www.theforumpr.com 858-442-2167 |  FORUM Public Relations \$0.15 \$0 0 | 5 | Content marketing, social media marketing, communications consulting, branding services | A/E/C consulting, engineering, startups, and finance. Clients: Prasilii Skincare, Cativa, Veterans First Mortgage, TWI PR | Allyson Markey 2015 |  |
| 17 (14) | SRS Tech PR 9984 Scripps Ranch Blvd., Suite 217, San Diego 92131 www.srs-techpr.com 619-249-7742 |  SRS TECH PR \$0.08 \$0.07 4 | 6 | Media relations, article development & placement, launch new companies, products & technologies | Autonomous cars sensing - ACEINNA Industrial Sensors - Sensata CyberSecurity - Sectigo Silicon & Machine Vision - CEL Sensors & Industrial Automation - Robotic, Toposens | Mark Shapiro 2008 |  |

(NR) Not ranked wnd Would not disclose Source: The firms

(1) Adjusted gross income for San Diego County offices is defined as fees from services plus net media commissions. It does not include gross media buy revenue. Due to rounding off, some percentages appear to be incorrect. In case of a tie, companies are ranked by 2018 adjusted gross income. To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions to the Research Department at the San Diego Business Journal at calderete@sdj.com. This list may not be reprinted in whole or in part without prior written permission from the editor. Some companies have declined to participate or did not return a survey by press time. It is not the intent of this list to endorse the participants or to imply a company's size or numerical rank indicates its quality.

Digital Age:

→ from page 17

organizations, the work of PR professionals has become increasingly varied. Messages now can be shared directly with the public across multiple blogs and websites or through social media channels like Facebook, Instagram and Twitter.

Creating “owned media” through websites, blogs, podcasts, videos and social media that you control is another option. Clients also may pay for exposure through sponsored online posts.

PR strategists must determine which of the many blogs, websites and online publications are good tools for reaching a targeted audience. You can’t effectively publicize products aimed at baby boomers on blogs aimed at young millennials.

Distractible Consumers

Fifteen years ago consumers didn’t need to sort through scores of emails each day, said Sara M. Katz, CEO and founder of Katz & Associates. There were no smartphones that required constant monitoring. There is so much information competing for the public’s attention today that PR agencies must be highly creative to stand out in the crowd. It’s not uncommon for individuals to maintain five or more social media accounts, said Melissa Cameron, a vice president at Southwest Strategies, a public affairs firm.



Sara M. Katz

Multiple Tools

Getting the right information in front of consumers can increase online mentions of brands and products and drive traffic to clients’ websites. As consumer attention has become fragmented, monitoring the effect of public relations efforts has become increasingly important. The idea is to demonstrate to your clients that your work on their behalf is having a positive impact. Tracking tools like Google Analytics help PR firms to analyze the effectiveness of publicity campaigns. When things aren’t working as they should, it’s easy to make changes on digital platforms.

“We can publish three ads online and find out soon which is most effective, based upon the number of people who are clicking through,” Walcher said.

Choosing Words Carefully

Another important tool is search engine optimization (SEO). When optimized with relevant keywords, digital posts can appear on the first page of results in search engine queries. Without proper optimization, posts can be difficult for consumers to find. Search engine algorithms consider multiple factors, such as the words of the query, the usability of web pages and the expertise of sources in articles. Because the criteria search engines use to rank posts changes frequently, SEO requires frequent adjustment.

“It takes a lot of work to stay up on it,” said Walcher.

For all its demands, some PR profes-



Melissa Cameron

sionals hold that digital technology has made their jobs easier. They have more control over who sees their messages.

“I don’t have to rely on gatekeepers anymore,” said Gayle Falkenthal, owner and president of Falcon Valley Group, an independent public relations and strategic communication practice. “I couldn’t do any of this 15 years ago. We are now going directly to our target audiences. Most of it is done on our own platforms, what we refer to as owned media: your own website, your own YouTube channel. I spend a large portion of my day doing content production.”

Visual Appeal

In order to stand out among thousands of online messages, brands increasingly are telling their stories in short, entertaining videos. The widespread use of videos has helped draw audiences away from traditional print and broadcast news outlets.

YouTube is the second most searched website, behind Google, said Carin Canale-Theakston, CEO of Canale Communications Inc., which focuses on life science. Videos increasingly are showing up on platforms that once had been dominated by written posts. That’s because they are



Gayle Falkenthal



Carin Canale-Theakston

effective tools for reaching the public.

“The data support that consumers spend more time reviewing video than they would reading a message,” Canale-Theakston said.

Video has become “super important” and will continue to be prominent in the years ahead, said Olguin of Havas.

Another way PR firms are reaching the public is through third-party influencers who post to their followers on platforms like Instagram and Twitter. Sometimes these influencers are paid to mention products. Sometimes they are sent products in hopes that they will discuss them online. Many have thousands of followers who regularly go online to see the influencers’ views. Their influence can be significant, said Olguin.

A Local Business

Digital technology has made public relations much more complicated, but it hasn’t prevented PR from remaining chiefly a local business. Teresa Y. Warren, founder and president of TW2 Marketing Inc., a marketing and public relations firm, said her work with San Diego-based clients never has been infringed upon by out-of-town competitors.

San Diego-based PR firms have an important advantage here because they know the market and have built trust with established relationships, said Metz.

“It is such a relationship based business that is much more successful using a local,” she said. “That is really key.” ■



Teresa Y. Warren



CASA
CORNELIA
LAW
CENTER

12th Annual La Mancha Awards

October 19, 2019 • 5:30 pm – 7:30 pm

Shiley Theatre, University of San Diego, 5998 Alcalá Park San Diego, CA 92110



The Annual La Mancha Awards celebrate the dedication of exceptional members of the San Diego community who are committed to the success of Casa Cornelia’s clients and their cases. Please join us! Your sponsorship will help to fund Casa Cornelia’s pro bono legal programs, which serve indigent children, families and asylum seekers in need of hope, peace and humanitarian protection. Thank you for your support!

Tickets and sponsorships available at casacornelia.org or by calling Rosa Mitsumasu at (619) 231-7788

Onsite Harassment Prevention Training

THIS TRAINING INCLUDES
But is not limited to:

Bullying
Diversity
Inclusion
Anti Bias
Retaliation

Racial Profiling
Gender Identity
Sexual Harassment

Other Services:
Consulting
Training
Handbooks
Audits & Onsite Support































858.505.0024
www.sdeahr.org

THE LIST

ADVERTISING AGENCIES

► Ranked by number of full-time employees as of June 1, 2019

| Rank | Company Address Website Phone | Logo | # of employees: Local full-time Companywide | FY revenue: (millions) ⁽¹⁾ | | Area(s) of specialty and/or corresponding client(s) | Major account(s) | Top local executive(s) Year est. locally | Photo |
|-------------------|---|---|---|--|-----------------|---|--|---|---|
| | | | | 2018 | 2017 % + (-) | | | | |
| 1 (1) | Rescue The Behavior Change Agency 2437 Morena Blvd., San Diego 92110 www.RescueAgency.com 619-231-7555 |  | 96 178 | \$45.02 \$44.3 2 | | Tobacco, Nutrition, Opioid Education | FDA, State of Virginia | Jeffrey Jordan 2005 |  |
| 2 (NR) | Ignite Visibility 3770 Tansy St., Suite 100, San Diego 92121 www.ignitevisibility.com 619-752-1955 |  | 68 73 | \$9.42 \$6.33 49 | | wnd | The General, Tony Robbins | Jonathan Lincoln 2013 |  |
| 3 (2) | Titan Growth 10907 Technology Place, San Diego 92127 www.titangrowth.com 800-658-7511 |  | 44 42 | \$10.04 \$8.62 17 | | Ecom SEO&PPC - Mizuno Travel SEO&PPC - Nat Geo B2B SEO&PPC - ACE Software SEO&PPC - Blackbaud | Mizuno, National Geographic | Danny Shepherd 2004 |  |
| 4 (4) | Motionstrand 1215 Pacific Oaks Place, Suite 101, Escondido 92029 www.motionstrand.com 760-489-7800 |  | 28 28 | \$7.14 \$4.81 48 | | Health care agency creating exceptional digital experiences for healthcare and life science | Avanir Pharmaceuticals, Greenwich Biosciences | Stefan Jensen 2001 |  |
| 5 (5) | Elevated Internet Marketing 2151 Las Palmas drive, Carlsbad 92011 www.elevated.com 760-501-0439 |  | 17 17 | \$4.3 \$4.12 5 | | Search Engine Optimization, Media/Paid Media, Dev and Design, ORM, Digital Marketing | Tandem Diabetes, Visit Carlsbad | Cary Johnson 2012 |  |
| 6 (NR) | BusinessOnline 600 B St., Suite 300, San Diego 92101 www.businessol.com 619-699-0767 |  | 16 27 | \$6.89 \$7.4 (7) | | Our integrated approach to B2B marketing connects insights with strategies to drive results | GE, Milgard Windows | Thad Kahlow 1996 |  |
| 7 (8) | thinkPARALLAX 555 Second St., Suite 1, Encinitas 92024 www.thinkparallax.com 760-634-0273 |  | 12 15 | \$3 \$2.8 7 | | Sustainability and CSR brand and communications | Southwest Airlines, Qualcomm | Guusje Bendeler 2003 |  |
| 8 (7) | L7 Creative 5927 Balfour Court, Suite 104, Carlsbad 92008 www.l7creative.com 760-931-0777 ext. 11 |  | 12 12 | \$2.3 \$2.55 (10) | | Digital Brand Engagement, Digital Marketing, Web Development, Digital Advertising, SEM Strategy | wnd | Tom Gallego 2001 |  |
| 9 (9) | Bop Design 610 W. Ash St., Suite 706, San Diego 92101 www.bopdesign.com 619-330-0730 |  | 10 10 | \$1.82 \$1.43 27 | | Website Design: Appetize Content Marketing: Edge Technology Group Branding: Touchcode | Myriad360, Respond Software | Kara Jensen 2009 |  |
| 10 (10) | Jacob Tyler 1013 Clipper Court, San Diego 92014 www.jacobtyler.com 619-379-0007 |  | 10 10 | \$2.95 \$2.5 18 | | BIOS / CarnoSyn: PR, Social Media, Video, Paid Media, Marketing Collateral (Digital & Print) | National Naval Aviation Museum, Novartis | Les Kollegian 2000 |  |
| 11 (13) | Storm Brain 2150 W. Washington St., Suite 104, San Diego 92110 www.stormbrain.us 619-618-0344 |  | 5 5 | \$0.92 \$0.57 62 | | Brand Strategy, Web Development, UI/UX Design, Digital Marketing & Advertising, SEO/SEM/Social Media | CalPrivate Bank, UNITE | Leah Nolan 2007 |  |
| 12 (14) | ENJET MEDIA 2061 Cape Sebastian Place, Cardiff 92007 www.ENJETMEDIA.com 760-703-9157 |  | 3 3 | \$0.6 \$0.38 60 | | Video Production, Video Editing, Drone Videography, Creative Services, Digital Marketing | San Diego Tourism Authority, Manchester Grand Hyatt | Tiffany Schultz 2010 |  |
| 13 (15) | The Dark Horse Group 553 Merlot Place, Chula Vista 91913 www.dhresults.com 619-253-5208 |  | 2 5 | \$1.36 \$1.24 9 | | wnd | wnd | Dan Huslin 2009 |  |
| 14 (17) | Herrera MediaWorks 6965 El Camino Real, Suite 105-251, Carlsbad 92009 www.oohsd.com 760-635-2900 |  | 2 2 | wnd wnd wnd | | Outdoor Advertising, Media Buying, Creative Services | Harrah's Resort SoCal, iHeartRadio | Mark Herrera 2005 |  |

wnd Would not disclose

Source: The agencies

(1) Gross income for San Diego County offices, defined as fees from services plus net media commissions (does not include gross media buy revenue).

In case of a tie, companies are ranked by number of companywide employees, and then alphabetically.

To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur.

Please send corrections or additions to the Research Department at the San Diego Business Journal at calderete@sdbj.com. This list may not be reprinted in whole or in part without prior written permission from the editor.

Some companies have declined to participate or did not return a survey by press time. It is not the intent of this list to endorse the participants or to imply a company's size or numerical rank indicates its quality.



Public Relations Firms Need a Complete Team to Compete

As Avenues of Connection Expand, Firms Must Navigate The New and the Old Ones

■ By EMMET PIERCE

To succeed in the years ahead, public relations firms will need to navigate through an increasingly complex digital landscape.



Rick Griffin

“The world is changing and so is public relations,” said Rick Griffin, president of Rick Griffin Marketing Communications. “Digital innovation will remain as a core business strategy. There is nothing constant except change.”

In the years ahead, there will be ways to communicate with the public that no one has even thought of, said Kaye Sweetser, a professor of public relations in the School of Journalism and Media Studies at San Diego State University. Despite the challenge, good public relations professionals will adapt, she said.



Kaye Sweetser

“Social media, emerging apps, and different ways of connecting with one another do not change the core of what I think our business is, and that is to facilitate a relationship with the public,” she said.

Engaging the Public

The demand for engagement between public relations professionals and consumers will increase, said Sara M. Katz, CEO and founder of Katz & Associates. For example, reputation management is becoming more urgent as dissatisfied consumers take to the internet to air grievances. Online posts

critical of companies or products need to be addressed as soon as possible, and that requires constant vigilance.

“One of the biggest changes is second-by-second communications,” said Carin Canale-Theakston, CEO of Canale Communications Inc. “Things can become public literally in seconds.”

“

One of the biggest changes is second-by-second communications. Things can become public literally in seconds.

*Carin Canale-Theakston, CEO
Canale Communications Inc.*

Increasingly public relations agencies will take their messages directly to the public. In the future, there will be less reliance on “earned media,” publicity that is provided by news outlets, Canale-Theakston said. Instead, the industry will focus more on “contributed content,” material that can be produced in-house and distributed to other outlets. Video production will become increasingly common among PR firms, she predicted.

One way agencies can stay current with emerging technology is to continually expand their knowledge base. Some people believe the best way to do this is by hiring young professionals who grew up on digital media. The problem is that members of



Photo courtesy of Southwest Strategies

A few of Southwest Strategies’ 35 San Diego employees.

the tech-savvy generation often aren’t proficient at one-on-one communications with clients, which remains an essential public relations skill.



Carin Canale-Theakston

“They definitely hesitate on voice-to-voice communications,” said Canale-Theakston. “You have to encourage folks to pick up a phone and call somebody.”

A “sweet spot” can be achieved by having a combination of newcomers and experienced professionals on your staff, she said.

A Business for Problem Solvers

The successful public relations professional of the future will combine an understanding of new technology with the ability to try new things, said Melissa Cameron, a vice president at Southwest Strategies.

“You are looking for people who are

go-getters, who want to reach people,” she said. “They have to be adaptable, quick thinkers, who are problem solvers.”

Keeping up with technology often means getting outside your comfort zone. Recently Canale-Theakston made an unusual personnel choice, hiring someone with a background in video gaming. The idea was to improve her company by adding someone who could bring in a new set of skills and a different approach.

“We can’t stay in our box,” she said. “If you stay in your box, you are in trouble.”

Some things won’t change. In the future there will be a need for strong writing and communications skills, whatever direction technology takes, said Gayle Falkenthal, the owner and president of the Falcon Valley Group.

“There always is going to be a need for people who know how to reach an audience in an age where people are very distracted,” she said. ■

BUSINESS UNINTERRUPTED.

Spectrum Business keeps your business running with over 99.9% network reliability.[§]



CALL 855-339-9668 or visit business.spectrum.com

Spectrum
BUSINESS

§99.9% reliability based on average HFC Availability, January 2018 - December 2018. Services subject to all applicable service terms & conditions, which are subject to change. Restrictions apply. Call for details. © 2019 Charter Communications, Inc.



REAL ESTATE

Ray Huard | rhuard@sdbj.com

Zillow Group's Home Selling Service Makes Local Debut

S.D. Is Tech Firm's 2nd California Market, Behind Riverside

■ By RAY HUARD

People in San Diego looking to sell their homes quickly have a new option as of this month with the expansion of **Zillow Offers** into the market.

Zillow Group Inc., an online real estate tracking firm, will buy someone's house through its Zillow Offers service, sell it, take a fee that averages roughly 7.5% then give the rest of the proceeds to the seller.

San Diego is the second California market for Zillow Offers. The first was Riverside.

The Seattle-based company plans to expand Zillow Offers to Los Angeles and Sacramento by early next year.

"We are on a mission to transform real estate and with our San Diego launch today, we are one step closer to delivering a seamless transaction experience to homebuyers and sellers across the country," **Jeremy Wacksman**, Zillow brand president said in a statement on Sept. 9 when the program debuted in San Diego.

Kyle Whissel, the agent who's handling Zillow Offers in San Diego, said more than a dozen people applied to have their homes included in the program in its first three days.

"Offers are already going out to homeowners," said Whissel, team leader of **Whissel Realty Group**. "It will probably be a few weeks before we actually acquire any property."

Zillow Offers started in Phoenix last year. Zillow said the program will be available in 26 markets by the middle of 2020.

How It Works

To use the service, home sellers upload information about their home on Zillow's website. If the home fits its criteria, Zillow will provide a preliminary cash offer on the house.

Typically, when Zillow enters a market, it starts by focusing on newer median priced homes as opposed to top-of-the-market or older homes, Whissel said.

Once Zillow gets familiar with a market, the criteria are typically broadened.

If the seller likes the deal Zillow offers, they pick a closing date from five to 90 days from the date of the offer.

"It can be very, very helpful for people who are relocating for work or family. It could be helpful for people in the military who are getting re-stationed," Whissel said.

A big attraction is eliminating the uncertainty on price and timing of a sale. "Especially for relocations, I think that's huge," Whissel said.

Zillow will make minor repairs and list the home on the open market. A real estate agent based in San Diego will represent Zillow in the transactions.

Sellers who don't like the deal Zillow offers can be connected to a local real estate agent through Zillow to sell their home conventionally. ■



Jeremy Wacksman



Kyle Whissel

Kearny Mesa Attracts LPC West For a 2nd Time

After Buying Cubic Land, Partnership Acquires A Distribution Center

■ By RAY HUARD

Kearny Mesa is attracting increased attention from a Dallas-based investment firm.

LPC West Inc., in partnership with a private equity real estate fund advised by **Crow Capital Holdings**, acquired three buildings that are used as a distribution center for **Pepsi**. The buyers paid \$30.3 million.

The buildings have a total of 74,000 square feet of space on a 10.5-acre site at 7995 Armour St., 4212 Pepsi Drive and 7902 Othello Ave.

Bottling Group LLC sold the property to the LPC West partnership but leased back the entire property for 18 to 24 months, according to **Brig Black**, executive vice president of LPC West.

LPC West is the West Coast operating company of **Lincoln Property Co.**, which has offices in San Diego, Orange County, Los Angeles, San Francisco, Portland and Seattle.

Renovation, Redevelopment Planned

Ultimately, the LPC West partnership plans to renovate the buildings and redevelop portions of the property.

"This superbly located infill site provides 'last mile' access for industrial and distribution-type uses servicing central San Diego," said Black.

This is the partnership's second deal in what is one of the hottest markets for industrial property in San Diego County.

In June, the partnership acquired a 21-acre parcel of land at 5650 and 5660 Kearny Mesa Road from **Cubic Corp.** for \$35 million.

At the time, Cubic said selling the property was the first step in consolidating its two San Diego campuses into one.

Cubic in July started construction on two 125,000-square-foot buildings at 9333 Balboa Ave. The \$100 million project will become the company's corporate headquarters.

LPC West said it would raze the three buildings on the Kearny Mesa Road property, but declined to say what would replace them.

An Alluring Submarket

Kearny Mesa is seen as an especially attractive submarket for industrial property because of its central location in San Diego County with easy freeway access.

Because there's little vacant land, there hasn't been much new development in Kearny Mesa, although there's been considerable sales activity.

Stos Capital Partners, for example, in July paid nearly \$7 million for a 21,200-square-foot building at 3670 Ruffin Road.

Because demand is so high in Central County which includes Kearny Mesa, the commercial real estate brokerage firm **Cushman & Wakefield** reported that rents for industrial space there are among the highest in the county at \$1.35 per square foot compared with a countywide average of \$1.10.

Renovating existing buildings has accounted for most new construction in Kearny Mesa.

Countywide, demand for industrial space was intense in the second quarter of 2019, according to a report from Cushman & Wakefield.

"San Diego's industrial market racked up 706,000 square feet of positive net absorption in the second quarter, which after virtual flat occupancy growth to start the year, placed midyear growth at nearly 700,000 square feet," the firm reported. "The skyrocketing Q2 (second quarter) figure ranked well above the five-year quarterly growth average of 423,000 square feet — also considered a strong level — and was almost the highest quarterly growth in nearly a year." ■

Life Science Expands Its Footprint Beyond Traditional Areas

JLL Predicts That Labs May Grow From 19.2% To 22% of Office Space

■ By RAY HUARD



Photo courtesy of Longfellow Real Estate Partners
Longfellow Real Estate Partners of Boston acquired property in Sorrento Valley that the firm is renovating.

Life science companies are increasingly looking at UTC, Sorrento Mesa and Sorrento Valley as go-to places for laboratory and office space.

Torrey Pines with its proximity to the **University of California-San Diego** is still their top choice, but as space there gets even tighter, other nearby submarkets are becoming more appealing, according to a report by commercial brokerage **JLL**.

"For some time, Torrey Pines has been home to the largest life science companies wanting to be located near UCSD and other renowned research institutions, but over the last few years, demand for lab space has accelerated, spurring ground-up construction and office-to-lab conversions in the surrounding submarkets such as Sorrento and UTC," **Patrick Ashton**, a senior research analyst at JLL wrote.

In Sorrento Mesa, life science space has grown from 3.9 million square feet in 2016 to 4.5 million square feet this year, according to Ashton.

Over the same period, life science space in UTC has gone from 3.5 million square feet to 3.9 million square feet.

There just isn't that much space available in Torrey Pines to meet the demand, and not much coming in the immediate future.

"There's some redevelopment projects in Torrey Pines but the timing of them is not soon enough for the near term demand in that market right now," said **Grant Schoneman**, managing director of the **Life Science Group** of JLL.



Grant Schoneman

Making Moves

Among some of the bigger moves outside of Torrey Pines was Boston-based **Longfellow Real Estate Partners'** November acquisition of 12 light industrial buildings in Sorrento Valley followed by the company's January purchase of two more industrial buildings in the same neighborhood.

Longfellow is converting the property into lab space and company officials said more acquisitions are in the offing.

The rapid growth is changing market dynamics.

As life science companies take up more space, traditional office users are left to scramble for space and rents are climbing.

Sorrento Valley was previously known as the low-rent district for life science lab and office space, Schoneman said, but driven in part by Longfellow Real Estate's move into the submarket, rents are on the rise there too.

"Tenants can't go anywhere and get really cheap space," Schoneman said. "There's just minimal vacancy for tenants to go to. Longfellow and the other landlords are capitalizing on that."

COMPASS



BEFORE

Sell your home
faster and for more
money with home
improvement services.

compass.com/concierge

Compass is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License Number 01991628. All material presented herein is intended for informational purposes only and is compiled from sources deemed reliable but has not been verified. Changes in price, condition, sale or withdrawal may be made without notice. No statement is made as to accuracy of any description. All measurements and square footages are approximate. Concierge: Rules & Exclusions apply. Compass offers no guarantee or warranty of results. Subject to additional terms and conditions.

Exclusive to our clients, Compass Concierge fronts the cost of services to prepare your home for market, from staging to cosmetic improvements and more.



Compass Concierge photography
courtesy of Gina Salyer

Gina Salyer

619.606.5887

gina.salyer@compass.com

DRE 00989778



AFTER

**Compass
Concierge**

Otay Crossings:

➔ from page 4

said. “The big picture plan was to take advantage of this new infrastructure coming to Otay Mesa, then provide an industrial commerce park that is uniquely located for the types of businesses that would want to populate this area and region.”

The two firms began work on the site in 2017.

“When we looked at it a long time ago, Otay was an up-and-coming market,” Givens said. “Otay Mesa is one of the last kinds of frontiers for pure industrial plays in all of San Diego County. Kearny Mesa and Miramar are pretty much built out.”

The expectation is that the industrial park will attract a mix of businesses that would likely include trucking and trailer storage.

Trailer Yards Needed

“There’s a huge demand for trailer yards,” Givens said. “It’s hard to find zoning anywhere in San Diego County that allows you to do that kind of use. Most municipalities don’t like that. They want someone to build a nice, clean looking building.”

With the road improvements, “There’s some new interest and demand that hasn’t been there in the past,” Givens said, adding that he expects demand for industrial property to grow.

“If you look at the number of trips that cross the border and how integrated that market has become, I don’t see that shrinking or coming down. I think that’s only going to become greater,” Givens said.

Kearny Real Estate and Pacific Coast Capital are marketing Otay Crossings finished lots of 1.5 acres to 25 acres at \$15 to \$17 a square foot, Givens said.

“That’s a very good price for finished land in a master planned business park,” said Greenberg of Lee & Associates. ■

Schmale:

➔ from page 8

\$500,000 to Serving Seniors to pay for a variety of services for residents from help in applying for Social Security and veteran’s benefits to regular health checks by nurses working with Serving Seniors.

Demand for the new apartments was overwhelming, according to **Paul Downey**, president and CEO of Serving Seniors.

About 1,100 people expressed interest in renting an apartment.

The waiting list is so long for the Ramona project and others Serving Seniors operates that most of the people on it have no chance of getting an apartment.

“The reality is the people at the end of the list will never get in. Even if you’re halfway on the list, the reality is you won’t get in,” Downey said. “It just illustrates how bad things are and how we need housing like this in San Diego.”

As welcome as the Ramona project is, “We can’t build our way to meet the housing demand,” Downey said. “We’ve got to be creative with home shares, granny flats — throw in everything.” ■

DermTech:

➔ from page 1

“People talk about their companies being disruptive or transformative all the time, and I think that’s diluted the impact of those kinds of adjectives,” Dobak said.

“But (our tests) will fundamentally change the way medicine is practiced. And I don’t think there are a lot of companies that can make those kinds of claims.”

Regular financial statements, a stipulation of being public, will shed light on whether the company is living up to its ambitions.

As a baseline, DermTech’s recent quarterly disclosure shows \$613,000 in revenue, albeit with a \$3.3 million operating loss. That was for a three-month stretch that ended June 30.

DermTech’s patch — which resembles a circular **Band-Aid** — goes on a suspicious lesion. After being peeled off, it’s sent to the company’s lab. Scientists then analyze genetic material lifted from the upper layer of skin for cancer-causing genes.



Photo by Jamie Scott Lytle
DermTech’s patch captures genetic material to tell if a mole is benign or needs another look.

Approval to Do Testing in 50 States

Last year, the company won approval to do testing in all 50 states and the District of Columbia.

Through its flagship test — pigmented lesion assay, or PLA — roughly 90% of patients test negative for melanoma, meaning they were spared a needless scar, Dobak said. For patients who test positive, their lesion is removed via incision and examined further.

The test’s probability of failing to detect melanoma is less than 1%, according to **Dermatology Online Journal**. Dobak said standard of care — looking at a slice of tissue under a microscope — has a 17%

Tech Bridge:

➔ from page 3

Center Pacific) before taking his current assignment.

‘Agility at Scale’

The point of the Tech Bridge project is to get “agility at scale,” said Geurts. As assistant secretary of the Navy for research, development and acquisition,



Photo by Jamie Scott Lytle
DermTech Adhesive Skin Collection Kit.

chance of missing early-stage melanoma.

The **American Cancer Society** estimates 96,500 new melanomas will be diagnosed in 2019. About 9,700 people are expected to die of the cancer.

Peer-reviewed journals have validated DermTech’s tests, from efficacy to lowering costs. **David Crean**, a managing director at **Objective Capital Partners**, said next the company must sway more physicians.

“Is a clinician going to rely on this to give a definitive diagnosis of cancer? And are they going to change their behavioral as a result?” said Crean, who consulted for the company about four years ago.

Dobak said studies show 99% of the time physicians act on the test results.

“If it’s negative, they don’t do a biopsy. They just monitor the lesion per standard of care. And if it is positive, they submit for surgical biopsy,” Dobak said.

Doctors are one thing. Dobak recently spoke at **Biocom**’s devicefest and digital health conference about warming up insurers and regulators to new technologies.

One takeaway: getting various stakeholders on board — some of which have competing interests — takes persistence. DermTech isn’t alone there. Dobak counted DermTech as among a handful of genomics companies gunning for old-school invasive tests.

“With anything new, people are skeptical,” Dobak said.

But in a major step toward greater insurance reimbursement, the company recently won draft Medicare coverage under a program called MoIDX for molecular diagnostic tests. The decision is expected to be finalized later this year, in what would likely prove persuasive among insurers.

3.5M Biopsies for Melanoma Concerns Annually

To give an idea of its market potential, DermTech says some 3.5 million surgical biopsies are ordered annually for melanoma concerns.

One source of competition: algorithms trained to detect cancer in skin lesions. But Dobak said DermTech’s technology alone



David Crean

tests for the root cause of skin cancer, whereas other tests look at indirect measures.

A follow-up study published this spring in *Dermatology Online Journal* noted the accuracy of the company’s PLA test.

“The PLA is a test that transforms the current diagnostic pathway from one that is subjective, invasive, and of low accuracy to one that is objective, non-invasive, and highly accurate,” states the peer-viewed journal.

DermTech is also working on tests for inflammatory diseases and customizing drug treatment. In addition, pharmaceuticals use DermTech’s technology to pinpoint which clinical trial patients will respond to dermatology drugs.

Began as CRO

The company was founded in 1995 as a contract research organization, or CRO, in which it supplied dermatology services to pharmaceuticals. But DermTech pivoted in 2007 to improving melanoma diagnosis.

Although it recently went public, DermTech earlier flirted with the idea. In 2014, the company scrapped plans for a \$25 million initial public offering, or IPO.

“There was some thinking that an IPO window was going to open up in the genomics and molecular space,” Dobak said. Not only did that fail to happen, but DermTech’s tests needed more work.

Dobak, who took the reins in 2013, said reproducibility vexed the company.

“We’re dealing with very small quantities of low-quality RNA that are migrating from the deeper layers of the skin up to the surface. It was extremely challenging to get our processes to the point where we could reliably deliver an answer to physicians,” he said.

Fast forward. Having reached reproducibility — and desiring more investors — DermTech made another run at going public. The reverse merger with Constellation Alpha Capital proved to be a quicker route than an IPO, per Dobak.

“The opportunity presented itself,” he said of the deal, which involved a one-for-two stock split. Investors included **RTW Investments**, **HLM Venture Partners**, and **Qualcomm** co-founder **Irwin Jacobs**.

With high-profile backing, can the company get doctors to ditch the scalpel? ■

Geurts is almost the top civilian in the Navy Department.

At another point he described the Tech Bridge as a “combustion chamber.”

While the Department of the Navy has great innovation in certain “pockets” of the organization, Geurts said its thinkers don’t seem to be learning as much from each other as they might.

Other Tech Bridges are planned in Newport, Rhode Island; Keyport, Washington; Orlando, Florida; and Crane,

Indiana. Like San Diego, those are places with key Navy Department labs. The organization intends to establish a bigger network of Tech Bridges in the future, officials said.

Geurts said the Tech Bridge effort ties in with his four priorities, which he called the four Ds. They are to decentralize work to the lowest level, differentiate the work, digitize all facets of the work and develop the workforce. ■

September 19, 2019
 4:00 pm – 7:00 pm at Sony
 16535 Via Esprillo, San Diego



Tickets On Sale Today!
 Visit sdbj.com/bizevents
 or call (858) 277-6359

Congratulations Winners

SMALL EMPLOYERS
(15 – 49 US Employees)

- 1Point21 Interactive
- Analytica Consulting
- Angels Foster Family Network
- Billy Gene Is Marketing Inc.
- Biosero Inc.
- BJA Partners
- BL3NDlabs
- Boutique Recruiting
- BusinessOnline
- CG Life
- Champion Risk & Insurance Services
- Coastal Payroll
- Community Boost Consulting
- CS Illumination
- Cultura
- gap intelligence
- HoyleCohen LLC
- InnoVision Marketing Group
- JLab Audio
- La Jolla Logic Inc.
- Lee & Associates
- LevitZacks, Certified Public Accountants
- MJD
- NextLevel Internet Inc.
- Objective Capital Partners
- Reilly Financial Advisors
- Rowling & Associates
- Sayva Solutions
- SBMI Group Inc.

- Shipware LLC
- SiO Digital
- SoftClouds LLC
- TalentZök
- ticktBox Enterprises LLC
- TSAC Engineering
- Wakeland Housing and Development Corp.
- Western Lighting & Energy Controls
- Whova Inc.

MEDIUM EMPLOYERS
(50 – 249 US Employees)

- Accredited Debt Relief
- Airspace Technologies
- Andrews Lagasse Branch & Bell LLP
- Atlas General Insurance Services LLC
- Bank of Southern California
- Cadence Travel
- Cavignac & Associates
- Cordial
- Dempsey Construction
- Destination Concepts Inc.
- Doctor Multimedia
- eCapital
- EVOTEK
- Fairway Technologies
- Finch, Thornton & Baird, LLP
- Forward Slope Inc.
- Glen Oaks Escrow
- Goal Structured Solutions Inc.
- GoSite

- Host Healthcare Inc.
- Hughes Marino Inc.
- NovasYTE Health an IQVIA Co.
- Nth Generation Computing Inc.
- Organifi LLC
- Platform Science
- Power Digital Marketing
- Preferred Employers Insurance
- Pro Back Office LLC
- Pure Financial Advisors Inc.
- Reflexion Health
- RelationEdge
- Seer Interactive
- Silvergate Bank
- Simplexity Product Development Inc.
- Smashtech
- TargetCW
- The Control Group
- The Miller Hull Partnership
- tk1sc
- XY - The Persistent Co.
- Zebit Inc.

LARGE EMPLOYERS
(250 – 1,999 US Employees)




- Athens Administrators
- C&S Cos.
- Commonwealth Financial Network

- Hirsch Pipe & Supply
 - INDUS Technology Inc.
 - InnovaSystems International LLC
 - Kidder Mathews
 - Marsh & McLennan Agency LLC
 - OneTrust Home Loans
 - Ryan LLC
 - Seismic
 - Sheppard Mullin Richter & Hampton LLP
- MEGA EMPLOYERS**
(2,000+ US Employees)
- Balfour Beatty US
 - GoDaddy
 - JLL
 - Kimpton Hotels and Restaurants
 - Moss Adams LLP
 - RSM US LLP
 - Sundt Construction Inc.
 - Swinerton
 - Vertex Pharmaceuticals Inc.

SPONSORED BY









September 2019

| Date | Organization | Event Name | Website |
|------------------|---|--|--|
| Sat., Sept 21st |  Alzheimer's Association | Walk to End Alzheimer's at Liberty Station | www.alz.org/walk |
| Mon., Sept. 23rd |  San Ysidro Health | Clasico de Golf | www.syhealth.org |
| Sat., Sept. 28th | Boys and Girls Clubs of Greater San Diego | An Evening of Changing Lives | www.sdyouth.org/events |
| Sat., Sept. 28th |  Rancho Coastal Humane Society | Celebration of Second Chances | www.sdpets.org |
| Sat., Sept. 28th | Voices for Children | Starry Starry Night | www.speakupnow.org/starry |

October 2019

| Date | Organization | Event Name | Website | |
|-----------------|---|---|----------------------------------|--|
| Sun., Oct. 6th |  Huntington's Disease Society of America | Huntington's Disease Society of America - San Diego Chapter | 2019 Team Hope Walk | www.hdsa.org/thwsandiego |
| Fri., Oct. 11th |  American Red Cross San Diego/Imperial Counties | American Red Cross of San Diego/ Imperial Counties | Real Heroes Awards Breakfast | www.redcross.org/sandiego/realheroes |
| Fri., Oct. 11th |  Walden Family Services | Walden Family Services | Wine D'Vine 2019 Featuring TRAIN | www.waldenfamily.org |
| Sat., Oct. 19th |  Casa Cornelia Law Center | Casa Cornelia Law Center | 12th Annual La Mancha Awards | www.casacornelia.org |
| Sat., Oct. 19th |  Bike MS | National MS Society | Bike MS: Bay to Bay 2019 | www.biketofinishMS.org |
| Sat., Oct. 19th |  Home Start | Home Start, Inc. | Hallo-Wine Fall Festival | www.hallowine.org |
| Tue., Oct. 22nd |  NCHS North County Health Services | North County Health Services | Fore for Kids XV Golf Classic | www.nchsgolf19.givesmart.com |
| Sat., Oct. 26th |  Home of Guiding Hands | Home of Guiding Hands | Golf Classic | www.guidinghands.org |

November 2019

| Date | Organization | Event Name | Website | |
|-------------------|---|---|--|--|
| Fri., Nov. 1st |  MAAC | MAAC | 2019 MAAC Soirée | www.maacproject.org/soiree2019 |
| Thurs., Nov. 7th |  I Love a Clean San Diego | I Love A Clean San Diego | 65th Anniversary Benefit | www.cleansd.org |
| Sat., Nov. 9th |  Studio 200 Think Play Create | The New Children's Museum | Studio 200: Into the Future | www.thinkplaycreate.org/studio200 |
| Sat., Nov. 16th |  Padres Pedal The Cause | Padres Pedal The Cause | Padres Pedal The Cause | www.gopedal.org |
| Sat., Nov. 23rd |  National MS Society | National MS Society | MS Dinner Auction | www.msinnerauction.org |
| Thurs., Nov. 28th |  Jacobs & Cushman San Diego Food Bank | Jacobs & Cushman San Diego Food Bank | Thanksgiving Run for the Hungry 5K/10K | www.SDRunForTheHungry.org |
| Thurs., Nov. 28th | Father Joe's Villages | Father Joe's Villages | Thanksgiving Day 5K | www.thanksgivingrun.org |

Charity Events *in* 2019

Is your company hosting an upcoming event? Let the business community know more. The SDBJ's feature **CHARITY EVENTS IN 2019** offers your company the perfect opportunity to announce your event details.

For more information call (858) 277-0722

September 2019



Clasico de Golf

SEPTEMBER 23

Organization: San Ysidro Health
Website: www.syhealth.org

San Ysidro Health's 14th annual Clasico de Golf Tournament has always been equated with excellence and we've created a day on the links you won't soon forget. Mark your calendars and join us at the super exclusive San Diego Country Club on Monday, September 23, 2019. This is a world-class business-development and client-entertainment sporting event with a bountiful Baja breakfast, delicious gourmet lunch and ending with our popular 19th Hole Reception/ Awards Ceremony. Proceeds raised allow us to continue to provide high-quality health services to the nearly 97,000 lives in our care throughout San Diego County. More information at www.syhealth.org.



An Evening of Changing Lives

SEPTEMBER 28

Organization: Boys and Girls Clubs of Greater San Diego
Website: www.sdyouth.org/events

In five years, **Boys & Girls Clubs of Greater San Diego's** signature event has netted nearly \$3.5 million to help us continue to change lives. This year, the fun returns on Saturday, September 28th, and will once again be hosted at the Marriott Marquis San Diego Marina. The evening features a cocktail reception, silent & live auction, dinner and live entertainment from a top music performer. Each year, over 700 patrons come together for one night to raise critical funds for BGCSD's programs that have been positively changing the lives of youth throughout San Diego County for over 75 years.



Celebration of Second Chances

SEPTEMBER 28

Organization: Rancho Coastal Humane Society
Website: www.sdpets.org

Enjoy a spectacular sunset, ocean view, festive cocktails, coastal cuisine and entertainment at **Rancho Coastal Humane Society's (RCHS) annual Celebration of Second Chances**. Your attendance supports the rescue and care of homeless companion animals, programs that assist the pets of domestic violence survivors and military veterans, as well as humane education for children and the rehabilitation of wildlife at the new San Diego Wildlife Center. RCHS is a 501(c)(3) private, nonprofit organization serving our community since 1960. Together We Save Lives!

Contact events@sdpets.org for tickets and sponsorship information.

October 2019



12th Annual La Mancha Awards

OCTOBER 19

Organization: Casa Cornelia Law Center
Website: www.casacornelia.org

The Annual La Mancha Awards celebrates the dedication of exceptional members of the San Diego community who are committed to the success of Casa Cornelia's clients and their cases. Please join us! Your sponsorship will help to fund Casa Cornelia's pro bono legal programs, which serve indigent children, families and asylum seekers in need of hope, peace and humanitarian protection. Thank you for your support!

Tickets and sponsorships available at casacornelia.org or by calling Rosa Mitsumasu at (619) 231-7788.



15th Annual NCHS Golf Tournament

OCTOBER 22

Organization: North County Health Services
Website: www.nchsgolf19.givesmart.com

Don't miss the 15th annual Fore for Kids Golf Classic held on October 22, 2019 at the Maderas Golf Club! We promise you a tournament unlike any other filled with networking, delicious food, a robust raffle, and of course golf! All funds raised will support NCHS' promise to increasing patient access. For more information, Contact the Office of Philanthropy at development@nchs-health.org or 760-736-6710.

Foundations & Nonprofits Lists

SDBJ will publish the Foundations & Nonprofits Lists in our Oct. 28 – Nov. 3 publication. Submit your organization by emailing Eric Alderete at ealderete@sdbj.com and completing our survey!

To be featured in our Foundations & Nonprofits Lists, email Eric Alderete at ealderete@sdbj.com

Hiring:

from page 1

created dozens of companies in the U.K., Brazil and China.

“Every time, we would have to set up a branch office or subsidiary. There are a lot of legal and regulatory issues with being incorporated internationally,” Sahin said. “I thought, if I could set up one company in each country and give all of our clients access to it, that would be a much more sustainable business model.”

She does just that with her current company, **Globalization Partners**. Its primary offices are in Boston and San Diego, where Sahin used to live before moving to the East Coast. Companies will share the names of the candidates they’re interested in, and Globalization Partners will hire them at one of its overseas branches. Her company manages payroll and human resources, and bills the client for those costs, with an additional fee for their work. Sahin said that the majority of the companies are looking to build a sales team in order to begin selling their product in another country.

“We can hire people for them and it takes just a couple of business days, as opposed to six months to a year,” she said. “Most companies now, they want to grab market share as fast as they possibly can.

Globalization Partners

CEO: Nicole Sahin
HEADQUARTERS: UTC
NO. OF LOCAL EMPLOYEES: 30
COMPANY DESCRIPTION: Globalization Partners offers payroll and HR services to companies looking to hire overseas.



Photo courtesy of Globalization Partners

Globalization Partners plans to grow its San Diego offices. The company plans to have 100 employees in the next two years.

Anything that slows them down gets in their way.”

Sahin noted that her company does not provide recruiting services; it simply allows employers a way to make hires overseas. But the company’s expertise in health law, public holidays, and other considerations in the countries it serves can make the process easier for its clients.

For example, Sahin said her company offers three levels of benefits packages to its clients in the U.K. that they can choose from for their employees. The company currently offers its services in 150 countries.

“The client doesn’t have to figure all of that out,” she said. “If you could imagine hiring one employee in Dubai, and then trying to figure out that one person’s benefits.”

Globalization Partners has been scaling up its efforts. The company currently has 30 employees in its San Diego office, which

serves the company’s West Coast clients. Globalization Partners plans to build out its local office to about 100 in the next two years. By the end of 2019, the company said it would add more than 100 employees to its internal team.

“We’re more than two times the size that we were a year ago, in December,” Sahin said. “The company has taken off like wildfire.”

In the last six months, the company has increased its customer base by half. Some of its clients include **Yelp** and **Meetup**. Los Angeles-based e-commerce platform **Magento** also used Globalization Partners’ services to grow its business before it was acquired by **Adobe** in 2018.

“It just helps people get to know people from all over the globe,” she said. “That’s one of the fun and joyful parts of our work that we’re excited about.” ■

Accelerator:

from page 10

Tribe Health Solutions: A medical data and imaging-sharing platform for patients that uses blockchain. Headquarters: McKinney, TX

TruDiary: A company looking to bring health care to women in rural areas by providing a snapshot of the patient’s current health. Patients can connect to doctors over videoconferencing and share their information using blockchain technology. Headquarters: Atlanta, GA.

Hupnos: A company making sleep masks that use AI and machine learning to analyze snoring. Headquarters: San Francisco, CA

Elly Health: An audio companion to help patients with chronic conditions. Headquarters: Los Angeles, CA.

Family Proud: An app that connects patients to family members and their care team. Headquarters: San Diego, CA.

Porchlight: An app that lets friends and family members share how they are doing and check in on each other. Headquarters: Austin, TX.

SkillPower: A platform that encourages users to make healthful choices. Headquarters: San Diego, CA. ■

SAN DIEGO BUSINESS JOURNAL

The ideal platform to help your organization grow & thrive.

For more information, call (858) 277-0722

To submit your organization for the Foundations & Nonprofits Lists, please email Eric Alderete at ealderete@sdbj.com

Publishes October 28, 2019



Photo courtesy of Puffer-Malarkey Restaurants

Seasucker Del Mar was founded by Chef Brian Malarkey, who sold it in 2014 to focus on his Puffer-Malarkey Restaurants Co., which owns and operates Herb & Wood (above).

Del Mar:

➔ from page 16

this time in my career, I would like to focus entirely on my hometown of San Diego and its incredible dining scene.”

Malarkey maintained equity in Seasucker and Herringbone but is no longer involved with the restaurants’ management. Herb & Wood made north of \$9 million in 2018 and Puffer Malarkey’s revenue growth from 2017 to 2018 was close to 10%, according to the company.

Competition?

The addition of **One Paseo**, a mixed-use development in Carmel Valley located right across the street from the Del Mar Highlands Town Center, might be affecting overall business at the Del Mar Highlands

location. One Paseo, which opened earlier this year, includes a mix of local and national eateries such as **Salt & Straw**, **Shake Shack**, **Tender Greens**, **Parakeet Café**, **Mizukiyama Sushi**, **International Smoke**, **Ways & Means** and **North Italia**, among a hefty list of food and beverage options.

The closing of Seasucker Del Mar comes just months after Del Mar Highlands Town Center revealed the first round of tenants to join the location as part of its \$120 million renovation, which adds more than 120,000 square feet called **The Collection at Del Mar Highlands Town Center**. The space will include a mezzanine outdoor deck and 40 additional shops and eateries such as **OH! Juice**, **Head Lettuce** and a **Jimbo’s** grocery store. Scheduled to launch in 2020 will be **The Sky Deck**, a 20,000 square foot complex that will feature **Le Parfait Paris**, **Ambrogio 15** and a bar called **Noblesse Oblige**. ■



Renderings courtesy of Trust Restaurant Group

In January 2020, Trust Restaurant Group will open **Cardellino**, a 4,800 square foot eatery and bakery that will feature Italian-American dishes like pizzas and pastas.

Restaurants:

➔ from page 16

and other dessert type selections. And, the location will also include **Mr. Trustee Ice Cream** shop, serving hand crafted ice cream and soft serve at a street side, walk-up window, said the company.

Additionally, Cardellino will have a private event space, outdoor patio and a retail wine section.

While **Hundred Proof** didn’t work out as originally planned, Wise and Schwob aren’t too worried. Back in January, Wise, who attended the **Academy of Culinary Arts** in Atlantic City, said the company’s rapid growth was attributed to its level of consistency.

That, the 33-year-old said, is why Trust Restaurant Group patrons keep coming back.

“When you go to a restaurant and have a good dinner, and then you go back and it’s just not good — there is nothing worse than that,” he said. “We are not perfect, but we strive every day to be consistent. Our motto is the guest comes first, and then consistency is everything... For us, it’s all about consistency, execution and people... And, people keep coming back for that.”

Today, Trust Restaurant Group has around 130 employees, with more to be added with the expansions. It had revenue of \$5.5 million in 2018, and 2019 is projected to end with about \$10 million in revenue, according to the company. ■



Latina Legends



MANA[®]
DE SAN DIEGO
A National Latina Organization

— PRESENTS —

22ND BRINDIS GALA

OCTOBER 5, 2019

HARD ROCK HOTEL, SAN DIEGO



Mayor Mary Casillas Salas
City of Chula Vista



Lidia S. Martinez
Southwest Airlines

San Diego Latina Legends Mayor Mary Casillas Salas and Lidia S. Martinez are this year’s Brindis Gala Honorary Co-Chairs. They put MANA’s mission into action every day – developing leadership and empowerment in young Latinas, while advocating for overall Latinx representation in educational, political and social arenas.

Visit www.manasd.org and click on “Events “ for tickets.

Courthouse:

→ from page 8

for the project by San Diego County supervisors in October last year and paid \$5 million to acquire the property, Schertzer said.

As part of the deal, Holland agreed to build a tunnel connecting the San Diego County Central Jail on Front Street to the new courthouse.

"We're in the middle of permitting that right now," Schertzer said.

Affordable Rents

The 431 apartments in the tower building will include 87 designated as low-income units with rents set by the **San Diego Housing Commission** under the U.S. Department of Housing and Urban Development (HUD) guidelines.

Civic San Diego, in its report on the project, estimated that monthly rents would range from about \$850 for a studio apartment to about \$1,200 for a three-bedroom apartment under HUD guidelines.

The agency is losing its permitting and approval authority in the settlement earlier this year of a 2015 lawsuit, but the courthouse project remains under Civic San Diego's purview because the plans for it were filed prior to the settlement.

To qualify for an affordable apartment, a one-person household could have an annual income of up to \$37,450 and a two-person household could have an annual income of up to \$42,800, according to HUD figures for this year.

Rents have yet to be determined for the market-rate apartments, Schertzer said.

Civic San Diego said the project would have 54 studio apartments of 600 to 700 square feet; 210 one-bedroom apartments



Rendering courtesy of Civic San Diego

A mixed use project on the site of the old San Diego county County Courthouse will include ground floor commercial space.

of 700 to 800 square feet; 149 two-bedroom apartments of 1,100 to 2,000 square feet; and 18 three-bedroom apartments of 1,350 to 1,475 square feet.

Broadway, Union, C Streets

The eight-story podium building would be office space.

The ground floor of the tower would be comprised of retail and commercial space with offices on second through seventh floors, separated from the apartments by an amenity space to be shared by office and residential tenants that would include a gym.

Plans for the top floor include a lounge, outdoor deck with a pool and spa. The project also would have a dog run.

The entire Broadway side of the project would be retail with wide sidewalks lined with a double row of magnolia trees.

The Union Street side would have an urban plaza with retail spaces at the northern and southern ends, an office amenity space, and a centralized main building lobby that runs through the building to Front Street, according to Civic San Diego.

The lobby would serve residential and office tenants.

The C Street side would have retail spaces and some office space.

Carrier Johnson + Culture, the architect on the project, described the look of the buildings as being "sheathed in glass with steel mullions and supported by concrete columns and floors."

The project would include a four-level underground garage with 461 standard parking spaces, 88 compact car parking spaces, and 34 tandem spaces.

Civic San Diego estimated that the project would provide 742 construction jobs and 576 permanent jobs. ■

Day Parties:

→ from page 3

tens of thousands in revenue for our venues," she said, "and a great crowd of folks who come to have a good time."

Tonya Tolver, founder of **Nation of Billions LLC**, a San Diego-based company behind **SDC Steppers** and **Melanated Over 40**, the former which host day parties in San Diego on an annual basis, said these types of festivities not only target millennials, they also cater to an older crowd that still want to party but not be out all night.

"I believe (day parties) are becoming popular (because) of different demographics, such as age," she said, adding that her events usually host up to 200 people and make between \$2,000 and \$3,500 each. "As we get older, we still want to have fun, just not all night ... I can go out, have an awesome time with my friends, peers or co-workers, while drinking, eating and adulting, all before 8 p.m.? I'm choosing that option every

Nation of Billions LLC

FOUNDER: Tonya Tolver

REVENUE: Approximately \$80,000 to \$90,000 annually, according to the company.

YEAR FOUNDED: 2013

HEADQUARTERS: Mira Mesa

NO. OF LOCAL EMPLOYEES: 1

COMPANY DESCRIPTION: Hosts day parties, among other events, in San Diego.



Tonya Tolver



Photo by Jake Shuttlesworth

San Diego Melanin hosts day parties that bring out 500-600 guests per party, according to the company.

time."

Tolver added that Nation of Billions has worked with San Diego's **N City Sports Lounge** and **VYBZ Kitchen & Lounge**, among others, and that the venues get exposure to new paying customers as a result of the partnership.

Billy Carter and **Brian Levett**, founders of **Celebrity Entertainment**, a San Diego-based party promotion company founded in 2018, said San Diego is late to the day party game, but is quickly catching up.

"San Diego is a transplant city due to

Celebrity Entertainment

FOUNDERS: Billy Carter and Brian Levett

YEAR FOUNDED: 2018

HEADQUARTERS: Gaslamp Quarter

NO. OF LOCAL EMPLOYEES: 2

COMPANY DESCRIPTION: Party promotions company.

our military population, (but) the day party culture... is very prevalent on the East Coast and in the South," Carter said. He said that one of the major advantages to day parties is that, you can party all day and not necessarily regret it the next day since you can still get a full night's sleep post day-partying.

Carter and Levett added that, thanks to other groups that came shortly before theirs, like San Diego Melanin, there is a sort of confirmation that day parties, particularly in local urban communities, can be successful and profitable in San Diego. As a result, they plan to not only promote events in S.D. come 2020, but also host their own.

High Demand

Joshua Liberman, general manager of restaurants and bars at **Kimpton Solamar Hotel** in the Gaslamp Quarter, said the location's rooftop venue, **Upper East Bar**,

has hosted casual day parties since inception. But, in 2016, after noticing the demand for daytime festivities, it decided to shift focus and create a more elevated day party where guests could enjoy a craft cocktail, pool snacks, and a bottle of wine that has been specially selected for the downtown outdoor scene.

"We wanted a (day) party where our hotel and outside guests feel like they are at a friend's pool party," he said. "I love Vegas pool parties as much as everybody, but sometimes you want a party where you can engage in conversations with your friends and enjoy controlled chaos."

Much like Cobbs, Liberman, who said day parties at Upper East Bar bring in 500 to 700 guests per event, credits San Diego's almost static 75 degree and sunny weather pattern for its recent inflow of day parties. Rooftop parties are all over the United States, he said, but San Diego is fortunate enough to be able to host them nine out of 12 months out of the year.

This is in large part why the future of day parties in San Diego looks promising, according to those in the industry. And, local day party organizers and promoters are excited for its growth and for what's to come.

"I'm truly happy to see the influx of events that have since emerged because it now means that San Diego has a diversity of events for the community to enjoy," said Omidiji. "San Diego was lacking in this department for years and now there is a demand for such events." ■



Joshua Liberman

SAN DIEGO BUSINESS JOURNAL

Upcoming Events



TICKETS ON SALE!

September 19, 2019 | 4:00 pm - 7:00 pm
Sony | 16535 Via Esprillo

SAN DIEGO BUSINESS JOURNAL

LEADERS IN LAW

AWARDS 2019

NOMINATIONS OPEN!

October 24, 2019 | 4:00 pm - 7:00 pm
University Club | 750 B St., Suite 3400

SAN DIEGO BUSINESS JOURNAL

BUSINESS WOMEN

of the year awards 2019

NOMINATIONS OPEN!

November 13, 2019 | 11:00 am - 2:00 pm
Hilton San Diego Bayfront | 1 Park Blvd.

To purchase tickets & submit nominations
visit sdbj.com/bizevents

Functional Foods:

➔ from page 1

no longer have a bloated gut and no joint pain from eating more bone broths, turmeric, ginger, mushrooms, and other functional foods. I have lots of energy, which is essential for an entrepreneur building a start-up.”

Enclave is just one of many local businesses concentrating on the functional foods sector. Driving the space is millennials no longer wanting to wash down a handful of dietary supplements and vitamins in order to meet their health needs; today's generation wants the ease of having the same nutritional benefits already incorporated into its foods.

Millennials Market

CEO and founder **Danielle Dietz-LiVolsi** of **NuttZo LLC**, a nut butter company headquartered in Del Mar, said functional foods are a natural progression from the supplement category that has been used to maintain health and wellness the past few decades.

“The millennials are changing manufacturers' way of viewing food and health,” said Dietz-LiVolsi, whose NuttZo carries a line of collagen, matcha, and probiotics-infused snack bars that retail for \$37.99 for a box of 12. “They are concerned with how things are sourced, manufactured, and a company's philanthropic mission. They want fresh, on-the-go snacking that is made up of minimally processed, high-quality ingredients with the maximum nutrition that still taste good. The benefit of functional foods is that you can get a nutritional supplement while eating your favorite refrigerated bar, yogurt or drink.”

Enclave Adventurous Superfood LLC

CEO: Lan Thai (aka Chef Lando)

REVENUE: Expected to reach \$275,000 by year's end, according to company

HEADQUARTERS: Scripps Ranch

NO. OF LOCAL EMPLOYEES: 9

COMPANY DESCRIPTION: Makes food that combines flavor with medicinal approaches.



The menu at Enclave Adventurous Superfood LLC includes a crudites board with raw garlic spread, hemp seeds and microgreens.

is to increase the nutritional content in food items.”

Benefits

Cristin Smith, CEO and founder of **Saffron & Sage**, a holistic health club in Little Italy, said the term functional food first emerged in Japan in the 1980s. She said, through research, functional foods have been proven to combat cancer, diabetes, heart disease, as well as support an array of other health conditions.

“Functional food is centered around the idea of healing foods that not only nourish the body, but provide a medicinal benefit,” said Smith, adding that Saffron & Sage is rolling out a micronutrient testing program this fall to better help clients function optimally especially as it pertains to consuming functional ingredients. “These fortified, nutrient-dense foods are reducing the risk of disease and promoting optimal wellbeing ... When we consume whole foods, we are providing our body what is needed to create energy and enhance our vitality.”

New, Existing Ingredients

According to **The NPD Group**, a market research company based in Chicago, about a quarter of U.S. adults are trying to manage a health or medicinal condition through their diet, specifically with ingredients that are high in antioxidants, as well as ingredients for digestive health.

This includes mushrooms, some of which are associated with boosting the immune system, among other health

Photo courtesy of Enclave Adventurous Superfood LLC

benefits. A popular one is the ashwagandha herb, in the adaptogens family, which is believed to act as a sedative. Others include turmeric, considered an anti-inflammatory and antidepressant, and ginger, which aids in digestion and has antinausea properties.

While the functional foods segment is still in its cyclical infancy, its future looks fruitful. An article last year called “Top 10 Functional Food Trends” on the Institute of Food Technologists website said, “Sales of functional snacks are projected to reach \$8.5 billion by 2020, up 11% per year. Six in 10 want snacks that deliver health benefits beyond nutrition, up 8% over 2016; 59% want vitamins/minerals, and 57% seek an energy boost.”

Here to Stay

Founder **Travis Piéd** of **LÜME Wellness Inc.**, a San Diego-based brand offering functional granolas that sell for \$39 per box of six, said he believes there will be a product that will target every illness down the line.

“I believe functional foods are becoming a staple,” he said. “I envision there to be functional foods and beverages designed to combat nearly every ailment and to stimulate an optimal way of feeling and state of mind from the moment someone wakes up until they climb into bed and even while they're sleeping.”

Other local experts in the field agree. “Functional Foods are definitely not a fad, but are the foundation of living a therapeutic and sustainable lifestyle,” said Saffron & Sage's Smith, adding that they are essential to regaining or maintaining overall wellbeing. “If anything, I think we will see more brands like Enclave popping up making functional foods accessible and medicinal meals as the new norm.” ■



Cristin Smith

Saffron & Sage

CEO: Cristin Smith

REVENUE: \$250,000 in 2018, will more than double this year, according to the company, and surpass the million-dollar mark next year

YEAR FOUNDED: 2013

HEADQUARTERS: Little Italy

NO. OF LOCAL EMPLOYEES: 30-35

COMPANY DESCRIPTION: A holistic health club that offers a variety of practitioners, wellness practices, and all-natural products in one central place.



Travis Piéd

LÜME Wellness Inc.

CEO: Travis Piéd

YEAR FOUNDED: 2019

HEADQUARTERS: Pacific Beach

COMPANY DESCRIPTION: A wellness brand offering functional granolas.

Labs:

➔ from page 23

Another change is that life science companies are taking bigger chunks of space.

“What we're seeing this year is an increase in activity among larger users that have space needs of 35,000 square feet to 65,000 square feet,” Schoneman said.

\$3.2B VC Raised

Countywide, the biotech lab market is 19.2% of the total office inventory of 80.3 million square feet in San Diego, but JLL projected that it will grow to account 21% to 22% of the office market by 2022.

Spurring much of the growth has been an influx of venture capital.

“There's been good venture capital raised so far this year, venture capital raised from private companies,” Schoneman said. “That's what's been driving the larger demand from the larger tenants.”

According to JLL, \$3.2 billion in venture capital has been invested in county life science companies since the beginning of last year. ■

We're Social!



“
The millennials are changing manufacturers' way of viewing food and health.”

DANIELLE DIETZ-LIVOLSI

A report by **Grand View Research**, a San Francisco-based market research and consulting company, said the “global functional foods market size was estimated at \$161.49 billion in 2018 ... Increasing demand for nutritional and fortifying food additives is anticipated to drive the growth ... The major motive ...



Better for your employees. Better for your business.

Choosing a health plan for your company isn't easy. With Kaiser Permanente, you'll get the support you need to effectively manage the short- and long-term health care costs of your business. Together, we'll find ways to help keep your employees and company healthy. Learn more at kp.org/choosebetter.

Choose Better. Choose Kaiser Permanente.

> marketplace

To Advertise Contact:
Lucinda Lauridsen
@ 858.277.6359

TAX LAW

RJS LAW

A TAX LAW FIRM

In addition to serving clients with solving their tax problems, we are excited to announce that we will now be assisting clients with:
Trust and Estate Planning
&
Trust, Estate and Probate Litigation and Administration



619-777-7700 BEVERLY HILLS | SAN DIEGO | OCEANSIDE | IRVINE RJSLawFirm.com

CUSTOMER RELATIONS/EDUCATION COORDINATOR

Customer Relations/Education Coordinator sought by WAWGD, Inc in San Diego, CA. Develop and manage Biomechanics and Kinetics training/instructions to integrate golf swing analysis program and future gaming opportunities. Create and maintain educational and training online programs for our clients. Domestic travel required as needed. Aply @ www.jobpostingtoday.com (ref# 14172)

MEDICAL RESEARCH SCIENTIST

Diagnomics, Inc. in SD seeks Med. Research Scientist to research human diseases and treatments for personalized medicine and rtd. MA in Med. Sci. req'd. Email resume: diagnomics@gmail.com.

SENIOR MANAGER, ASSURANCE

Senior Manager, Assurance @ BDO USA, LLP (San Diego, CA) F/T. Dvlp suggestions to improve client internal controls & accounting procedures. Trvl to various unanticipated client sites & BDO office loc nat'lly. Reqts: Master's deg (or foreign equivt) in Acctng, Bus Admin or rtd + 2 yrs exp in job offrd, Assur Sr Assoc, Assur Mngr, or rtd. Alt., empl will accept Bach's deg + 5 yrs prog resp exp. Must have exp w/: Public Accounting; Resolve complex acct issues; Applying GAAS, GAAP, SEC & PCAOB reporting rules; Reviewing engagement profitability, incl billings & collections; Using various assurance applic & research tools; & using Windows, Word, Excel & PowerPoint. Must have CPA cert or suffcnt edu/exp reqmnts (as determnd by state Board of Accountancy) to recv CPA cert w/in 18 months of hire/promo. 2 dirct rprts. Empl will accept any suitable combo of educ, training or exp. Send resume to: T. Brown, BDO USA, LLP; 615 South College St, Charlotte, NC 28202. Indicate job title & code "WV-CA" in cvr ltr. EOE.

SAN DIEGO BUSINESS JOURNAL

Let us help you tell your story & build your brand.



Our loyal readership translates into a powerful group of potential clients and customers for your business.

To promote your business today, call (858) 277-0722 or visit sdbj.com/advertise

COFFEE SERVICES

We've got exciting news for espresso drinkers in San Diego offices!

NespressoPro™ machines and 13 expertly-curated coffee roasts are now available.



Start your free trial today! 858.453.8584 or visit coffeeamb.com/nespresso

The Business Marketplace section reaches businesses across all industries.

Contact Lucinda Lauridsen for pricing & space reservations
p. (858) 277-6359 | e. llauridsen@sdbj.com

www.SDBJ.com

FICTITIOUS BUSINESS NAME STATEMENT 2019-9019514

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 08, 2019. Fictitious business name: **Property Damage Appraiser**, 30912 Villa Toscana, Bonsall, CA, San Diego County, 92003; P.O. Box 593, Bonsall, CA 92003. Registered by the following: Dani Enterprises, Inc., 30912 Villa Toscana, Bonsall, CA 92003. California. This business is conducted by: A Corporation. The first day of business was: 07-17-07. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020536

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 20, 2019. Fictitious business name: **MPER**, 408 West Thorn St, San Diego, CA, 92103. Registered by the following: Marco Polo Education Resources, LLC, 408 West Thorn Street, San Diego, CA 92103. California. This business is conducted by: A Limited Liability Company. The first day of business was: Not Yet Started. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9019125

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 05, 2019. Fictitious business name: **Arel's Cleaning Service**, 1393 Holly Ave, Imperial Beach, CA, San Diego County, 91932. Registered by the following: Arelis C. Bradley, 1393 Holly Ave, Imperial Beach, CA, 91932. California. This business is conducted by: An Individual. The first day of business was: 01-14-19. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020359

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 19, 2019. Fictitious business name: **ProTelesis**, 4686 Mission Gorge Place, San Diego, CA, 92120. Registered by the following: Protel Communications Inc., 4686 Mission Gorge Place, San Diego, CA 92120. California. This business is conducted by: A Corporation. The first day of business was: Not Yet Started. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020508

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 20, 2019. Fictitious business name: **Nerad and Deppe Wealth Management**, 8910 University Center Lane, Ste 645, San Diego, CA, 92122. Registered by the following: NDWM, LLC, 8910 University Center Lane, Ste 645, San Diego, CA, 92122. California. This business is conducted by: A Limited Liability Company. The first day of business was: 09-29-09. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9019455

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 08, 2019. Fictitious business name: **Lobbyist in Blue Jeans**, 6191 Del Cerro Blvd, San Diego, CA, 92120. Registered by the following: Oscar Nicholas

Urteaga, 8131 Beaver Lake Drive, San Diego, CA, 92119. California. This business is conducted by: An Individual. The first day of business was: 04-01-19. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020144

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 15, 2019. Fictitious business name: **Seventh Sense Botanical Therapy**, 3030 Plaza Bonita Road, Suite 2075, Space 9126, National City, CA, San Diego County, 91950; c/o Paula Haynes, 4300 East Fifth Avenue, Columbus, OH 43219. Registered by the following: GGB Beauty LLC, c/o Paula Haynes, 4300 East Fifth Avenue, Columbus, OH 43219. Delaware. This business is conducted by: A Limited Liability Company. The first day of business was: Not Yet Started. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9019644

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 09, 2019. Fictitious business name: **California Market Traders; O Prego**, 4106 Via Del Rey, Oceanside, CA, San Diego County, 92057. Registered by the following: Joad Justino Da Silva Nunes, 4106 Via Del Rey, Oceanside, CA, 92057. California. This business is conducted by: An Individual. The first day of business was: 08-09-19. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020216

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 16, 2019. Fictitious business name: **The Friendly Tavern**, 2632 University Ave, San Diego, CA, 92104. Registered by the following: Cazintas Snack Shack I, LLC, 2632 University Ave, San Diego, CA, 92104. California. This business is conducted by: A Limited Liability Company. The first day of business was: Not Yet Started. Pub Dates 08/26/2019-09/16/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9019132

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 05, 2019. Fictitious business name: **832 Private Investigation Services**, 17529 Bernardo Oaks Dr, San Diego, CA 92128. Registered by the following: David Monroe Beatty, 17529 Bernardo Oaks Dr, San Diego, CA 92128. California. This business is conducted by: An Individual. The first day of business was: Not Yet Started. Pub Dates 09/02/2019-09/23/2019

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020621

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 21, 2019. Fictitious business name: **Estate Liquidations by VVS Antiques**, 16726 Bernardo Oaks Dr., San Diego, CA 92128. Registered by the following: Volha Kirilenko, 16726 Bernardo Oaks Dr., San Diego, CA 92128. California. This business is conducted by: An Individual. The first day of business was: 08-19-19. Pub Dates 09/02/2019-09/23/2019

> marketplace

To Advertise Contact:
Lucinda Lauridsen
@ 858.277.6359

LEGAL NOTICES

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020580

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 21, 2019. Fictitious business name: **Santa Fe Park RV Resort**, 5707 Santa Fe Street, San Diego, CA 92109; 11455 El Camino Real, Suite 200, San Diego, CA 92130. Registered by the following: Pacific Santa Fe Assets LLC, 11455 El Camino Real, Suite 200, San Diego, CA 92130. California. This business is conducted by: A Limited Liability Company. The first day of business was: 01-19-11. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020750

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 23, 2019. Fictitious business name: **Valeta Apartments; Eastwood Apartments**, 2067 1st Avenue, San Diego, CA 92101. Registered by the following: Sanford I. Berman Properties, LLC, 2067 1st Avenue, San Diego, CA 92101. Delaware. This business is conducted by: A Limited Liability Company. The first day of business was: 06-06-14. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020732

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 23, 2019. Fictitious business name: **Valley Nails**, 8290 Mira Mesa Blvd Ste A, San Diego, CA 92126; 10168 Embassy Way, San Diego, CA 92126. Registered by the following: Valley Nails LLC, 8290 Mira Mesa Blvd Ste A, San Diego, CA 92126. California. This business is conducted by: A Limited Liability Company. The first day of business was: 08-23-19. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020957

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 27, 2019. Fictitious business name: **Park Place Realty & Mortgage**, 5920 Friars Rd. #212, San Diego, CA 92108. Registered by the following: Hanio Hilton Inc., 5920 Friars Rd. #212, San Diego, CA 92108. California. This business is conducted by: A Corporation. The first day of business was: Not Yet Started. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020956

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 27, 2019. Fictitious business name: **Solymar Real Estate**, 5920 Friars Rd. #212, San Diego, CA 92108. Registered by the following: Hanio Hilton Inc., 5920 Friars Rd. #212, San Diego, CA 92108. California. This business is conducted by: A Corporation. The first day of business was: Not Yet Started. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020955

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 27, 2019. Fictitious business name: **Park Place Realty & Asset Management**, 5920 Friars Rd. #212, San Diego, CA 92108. Registered by the following: Hanio Hilton Inc., 5920 Friars Rd. #212, San Diego, CA 92108. California. This business is conducted by: A Corporation. The first day of business was: Not Yet Started. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020381

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 19, 2019. Fictitious business name: **Salt & Sandals Vacations; Salt and Sandals Vacations**, 11590 W Bernardo Plaza Ste. 100, San Diego, CA 92127. Registered by the following: Pedro Tavares, 11590 W Bernardo Plaza Ste. 100, San Diego, CA 92127; Natalie Tavares, 11590 W Bernardo Plaza Ste. 100, San Diego, CA 92127. This business is conducted by: A Married Couple. The first day of business was: 05-22-18. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9021015

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 27, 2019. Fictitious business name: **Fish Grub**, 5855 Mission Gorge Rd, San Diego, CA 92120; 5236 Seagrove Place, San Diego, CA 92130. Registered by the following: FNCHIP LLC, 5236 Seagrove Place, San Diego, CA 92130. California. This business is conducted by: A Limited Liability Company. The first day of business was: 07-01-20. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020876

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 26, 2019. Fictitious business name: **Hillcrest Cleaners**, 3702 6th Ave, San Diego, CA 92103. Registered by the following: Alex's Alterations Inc., 9211 Clairemont Mesa Blvd #105, San Diego, CA 92123. California. This business is conducted by: A Corporation. The first day of business was: 08-26-19. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020444

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 20, 2019. Fictitious business name: **FCL**, 1755 La Costa Meadows Drive, San Marcos, San Diego County, CA 92078. Registered by the following: Fluid Components International LLC, 1755 La Costa Meadows Drive, San Marcos, CA 92078. Wyoming. This business is conducted by: A Limited Liability Company. The first day of business was: Not Yet Started. **Pub Dates 09/02/2019-09/23/2019**

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP UNDER FICTITIOUS BUSINESS NAME 2019-9020863

This Statement Was Filed With Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 26, 2019. Fictitious Business Name: **Nail and Wax Design**. The Fictitious Business Names referred to above were filed in San Diego County on: 04-19-17 and Assigned File No.: 2017-010711. The following partner has withdrawn: Hoai Thi Truong, 13346 52nd St, San Diego, CA 92105. **Pub Dates 09/02/2019-09/23/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9021096

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 28, 2019. Fictitious business name: **The Forbes Boutique**, 3176 Indian Fig Drive, San Diego, CA 92123. Registered by the following: Messalina Odessa Forbes, 3176 Indian Fig Drive, San Diego, CA 92123; Rodney Leroy Forbes, 3176 Indian Fig Drive, San Diego, CA 92123. California. This business is conducted by: A Married Couple. The first day of business was: 08-27-19. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020667

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 22, 2019. Fictitious business name: **Rudolphia; Rudolphia Trading Company**, 2627 W. Canyon Avenue #527, San Diego, CA 92123. Registered by the following: Marcellus Montgomery Rudolph, 2627 W. Canyon Avenue #527, San Diego, CA 92123. California. This business is conducted by: A Married Couple. The first day of business was: 08-19-19. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9021110

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 28, 2019. Fictitious business name: **Red Door Realty Group**, 1654 Marisma Way, La Jolla, San Diego County, CA 92037. Registered by the following: Pleamar Corporation, 1654 Marisma Way, La Jolla, CA 92037. California. This business is conducted by: A Corporation. The first day of business was: 08-28-19. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9021291

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 29, 2019. Fictitious business name: **The Solar Masters**, 772 N. Twin Oaks Valley Rd. #D, San Marcos, San Diego County, CA 92069. Registered by the following: The Roof Masters, 772 N. Twin Oaks Valley Rd. #D, San Marcos, CA 92069. California. This business is conducted by: A Corporation. The first day of business was: Not Yet Started. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9020336

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 19, 2019. Fictitious business name: **Handy Jones Home Repair**, 3939 Mt. Abraham Ave, San Diego, CA 92111. Registered by the following: Joseph L. Ehlers, 3939 Mt. Abraham Ave, San Diego, CA 92111. California. This business is conducted by: An Individual. The first day of business was: 10-02-09. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9021429

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sept 03, 2019. Fictitious business name: **Walter Andersen Nursery**, 3642 Enterprise St., San Diego, CA 92110. Registered by the following: Walter Andersen Enterprises Inc., 3642 Enterprise St., San Diego, CA 92110. California. This business is conducted by: A Corporation. The first day of business was: 02-05-57. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9021565

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sept 04, 2019. Fictitious business name: **Mama Sells San Diego**, 1450 Frazee Road, Ste #303, San Diego, CA 92108. Registered by the following: Denise Roudan-Nowell, 6427 Elmhurst Dr., San Diego, CA 92120. California. This business is conducted by: An Individual. The first day of business was: 09-04-19. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9019779

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Aug 12, 2019. Fictitious business name: **Highpoint Wellness Counseling**, 215 C

Avenue, Coronado, San Diego County, CA 92118. Registered by the following: Rebecca Jean Russell, 215 C Avenue, Coronado, CA 92118. California. This business is conducted by: An Individual. The first day of business was: 08-12-19. **Pub Dates 09/09/2019-09/30/2019**

FICTITIOUS BUSINESS NAME STATEMENT 2019-9021620

This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sept 04, 2019. Fictitious business name: **Citymark Building Services**, 3818 Park Blvd., San Diego, CA 92103. Registered by the following: CMD Urban Maintenance, 3818 Park Blvd., San Diego, CA 92103. California. This business is conducted by: A Corporation. The first day of business was: 10-01-14. **Pub Dates 09/16/2019-10/07/2019**

ORDER TO SHOW CAUSE FOR NAME CHANGE 37-2019-00038771-CU-PT-CTL SHELBY NOEL WILLIAMS

Petition of (Name of each petitioner): **SHELBY NOEL WILLIAMS**
TO ALL INTERESTED PERSONS:
Petitioner (name): SHELBY NOEL WILLIAMS
For a decree changing names as follows:
Present name: SHELBY NOEL WILLIAMS
Proposed Name to: ACE SHELBY NOEL WILLIAMS

THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

NOTICE OF HEARING: DATE: 10/10/2019
TIME: 9:00 am DEPT: 903
A copy of this ORDER TO SHOW CAUSE shall be published at least once a week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county in the San Diego Business Journal, 4909 Murphy Canyon Road, Suite 200, San Diego, CA 92123.

Filed: JUL 26, 2019
By Peter C. Deddeh
111 Union Street, San Diego, CA 92101
Petitioner: SHELBY NOEL WILLIAMS
3184 Murray Ridge Rd.
San Diego, CA 92123
432-212-3065
Publication Dates 8/26, 9/2, 9/9 & 9/16/2019

SUMMONS (CITACION JUDICIAL) MCV080195

NOTICE TO DEFENDANT: (AVISO AL DEMANDADO): MICHAEL J. BIANCHI, FRED G. BIANCHI, KATIE MOTZ, ANDREW BIANCHI, KRISTA BIANCHI, JASON BIANCHI AND ATTENTIONAL PARTIES
YOU ARE BEING SUED BY PLAINTIFF: (LO ESTA DEMANDANDO EL DEMANDANTE): **MICHAEL OBERT and MARGARET OBERT**
NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

AVISO! Lo Han Demandado. Si no responde dentro de 30 dias, la corte puede decidir en su contra sin escuchar su version. Lea la informacion a continuacion.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you; Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association.

NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.

THE NAME AND ADDRESS OF THE COURT IS: (El nombre y direccion de la corte es): Superior Court of California, County of Madera 200 South G Street Madera, CA 93637

THE NAME, ADDRESS AND TELEPHONE NUMBER OF PLAINTIFF'S ATTORNEY, OR

PLAINTIFF WITHOUT AN ATTORNEY IS: (El Nombre, la direccion y el numero de telefono del abogado del demandante, o del demandante que no tiene abogado, es): Steven R. Mortimer (SBN# 054187) Law Office of Steven R. Mortimer 110 North D Street Madera, CA. 93638 559-674-8712

Filled, Madera Superior Court Mar 7th 2019 by Bonnie Thomas
Date: (Fecha) March 7th 2019, Clerk (Secretario) by Brittany Velazquez, Deputy Clerk
NOTICE TO THE PERSON SERVED:
You are served as an individual defendant.
Pub Dates: 9/2, 9/9, 9/16 & 9/23/2019

NOTICE OF PETITION TO ADMINISTER ESTATE
FRANK J. PETRONELLA
37-2019-0004442-PR-PW-CTL

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: **FRANK J. PETRONELLA**
A PETITION FOR PROBATE has been filed by **FIRST AMERICAN TRUST FSB** in the Superior Court of California, County of San Diego. The petition for probate requests that (name) **FIRST AMERICAN TRUST FSB** be appointed as personal representative to administer the estate of the decedent.

PETITION FOR Probate of Lost Will and for Letters of Testamentary, and for Authorization to Administer Under the Independent Administration of Estates Act.
The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.
The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

Decedent died on April 22, 2018 at City of Oceanside, County of San Diego, State of California
A HEARING on the petition will be held on 11/07/2019 at 1:30 p.m. Dept. 503 at the Superior Court of California, County of San Diego, 1100 Union Street, San Diego, CA 92101, Central Courthouse

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) **four months** from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) **60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code.**

Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.

IF YOU ARE A PERSON INTERESTED in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.
Attorney for petitioner: Jack B. Friedell (SB# 224237)
Law Offices of Jack Friedell
2173 Salk Ave, Ste. 250
Carlsbad, CA 92008
760-295-8913
Pub Dates 9/9, 9/16 & 9/23/2019

NOTICE OF PETITION TO ADMINISTER ESTATE

JOSEPH GERARD RODGERS aka DR. JOSEPH GERARD RODGERS, DC.
37-2019-0004771-PR-PW-CTL

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: **JOSEPH GERARD RODGERS aka DR. JOSEPH GERARD RODGERS, DC.**

A PETITION FOR PROBATE has been filed by **MARK W. HOOD** in the Superior Court of California, County of San Diego. The petition for probate requests that (name) **MARK W. HOOD** be appointed as personal representative to administer the estate of the decedent.

PETITION FOR Probate of Will and for Letters Testamentary Authorization to Administer Under the Independent Administration of Estates Act with full authority
The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.

The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

Decedent died on July 6, 2019 at San Diego, California
A resident of county named above.
A HEARING on the petition will be held on 10/03/2019 at 1:30 p.m. Dept. 503 at the Superior Court of California, County of San Diego, 1100 Union Street, San Diego, CA 92101, Central

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) **four months** from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) **60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code.**

Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.

IF YOU ARE A PERSON INTERESTED in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.
Attorney for petitioner: Richard D. Thorn (SBN# 78419)
Ward & Thorn, A.P.L.C.
1532 Sixth Avenue
San Diego, CA 92101
619-234-8541
Pub Dates 9/2, 9/9, 9/16/2019

NOTICE OF PETITION TO ADMINISTER ESTATE

GENEVA JACKSON
37-2019-00002170-PR-LA-CTL

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: **GENEVA JACKSON**

A PETITION FOR PROBATE has been filed by **MICHAEL R. ERICKSON** in the Superior Court of California, County of San Diego. The petition for probate requests that (name) **MICHAEL R. ERICKSON** be appointed as personal representative to administer the estate of the decedent.

PETITION FOR Letters of Administration Authorization to Administer Under the Independent Administration of Estates Act.
The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however,

the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

Decedent died on March 6, 2013 at Oceanside, CA
A resident of county named above.

A HEARING on the petition will be held on October 1, 2019 at 11:00 a.m. Dept. 504 at the Superior Court of California, County of San Diego, 1100 Union Street, San Diego, CA 92101, Central Courthouse

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) **four months** from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) **60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code.**

Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.

IF YOU ARE A PERSON INTERESTED in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner: Jack B. Friedell (SB# 224237)
Law Offices of Jack Friedell
2173 Salk Ave, Ste. 250
Carlsbad, CA 92008
760-295-8913
Pub Dates 9/9, 9/16 & 9/23/2019

NOTICE OF PETITION TO ADMINISTER ESTATE
JOSEPH GERARD RODGERS aka DR. JOSEPH GERARD RODGERS, DC.
37-2019-0004771-PR-PW-CTL

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: **JOSEPH GERARD RODGERS aka DR. JOSEPH GERARD RODGERS, DC.**

A PETITION FOR PROBATE has been filed by **MARK W. HOOD** in the Superior Court of California, County of San Diego. The petition for probate requests that (name) **MARK W. HOOD** be appointed as personal representative to administer the estate of the decedent.

PETITION FOR Probate of Will and for Letters Testamentary Authorization to Administer Under the Independent Administration of Estates Act with full authority
The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.

The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

Decedent died on July 6, 2019 at San Diego, California
A resident of county named above.
A HEARING on the petition will be held on 10/03/2019 at 1:30 p.m. Dept. 503 at the Superior Court of California, County of San Diego, 1100 Union Street, San Diego, CA 92101, Central Courthouse

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) **four months** from the date of first issuance of letters to a general personal representative, as defined in section 58 (b) of the California Probate Code, or (2) **60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code.**

Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.

IF YOU ARE A PERSON INTERESTED in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.
Attorney for petitioner: Richard D. Thorn (SBN# 78419)
Ward & Thorn, A.P.L.C.
1532 Sixth Avenue
San Diego, CA 92101
619-234-8541
Pub Dates 9/2, 9/9, 9/16/2019

and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner: Justin M. Gordon, ESQ (SBN # 287328)
Gordon & Gordon Attorneys at Law
12100 Wilshire Blvd., Ste. 800
Los Angeles, Ca. 90025
310-806-9205
Pub Dates 9/9, 9/16, 9/23/2019

SUMMONS (CITACION J

PromoDrone:

➔ from page 1

funding.

Williams started his career in finance, not marketing. He spent most of his early career as a banker in Baltimore and making hip hop music in his spare time.

“I was doing banking by day and music at night,” Williams said.

In 2010, he moved to San Diego with his girlfriend, who had gotten a job with a large company here. Williams immediately began looking for a job. His resume was polished, and he had a good amount of experience, serving as assistant vice president of a bank. But in the middle of the recession, he couldn’t find anything.

So, he focused on his music. He put out two albums and began shooting music videos. That turned into a profitable video business.

“I go to the bank and I sit across from that same person at that same desk that I used to be, and they’re helping me with my account now,” Williams said.

Williams first came up with the idea for PromoDrone in 2014 while working for a

PromoDrone

CEO: Jamar Williams
FUNDRAISING TO DATE: \$50,000
YEAR FOUNDED: 2016
HEADQUARTERS: Lincoln Park
NO. OF LOCAL EMPLOYEES: 2
COMPANY DESCRIPTION: PromoDrone builds and flies drones designed to display large banner advertisements. The company is developing a drone with a screen that can display ads and live video at events.

video production company. His business partner had ordered some drone parts and was assembling them together to build a drone that could take videos.

“Whenever we flew the drone, people could not take their eyes off of it,” he said. “Even if it’s only for 10-15 seconds, you’re going to look at it.”

That sparked an idea: Why not attach a banner advertisement to the drone?

Williams’ first prototype was a bit rough. He used clothespins and yarn to tie a laminated sign to the drone for a networking event. That’s when Williams encountered his first big obstacle: wind. Within minutes, the sign had fluttered down to the rooftops below.

“I still believed in it. I just wanted to put some engineering effort into it,” Williams said.

The project was tabled until Williams met his cofounder, **Xavier Rodriguez**, a retired Marine who was also interested in the idea of banners on drones. They worked together with an engineer from Colombia to design the hexagonal frame for the drone that would allow the air to flow around it in the correct way. The company currently has a provisional patent filed for its frame and display system.

Williams knew he was on to something when he was able to fly the drone at the **Celebrity Championship Golf Tournament**, with ads for **Ralphs** and **Grey Goose** on the sides. Business owners took photos of the flying ads.

“It was a mini home-run,” Williams said.

Shortly after that, the company raised \$25,000 in a friends and family round. PromoDrone recently flew its drones at



Photo by Elise Reuter

Jamar Williams started PromoDrone in 2016. The company, which makes drones that display banner advertisements, was accepted into new startup incubator, Connect All at the Jacobs Center.

the Switchfoot Bro-Am and is focusing on events and sports marketing companies in San Diego.

Williams is currently working on the third prototype for his drone, which he hopes will open new opportunities for the company. It would mount a screen and a camera to the drone, which would allow it to show multiple ads and videos and take audience “selfies” at events. He is particularly focused on sports events, with the potential for the drones to function as “mini-jumbotrons.”

Williams is currently working with a mentor to develop bright, lightweight screens that would have their own power source, instead of tapping into the drone’s battery. He also hopes to incorporate public safety features into the system, using the drone’s

camera. Of course, there’s still the regulatory aspect to consider. Williams is a certified drone pilot, and he is in the process of training a group of certified pilots on the nuances of flying its drones. He also is working with San Diego’s Parks and Recreation Department, the Port of San Diego, and other major entities throughout the city to create a process for getting approval to fly.

In the future, Williams said he would begin fundraising to be able to outpace future competition as drone-based businesses get closer to becoming an everyday reality.

“This isn’t just the Jetsons,” he said. “We are going to be the leader of this movement.” ■



AFP
Association of Fundraising Professionals
San Diego Chapter

Presents

THE 47TH ANNUAL

NATIONAL PHILANTHROPY DAY

SAVE
the
DATE
11.4.19

Presenting Sponsor





A celebration to recognize the lasting impact philanthropy has on our community, and to honor those who do it best!

Congratulations to Our 2019 Honorees

| | |
|---------------------------------------|--|
| Outstanding Philanthropist | Bob and Marion Wilson |
| Outstanding Development Professional | Todd Kaprielian |
| Outstanding Philanthropic Business | Frank Motors |
| Outstanding Organizational Volunteers | Michael and Lisa Peckham |
| Outstanding Fundraising Volunteer | Jack Raymond |
| Outstanding Youth/Student Volunteer | Noun Abdelaziz |
| Outstanding Grant Making Organization | Foundation for Developmental Disabilities |

Community Champions




Community Leaders




Community Partners











Where **Town & Country Hotel**
500 Hotel Circle North, San Diego, CA 92108

When **Monday, November 4, 2019**
11:00am – 1:30pm

How Tickets available at
WWW.NPD2019.ORG

FOR MORE INFORMATION: EMAIL [KATIEGOMEZ@AFPSD.ORG](mailto:katiegomez@afpsd.org)

CALL [760.518.0776](tel:760.518.0776)

VISIT WWW.NPD2019.ORG

CALENDAR

September 16 – 30, 2019

TUESDAY, SEPT. 17

QuickBooks Desktop Part 1
Organization: SCORE
 9:00 a.m. – noon
 SCORE San Diego,
 8825 Aero Drive, Suite 102, San Diego

WEDNESDAY, SEPT. 18

Create Your 30-Second “Sizzler Elevator Speech”
Organization: SCORE
 9:00 a.m. – noon
 SCORE San Diego,
 8825 Aero Drive, Suite 102, San Diego

THURSDAY, SEPT. 19

Controller’s Council -- Ethics
Organization: IMA
 When: 11:30 am – 1:45 pm
 Where: CBIZ,
 10616 Scripps Summit Court, San Diego

THURSDAY, SEPT. 19

Best Places to Work 2019
Organization: San Diego
 Business Journal
 When: 4 – 7 pm
 Where: Sony, 16535 Via Esprillo, San Diego

FRIDAY, SEPT. 20

E-Commerce 101: Starting Your E-Commerce Business
Organization: SCORE
 When: 9 am - noon
 Where: SCORE San Diego,
 8825 Aero Drive, Suite 102, San Diego

FRIDAY, SEPT. 20

PHR® SPHR® Certification Prep Program
Organization: San Diego Employer Association
 When: 7:30 – 10:30 am
 Where: Health Center Partners,
 3710 Ruffin Road, San Diego

TUESDAY, SEPT. 24

QuickBooks Online, Part 2
Organization: SCORE
 When: 9 am – noon
 Where: SCORE San Diego, 8825 Aero Drive,
 Suite 102, San Diego

THURSDAY, SEPT. 26

ESG – Tailored to Fit Companies of All Sizes
Organization: Corporate Directors Forum
 When: 7 – 9 am
 Where: Hyatt Regency La Jolla, 3777 La Jolla Village Dr., San Diego

FRIDAY, SEPT. 27

SEO: How to Get More Traffic to Your Website Using Search Engines
Organization: SCORE San Diego
 When: 1 – 4 pm
 Where: SCORE, 8825 Aero Drive, Suite 102

Calendar listings should be submitted at least three weeks in advance of the event. Send listings by email to events@sdbj.com with “Calendar” in the subject line.

CONVENTIONS

- **Build Expo**
 September 18
buildexpousa.com
- **Youngevity Convention2019**
 September 19
events.bizzabo.com/210296
- **American Society Of Plastic Surgeons**
 September 23
plasticsurgery.org
- **The Small Business Expo**
 September 27
thesmallbusinessexpo.com/city/san-diego
SD Convention Center, (619)525-5000 or visitsandiego.com

INDEX

These indexes list the people, businesses, associations, organizations, etc., that are named in this week’s issue. The numbers refer to the page on which the name is found.

PEOPLE

| | |
|------------------------|--------|
| Mike Anderson | 10 |
| Patrick Ashton | 23 |
| Mike Bates | 7 |
| Jean Cui | 6 |
| Ali Behnam | 10 |
| Andrew Berens | 6 |
| Helmuth Billy | 3 |
| Brig Black | 23 |
| Melissa Cameron | 19 |
| Carin Canale-Theakston | 21, 19 |
| Josh Caplan | 3 |

| | |
|------------------------|----|
| Billy Carter | 32 |
| Loren Cobbs | 3 |
| Athena Countouriotis | 6 |
| David Crean | 26 |
| Jeffrey Cummings | 12 |
| Danielle Dietz-Livolsi | 34 |
| John Dobak | 1 |
| Paul Downey | 26 |
| Gayle Falkenthal | 19 |
| James Geurts | 3 |
| Jeffrey Givens | 4 |

| | |
|----------------------|----|
| Cindy Gompfer-Graves | 4 |
| Linda Greenberg | 4 |
| Rick Griffin | 21 |
| John Hartman | 10 |
| Irwin Jacobs | 26 |
| Cory Kasimov | 12 |
| Sara Katz | 19 |
| Victor Krebs | 8 |
| Brian Levett | 32 |
| Joshua Liberman | 32 |
| Jay Lichter | 12 |
| Jeff Lunstford | 10 |
| Bob MacDonald | 3 |
| Brian Malarkey | 16 |
| Kendra Marke | 10 |
| Barbara Metz | 17 |
| David Nuffer | 7 |
| Michael Olguin | 17 |
| Kazeem Omidiji | 3 |
| Y. Peter Li | 6 |
| Chris Puffer | 16 |
| Ted Purcell | 10 |
| Jaden Risner | 10 |

| | |
|---------------------|----|
| Xavier Rodriguez | 38 |
| Nicole Sahin | 1 |
| Brent Schertzer | 8 |
| Neal Schmale | 8 |
| Jim Schmid | 8 |
| Grant Schoneman | 23 |
| Steve Schwob | 16 |
| Oliver Silvestre | 10 |
| Kyle Slager | 7 |
| John Slater | 16 |
| Cristin Smith | 34 |
| Serge Stankovic | 12 |
| Sergey Sundukovskiy | 7 |
| Kaye Sweetser | 21 |
| Lan Thai | 1 |
| Tonya Tolver | 32 |
| Jeremy Wacksman | 23 |
| Jean Walcher | 17 |
| Teresa Warren | 19 |
| Kyle Whissel | 23 |
| Jamar Williams | 1 |
| Brad Wise | 16 |
| Matthew York | 7 |

ASSOCIATIONS, COMPANIES & ORGANIZATIONS

A

| | |
|-------------------------------------|----|
| Academy of Culinary Arts | 31 |
| Acadia Pharmaceuticals | 12 |
| Adobe | 30 |
| Adobe Systems | 10 |
| Amazon | 4 |
| Ambrogio 15 | 31 |
| American Cancer Society | 26 |
| American College of Surgeons | 3 |
| American Scaffold | 14 |
| Andaz Hotel | 3 |
| Animae | 16 |
| Areté Associates | 14 |
| Association Entertainment Group LLC | 3 |
| Avalon Ventures | 12 |

B

| | |
|------------------------|----|
| Baja Society Tours | 3 |
| Band-Aid | 26 |
| Biocom | 26 |
| Blue Cross Blue Shield | 3 |
| Bottling Group LLC | 23 |

C

| | |
|---|--------|
| California Highway Patrol | 4 |
| Canale Communications Inc. | 21, 19 |
| Cardellino | 16 |
| Carrier Johnson +Culture | 32 |
| Celebrity Championship Golf Tournament | 38 |
| Celebrity Entertainment | 32 |
| Central San Diego Black Chamber of Commerce | 3 |
| Chelsea Investment Corp. | 8 |
| Civic San Diego | 32 |
| Clarizen | 10 |
| Cleveland Clinic Lou Ruvo Center for Brain Health | 12 |
| CNN | 12 |
| Coachella Valley Music and Arts Festival | 3 |
| COI Pharmaceuticals | 12 |
| Colliers International | 8 |
| Connect All | 1 |
| Constellation Alpha Capital | 1 |
| Courthouse Commons | 8 |
| Crow Capital Holdings | 23 |
| Crunchbase | 7 |
| Cubic Corp. | 23 |
| Cushman & Wakefield | 23 |

D

| | |
|-------------------------------|----|
| Del Mar Highlands Town Center | 16 |
| Department of the Navy | 3 |
| Dermatology Online Journal | 26 |
| DermTech | 1 |

E

| | |
|-----------------------------------|----|
| Elly Health | 30 |
| Enclave Adventurous Superfood LLC | 1 |

F

| | |
|------------------------------|--------|
| Facebook | 16, 19 |
| Falcon Valley Group | 21 |
| Family Proud | 10 |
| Farmer & The Seahorse | 16 |
| Food and Drug Administration | 12 |
| Fort Oak | 16 |

G

| | |
|--------------------------|----|
| GlaxoSmithKline | 12 |
| Globalization Partners | 30 |
| Google Analytics | 19 |
| Grand View Research | 34 |
| Green Acre Campus Pointe | 16 |
| Green Acre Nautilus | 16 |
| Grey Goose | 38 |

H

| | |
|----------------------------|----|
| Hakkasan Group | 16 |
| Hamad Medical Corp. | 3 |
| Havas Formula | 17 |
| Head Lettuce | 31 |
| Health Net | 3 |
| Herb & Eatery | 16 |
| Herb & Sea | 16 |
| Herb & Wood | 16 |
| Herringbone | 16 |
| High Street Partners | 1 |
| HLM Venture Partners | 26 |
| Holland Partner Group | 8 |
| Hundred Proof Cocktail Bar | 16 |
| Hupnos | 30 |

I

| | |
|--|----|
| Ignyta | 6 |
| Institute of Safe Medication Practices | 12 |
| International Smoke | 31 |
| Intuit | 7 |

J

| | |
|---------------------------|----|
| Jimbo | 31 |
| JLL | 23 |
| J.P. Morgan | 12 |
| J. Walcher Communications | 17 |

K

| | |
|------------------------|----|
| Katerra | 7 |
| Katz & Associates | 19 |
| Kearny Real Estate Co. | 4 |
| Kimpton Solamar Hotel | 32 |

L

| | |
|---------------------------------|----|
| Lee & Associates | 4 |
| Le Parfait Paris | 31 |
| Limelight Networks | 10 |
| Lincoln Property Co. | 23 |
| Longfellow Real Estate Partners | 23 |
| LPC West Inc. | 23 |
| LUME Wellness Inc. | 34 |

M

| | |
|-----------------------|----|
| Magento | 30 |
| Majestic Realty Co. | 4 |
| Marketo | 10 |
| Meetup | 30 |
| Melanated Over 40 | 32 |
| Metz Public Relations | 17 |
| Mizukiyama Sushi | 31 |

N

| | |
|-------------------------------|----|
| Nasdaq | 1 |
| Nation of Billions LLC | 32 |
| NBA All-Star Weekend | 3 |
| N City Sports Lounge | 32 |
| Nex3 | 10 |
| Noblesse Oblige | 31 |
| North County Transit District | 8 |
| North Italia | 31 |
| Northrop Grumman Corp. | 14 |
| NuttiZo LLC | 34 |

O

| | |
|----------------------------|----|
| Obalon Therapeutics Inc. | 3 |
| Objective Capital Partners | 26 |
| OH! Juice | 31 |
| Old Town Trolley Tours | 3 |
| One Medical Group | 12 |
| One Paseo | 31 |

P

| | |
|--------------------------------|----|
| Pacific Coast Capital Partners | 4 |
| Parakeet Café | 31 |
| PayLease | 7 |
| Pepsi | 23 |
| Piston | 10 |
| Porchlight | 30 |
| PromoDrone | 1 |
| Puffer-Malarkey Restaurants | 16 |

Q

| | |
|----------|----|
| Qualcomm | 26 |
|----------|----|

R

| | |
|---------------------------------------|----|
| Raken | 7 |
| Ralphs | 38 |
| Rare Society | 16 |
| Rick Griffin Marketing Communications | 21 |
| Roche | 6 |
| Rooftop by STK | 3 |
| RTW Investments | 26 |

S

| | |
|--|----|
| Saffron & Sage | 34 |
| Salt & Straw | 31 |
| San Diego County Courthouse | 8 |
| San Diego Housing Commission | 32 |
| San Diego International Airport | 16 |
| San Diego Melanin | 3 |
| San Diego State University | 21 |
| SAP | 21 |
| Schmale Family Senior Residence | 8 |
| School of Journalism and Media Studies | 21 |
| SDC Steppers | 32 |
| Seefried Properties | 4 |

| | |
|---|--------|
| Serving Seniors | 8 |
| Shake Shack | 31 |
| Shipt | 7 |
| Sip Wine & Beer | 3 |
| Sitari Pharmaceuticals | 12 |
| SkillPower | 10, 30 |
| SoftBank | 7 |
| South County Economic Development Council | 4 |
| Southwest Strategies | 19 |
| Stanford Prevention Research Center | 10 |
| St. John's Regional Medical Center | 3 |
| Stos Capital Partners | 23 |
| Sudberry Properties | 4 |
| Sunroad Enterprises | 4 |
| SVB Leerink | 6 |

T

| | |
|----------------------------|----|
| Tealium | 10 |
| Tender Greens | 31 |
| The Collection at Del Mar | 31 |
| Highlands Town Center | 34 |
| The NPJ Group | 34 |
| The Sky Deck | 31 |
| Tribe Health Solutions | 30 |
| Trust Restaurant | 16 |
| Trust Restaurant Group | 16 |
| Turning Point Therapeutics | 6 |
| TW2 Marketing Inc. | 19 |
| Twitter | 19 |

U

| | |
|--|-------|
| UC San Diego Health | 12 |
| United Airlines | 16 |
| University of California-San Diego | 23 |
| Upper East Bar | 32 |
| U.S. Department of Defense | 14 |
| U.S. Department of Housing and Urban Development | 8, 32 |
| U.S. Navy | 10 |

V

| | |
|-----------------------|----|
| VCA Inc. | 12 |
| Viasat Inc. | 14 |
| VYBZ Kitchen & Lounge | 32 |

W

| | |
|-----------------------|----|
| Ways & Means | 31 |
| WebSideStory | 10 |
| We Tha Plug | 1 |
| Whissel Realty Group | 23 |
| W.V. Construction Co. | 14 |

Y

| | |
|---------|----|
| Yelp | 30 |
| YouTube | 19 |

Z

| | |
|-------------------|----|
| Zillow Group Inc. | 23 |
| Zillow Offers | 23 |

SAN DIEGO BUSINESS JOURNAL

4909 Murphy Canyon Road, Suite 200, San Diego, CA 92123
 Phone: 858-277-6359 | Fax: 858-277-6398 | www.sdbj.com

PRESIDENT & PUBLISHER

BARBARA CHODOS bchodos@sdbj.com | 858-277-0722

PUBLISHER EMERITUS

ARMON MILLS amills@sdbj.com | 858-277-6795

INTERIM EDITOR-IN-CHIEF, MANAGING EDITOR

STEPHEN J. ADAMEK sadamek@sdbj.com | 858-277-6591

SPECIAL SECTIONS EDITOR

BRAD GRAVES bradg@sdbj.com | 858-277-6586

REPORTERS

MARIEL CONCEPCION mconcepcion@sdbj.com | 858-634-4625

RAY HUARD rhuard@sdbj.com | 858-277-8904

ELISE REUTER ereuter@sdbj.com | 858-277-6971

JARED WHITLOCK jwhitlock@sdbj.com | 858-634-4636

PHOTOGRAPHERS

MELISSA JACOBS mj@sandiegophoto.com

JAMIE SCOTT LYTLE jamiescottlytlephotography@gmail.com

STEPHEN WHALEN peak15@roadrunner.com

OPERATIONS & RESEARCH SPECIALIST

ERIC ALDERETE ealderete@sdbj.com

SALES MANAGER

DALE GANZOW dganzow@sdbj.com | 858-277-4832

ACCOUNT EXECUTIVES

RICK BUSHREE rbushree@sdbj.com | 858-277-6692

ANNMARIE GABALDON amgabaldon@sdbj.com | 858-634-4234

CHRISTOPHER REID creid@sdbj.com | 858-277-2914

ELLIOT SCHUESSLER eschuessler@sdbj.com | 858-634-4626

DIRECTOR, NATIONAL ACCOUNTS & LOCAL BRAND PARTNERSHIPS

JIM BARKER jbarker@sdbj.com | 858-277-6499

CLASSIFIED/LEGAL ADVERTISING EXECUTIVE

LUCINDA LAURIDSEN llauridsen@sdbj.com | 858-277-6359

OPERATIONS & MARKETING MANAGER

MARISSA TOMIC mtomic@sdbj.com | 858-277-6359

DIGITAL MARKETING SPECIALIST

ELAN SALTMAN esaltman@sdbj.com | 858-277-6359 x 3116

AUDIENCE DEVELOPMENT DIRECTOR

SHELLEY BARRY sbarry@sdbj.com | 858-277-6391

EVENTS DIRECTOR

ERICA WINKLER [ewink](mailto:ewinkler@sdbj.com)



Get 99.9%

Reliability

when you choose
**AT&T Internet
for Business.**

- Business-grade internet for video conferencing and large file sharing.
- Fast service with speeds up to 1GB.
- Internet Backup means you're always connected.

**Act now and get a \$100
AT&T Visa® Reward Card.***

**Go to att.com/BizInternet,
call 855-432-1500 or visit a
local store.**



Read the Terms of Service at: www.att.com/internet-terms. Acceptance of Terms of Service is required. Geographic and service restrictions apply to AT&T Internet services. Go to <https://www.att.com/smallbusiness/explore/internet.html> to check qualification. Internet speed claim(s) represent maximum downstream and/or upstream speed capabilities. Actual speeds may vary and are not guaranteed. Many factors can affect actual speeds, including site traffic, content provider server capacity, internal network management factors, device capabilities and use of other services. Prices and offers subject to change without notice. Term commitments, Early Termination Fees, credit restrictions and other terms, conditions, and limitations may apply. Advertised services not available in all areas. Offer, terms, and restrictions subject to change and may be modified or terminated at any time without notice.

AT&T Internet Promotion - \$100 AT&T Visa® Reward Card* offer available through 12/31/2019. Offer available to new AT&T Internet for Business and AT&T Business Fiber subscribers or customers migrating from FastAccess® Business DSL or AT&T High Speed Internet Business Edition to AT&T Internet for Business or AT&T Business Fiber. Offer not eligible for renewals or speed upgrades. Offer is not available to local, state, or federal government entities, e-rate eligible entities or Rural Health Care (RHC) entities. Customer must have active service in good standing for a minimum of 60 consecutive calendar days and must remain active at time of redemption to qualify for \$100 AT&T Visa® Reward Card* ("Reward Card"). A maximum of one Reward Card may be issued per account (i.e. phone number to which AT&T Internet line(s) is/are billed). Qualified subscribers must complete the online redemption process at the AT&T Business Reward Center at <https://rewardcenter.att.com/Smallbusiness/default.aspx> by the date provided in the redemption letter to obtain Reward Card. *Reward Card: Will be sent letter with redemption requirements. Redemption required w/in 60 days from reward notification mail date. Reward Card delivered within 3-4 weeks after redemption to customers who maintain qualifying service(s) from installation date and through reward fulfillment. Card expires at month-end 6 months after issuance. For Cardholder Agreement, go to rewardcenter.att.com. The AT&T Visa Reward Card is issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. and can be used everywhere Visa debit cards are accepted in the United States, US Virgin Islands, and Puerto Rico. Not available for withdrawal of cash. The Bancorp Bank; Member FDIC. Visa U.S.A. Inc. is not affiliated with AT&T or this offer. AT&T is not responsible for lost, late, mutilated, misdirected or postage-due mail. Void where prohibited, taxed or restricted. May not be combined with other offers, discounts or promotions. Offer, terms, and restrictions subject to change, and may be modified or terminated at any time without notice. Credit restrictions and other conditions and limitations apply.