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Under 40 AWARDS

2015

Emily Pippin, director of communications and marketing for the Academy of Our Lady of Peace, is one of the 40 stars in our 40 Under 40 Awards for 2015. Winners' bios start on

PAGE 12



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**– Trevor Hoffman, San Diego Padres
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**– Andrew Viterbi, Qualcomm
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– Craig "Craigie" Grosvenor

"Rancho Santa Fe Insurance has been a great firm to deal with over the many years. I have recommended this firm to many friends. Again, thank you for the great service!"

**– Jack White, Chairman-Jack White
Capital Investments**

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**– John Moores, Owner-San Diego
Padres**

"I have been doing business with Rancho Santa Fe Insurance for 19 years and we have never experienced anything but professional service and advice. As our situation has changed over the years, Craig's team has identified and recommended changes needed to our policies. Our situation is additionally complicated by having homes in two other states. In each case, they have easily handled the insurance in each state. They are the best."

**– Ronald Judy, Co-founder Nin-
tendo of America and Founder NES
International (Nintendo in Europe)**

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COVER STORY



ON THE COVER:

Introducing the 40 Under 40 Award Winners

40 outstanding San Diegans are honored in our annual 40 Under 40 Awards program (pictured is Emily Pippin). The awards luncheon will be held on Tuesday, Sept. 22, at the Sheraton on Harbor Island. 11:30 a.m. to 1:30 p.m. The bios begin on Page 12.



25 Rocket Growth for Real Estate and Construction Industry

San Diego is meeting the needs of major employers and lifestyle has a lot to do with it. Companies such as Verizon, Daybreak Game Company (formerly Sony Online Entertainment), and iboss Cybersecurity have recently re-positioned their local real estate and are building new spaces focused on culture and long-term sustainability.



27 The Living Wall

Walls of beautiful, colorful plants, known as living walls are nothing if not eye-catching. For this reason and others, living walls have begun appearing with greater frequency in commercial office spaces as well. In addition to being aesthetically pleasing, studies have shown that living plants in an office can help boost productivity and reduce stress among employees.



30 New Car Review: The 2016 Audi A3 TDI

If you've been considering a diesel-powered, compact-sized entry-luxury sedan, you might want to consider this: The 2016 Audi A3 TDI's city mileage is nearly as good as the Mercedes CLA250's highway mileage. And the Audi's highway mileage (43 MPG) is 10-15 MPG better. So says the EPA. In real-world driving, you will find the Audi TDI's mileage is usually better than the EPA says. Hypermilers have reported mid-high 50s, which is better than a Prius hybrid. Wow.



32 The Art of Chocolate

Writer Jennifer Coburn let daughter Katie Coburn O'Neill sample some of the goodies at Will Guswiller's Eclipse Chocolate to get her impression of each treat, while Mom did the interview and shot pictures for a review of the place. Katie's expression is explanation enough. Shortly after, Katie was shipped off to college — the Massachusetts Institute of Technology.



36 Journey to the End of the Earth

It is March, the last days of summer in lower Patagonia, when a curious band of contemporary adventurers sails the uncertain seas aboard the Stella Australis and hikes the forests made famous by fearless pathfinders and buccaneers in search of trade routes and treasure. A travel escapade.

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The Advanced Nursing Institute was constructed in the university's Spanish Renaissance style.

University of San Diego Opens \$18 Million Advanced Nursing Institute on Campus

The \$18 million Betty and Bob Beyster Institute for Nursing Research, Advanced Practice and Simulation — considered the future of nursing at the University of San Diego, has officially opened.

A lead gift of \$8 million from Betty Beyster and the late Dr. Robert Beyster, founder of the giant research and engineering firm SAIC, who passed away late last year, laid the foundation for the 30,000-square-foot facility adjacent to the existing nursing school.

The institute's first floor will hold the new and expanded Lizbeth Dickinson Smoyer Nursing Simulation Center, the keystone of the school's clinical teaching facilities and a national model for nursing education. Its features include computerized mannequins and trained patient "actors," to educate nurses, along with a state-of-the-art video data management system for faculty to evaluate students' judgment and clinical skills.

The second floor includes the Lizbeth and Walter Smoyer Family Advanced Practice Registered Nurse (APRN) Education Center focusing on the management of preventive care and leadership of interdisciplinary teams. More than 1,000 APRNs, including 100

with the doctor of Nursing Practice Degree, have graduated from USD since 1984.

The institute's third story focuses on nursing research and houses four research units in veterans' care, maternal and child care, palliative care and aging. Its research centers include the Hervey Family San Diego Foundation Military and Veteran Health Unit, the Women and Children's Health Unit, the Kaye M. Woltman and Melisa R. McGuire Hospice and Palliative Care Education and Research Unit, and the Senior Adult Research Unit and Functional Assessment Apartment. The third floor also includes the PhD Executive Classroom and the Krause Family PhD Research Library and Study.

The institute was constructed in the university's Spanish Renaissance style. Ed Holakiewicz of gkkworks was the principal architect and DPR Construction was the builder.

The university's nursing school was ranked in the top 30 nationally for graduate nursing by U.S. News & World Report. It provides nearly one-half of the nursing faculty to other nursing schools in San Diego County and Southern California.

New Study Recommends Contiguous Expansion of San Diego Convention Center

A contiguous expansion of the San Diego Convention Center is preferred by the center's clients and stakeholders and also provides the greatest return on investment for the City of San Diego, according to a new study released by Conventions, Sports and Leisure International.

The study analyzed the financial and economic value of expanding the convention center with contiguous exhibit space as well as an expansion several blocks from the current facility characterized as non-contiguous or a "campus" option.

While the contiguous expansion was deemed superior, the study found that the City would also benefit from additional meeting and exhibit space from a non-contiguous expansion. "From an impact return perspective, the city should continue to pursue the contiguous option as opposed to a significant investment in a publicly-owned convention center located several blocks from the existing SDCC," said John Kaatz, the study author.

In addition to pursuing the contiguous expansion of the current SDCC, Kaatz said the City should consider some type of support for a development of a largely privately-led hotel and convention project on or near the site currently identified for the campus option. "The strength of the San Diego market for mid-sized conventions, as well as the importance of securing additional

headquarter hotel inventory, suggests that multiple projects designed to maintain and enhance the competitive position of the San Diego market could be pursued."

"Expanding the convention center will create new jobs for San Diegans and provide a huge economic benefit to our region. This study reaffirms that the contiguous expansion is the ideal approach for the most immediate impact, and provides the best return on investment," said Mayor Kevin Faulconer. "It's time to expand the convention center. My administration will begin talks with the tourism industry, City Council and other stakeholders to lay the groundwork for moving forward with the contiguous project in 2016 if the city prevails in court. The campus expansion and accompanying hotel would also bring economic benefits for the city that we will continue to explore."

An ongoing legal challenge to the Coastal Commission's approval of the contiguous expansion project may be resolved in the next six months.

Read the complete report at:

http://visitsandiego.com/sites/default/files/CSLExpansion-Study8_28_2015.pdf



Congratulations Phil Rasori, COO of **MCT TRADING, Inc.**
Recognized as One of SD Metro's 2015 Top 40 Under 40 Winners

We at **MCT** TRADING, Inc. laud Mr. Rasori for his leadership, accomplishments, dedication, philanthropic work and commitment to his employees and the San Diego community.

Phil has been instrumental in MCT Trading being named one of San Diego's Best Places to Work and one of San Diego's Fastest Growing Private Companies. Phil's relationships with local colleges and his focus on recruiting local talent have been key in driving company growth. He developed a one-of-a-kind, wildly successful loan hedging model; an award-winning technology platform; and is instrumental in leading MCT Trading's unparalleled, above-and-beyond benefits to the company's most valued asset -- our employees.

Thank you for all that you do, Phil!

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Downtown Gets First K-8 Charter School

The Urban Discovery Academy, which opened on Sept. 2, is the first Downtown K-8 charter school.

The school has three founding areas of distinction:

- Strengthening project-based education.
- Offering rich visual and performing arts education.
- Providing opportunities for families to live and work Downtown.

UDA's new 37,000-square foot building contains 18 brightly colored classrooms for 415 students and 24 teachers, a rooftop pavilion for special events, a two-story atrium lobby, a performing arts venue, and a visual arts studio with a kiln and a darkroom.

Located within the I.D.E.A. (Innovation Design Education Arts) District, the school brings San Diego into the global ranks of major cities that boast a distinctive primary school inside the urban core.



The Urban Discovery Academy

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Innovative Technology Companies Are Driving San Diego's Economy

Innovative technology companies account for just over 11 percent of local jobs, but pay double the average wage and are leading San Diego's economic growth.

That is the conclusion of a report by the National University System Institute for Policy Research that examined the strengths of San Diego's innovation economy.

"Among the 25 largest metro areas in the nation, San Diego stands alone as the most diverse technologically concentrated region," said Kelly Cunningham, economist and senior fellow.

In a comparison of eight general sectors of technology employment defined by the Census Bureau, only San Diego had seven technology concentrated sectors. San Francisco and Seattle follow with five sectors each.

Cunningham's team found the following levels of employment in different

tech sectors in 2014:

Biotech/Pharmaceuticals/Biomedical — 33,423
 Software — 28,782
 Communications Equipment — 27,822
 Defense and Transportation — 24,029
 Environmental Technology — 10,905
 Computers and Electronics — 10,598
 Other Tech Consulting Services — 9,436
 Recreational Goods — 2,296

"San Diego's significant diversity and strength among technology endeavors is a powerful force driving the regional economy. Technical diversity is particularly advantageous as technologies converge," Cunningham said. "For example, the merging of telecommunications with biomedical diagnostic equipment and computer and electronic monitoring systems has immense possibilities and advantages with



each technology cluster having strong concentrations in San Diego."

As of 2014, technology companies accounted for 11.1 percent of payroll jobs and 22 percent of total wages. The average wage of workers employed by technology companies is \$114,300, 2.3 times higher than the average of non-tech San Diego companies at \$49,700.

In addition to paying higher wages, companies in the technology sectors are adding more jobs. Tech company payrolls increased 7.1 percent in 2014, versus 4.7 percent for other sectors.



LEAH DAWSON

Director of Outreach & Communications
 Gomez Trial Attorneys

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 the world one day and one life at a time!

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Global Hawk UAV Put into Service To Improve Hurricane Forecasts



One of NASA's Global Hawk unmanned aircraft has arrived at Wallops Island, Va., where it will begin a new mission to improve hurricane forecasts.

The vehicle, which is manufactured by Northrop Grumman, landed Aug. 22 at NASA's Wallops Flight Facility, where it will kick off the Sensing Hazards with Operational Unmanned Technology, or SHOUT, program for the National Oceanic and Atmospheric Administration.

SHOUT builds off earlier work led by NASA and will move the Global Hawk closer to being put into operational use as a weather forecast observation tool, according to NOAA.


"We're flying the Global Hawk above hurricanes and other severe storms to refine it as a new, powerful tool with the potential to contribute to better forecasts of where hurricanes go and how intense they are," says Robbie Hood, director of NOAA's Unmanned Aircraft System Program. "The mission is part of NOAA's work to improve our nation's preparedness and resilience to hurricanes and other severe storms."

Through the end of September, NOAA, NASA and other partners will fly the Global Hawk over the Atlantic Ocean to collect data on temperature, moisture, wind speed and direction. That data will feed into the National Weather Service forecast models used by the National Hurricane Center.

"The Global Hawk allows us to stay over these weather patterns a greater amount of time than manned aircraft," says Gary Wick, NOAA's lead scientist for the mission. "It provides us with an observing tool that has the endurance of a satellite but provides finer resolution data and the precision of an aircraft."

The Global Hawk — the sixth one ever built — is equipped with various instruments, including dropsondes, a radar that can measure precipitation and wind speed, a microwave sounder that takes vertical profiles of temperature and humidity, and a NASA lightning instrument that measures the electric field of thunderstorms.

CONGRATULATIONS
40 under 40 Honoree



Stephen Pelletier

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Illumina and Investment Firms Form Genomics Company

Report more than \$100 million in commitments

San Diego-based Illumina and private equity firms Warburg Pincus and Sutter Hill Ventures have formed a consumer genomics firm called Helix, which has received financing commitments of more than \$100 million.

According to the partners, they founded Helix to provide affordable sequencing and database services for consumer samples obtained through third-party partners. Customers will be able to manage their data and have access to a marketplace of on-demand applications provided by Helix partners in order to gain insights into the genomic data.

“Genomics is reaching an inflection point in cost, volumes, and knowledge, creating a significant opportunity to unlock information that is currently not widely accessible to individuals,” Illumina CEO Jay Flatley, who will serve as Helix’s chairman, said in a statement. “Helix and its founding investors are committed to creating a neutral platform at the highest quality standard that will work with partners to accelerate consumer adoption of genomics.”

The new company’s first partners include the Center for Indi-

vidualized Medicine at the Mayo Clinic, which will collaborate with Helix to create applications initially focused on consumer education and health-related questions. As part of the arrangement, the Mayo Clinic has made an undisclosed investment in Helix.

Also signing on as a Helix partner is Laboratory Corporation of America, which will develop and offer data analysis and interpretation services through Helix’s platform, with an initial focus on medically actionable genetic conditions.

Future partners are expected to develop applications in areas such as genealogy, fitness/wellness, and inherited traits.

To support its efforts, Helix plans to establish a large next-generation sequencing lab with secure and protected database capabilities. Customers will have control over how their data are accessed through a consent process, while the company will take steps to ensure that information is communicated to customers “in a responsible and ethical way.”

Illumina said that it intends to consolidate Helix within its financial statements.

Water Authority Launches Mobile App to Report and Fix Water Waste

The San Diego County Water Authority has launched a smartphone app that enables users across the region to report water waste such as broken sprinklers, excess irrigation and potential violations of local water-use rules with the option of including a photo or video.

The Water Authority developed the app — “When in Drought, Report Waste” — in partnership with its 24 member water agencies to help inform property owners, meet state water-use reduction targets and avoid state fines. The Water Authority’s member agencies are responsible for responding to water waste reports generated for their service areas.

The app is free and available for both iPhone and Android devices through their respective app stores. There also is a link to the app on the agency’s website: www.sdcwa.org.

“Residents and businesses across San Diego County are doing a great job saving water,” said Mark Weston, chair of the Water Authority’s Board of Directors. “Often property owners are unaware of problems with their irrigation systems. Now when residents see water-waste issues in the community, they can use their smartphones to help correct the problem quickly.”

After downloading the app, users can report waste by either entering an address, or using the geolocation feature to pinpoint the location of the problem. Users then select from a list of common problems and have the option to enter more detailed information. Users also may include a video or photo of the problem.

The app includes other features such as links to online water conservation resources and rebates, a local water agency map and locator, and additional information about local and state restrictions. It can be used across all areas of the county served by the Water Authority’s member agencies.



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A SALUTE TO 40 OUTSTANDING SAN DIEGANS

SD METRO is proud to present winners of our 40 Under 40 Awards for 2015, a group of men and women who represent some of the best and brightest minds of San Diego County. The 2015 40 Under 40 Awards Luncheon will be held on Tuesday, Sept. 22, at the Sheraton Hotel & Marina on Harbor Island, across from the airport.

Registration is at 11:30 a.m. The luncheon and program lasts from noon to 1:30 p.m.

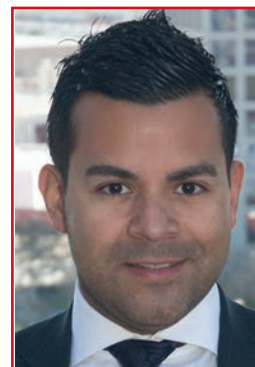
ROBERTO ALCANTAR

Roberto Alcantar is the district representative for state Sen. Marti Block, serving as Block's point person on labor issues, public safety, transportation, human trafficking issues, K-12 education, international trade and overseas constituent services. Alcantar has worked on a number of local political campaigns in a variety of roles, promoting San Diego progressive candidates to win elective office. Prior to working for Block, Alcantar worked for Feeding America San Diego, a local nonprofit that serves as a food bank and anti-hunger advocacy organization. He worked closely with community members facing severe situations and poverty and helped them receive benefits, food assistance and ensured that they had a path for self-sustainability. He advised other nonprofits on state policies and anti-hunger legislation. Alcantar worked in the State Department and focused on foreign policy issues regarding the East Asia Pacific region, led research on strategic use of natural resources and developed international policy recommendations for the East Asia Pacific region. Alcantar is a member of the city of San Diego International Affairs Board, and was confirmed by the City Council to advise the city on matters of international affairs and development.



BEN AGUILAR

Ben Aguilar is managing attorney for the Law Offices of Ben Aguilar, a firm representing individuals in immigration, bankruptcy and family law matters. Beyond his law practice, Aguilar is devoted to serving the public and the legal community through his service on a number of boards, including the San Diego La Raza Lawyer's Association, the Tom Homann LGBT Law Association, where he is president, the Thomas Jefferson School of Law Alumni association and No Silence No Violence. Aguilar just concluded his term of service on the San Diego County Bar Association's New Lawyer Division, where he was the chair of its networking committee. While he was community outreach chair of La Raza Lawyers, Aguilar put together various non-partisan seminars to educate the public on the importance of voting during the District Attorney's election last June. Aguilar is a regular volunteer at the Family Justice Center where he meets with victims of domestic violence and provides pro bono consultations.



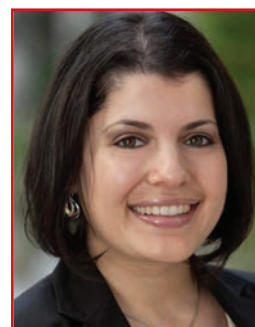
AMANDA ALLEN

Amanda Allen launched Aguirre Allen Law, a real estate and business law firm in May 2014, that represents a broad range of clients including developers, property owners, brokers, landlords, tenants, nonprofit organizations and, not the least, entrepreneurs with big dreams. Notably, Allen serves as counsel for the developer of the innovative temporary urban development in Downtown San Diego - the Quartyard, a project that took an empty city block and turned it into a thriving community space for concerts and other activities. The mother of a 2-year-old, Allen is a relentless advocate for women and girls. She is on the board of the Lawyers Club of San Diego, and was the past chair of the Reproductive Rights and Women's Advocacy Committee. Allen is a founding member of Empower Charter School, an innovative public charter school designed to prepare children for the industries of the future by creating critical thinkers today. Before starting her own law firm, Allen practiced at Hecht Solberg, where she was instrumental in winning a California Supreme Court case that affected real estate development throughout the state.



REEMA MAKANI BOCCIA

Reema Makani Boccia began her career at a local boutique public relations firm, but launched her own public relations agency, Two Rivers Strategies, in 2013. The name is an homage to the Tigris and Euphrates, the two rivers of Baghdad, the city of her birth. She is a first-generation Chaldean-American who immigrated to San Diego when she was 8 years old. Boccia has spent years building her skills as a business leader and community advocate through extensive involvement in a myriad of organizations. She is a volunteer for the Iraqi Christian Relief Fund, lending her expertise to help raise record-breaking funds for Christians being executed in Iraq. Working for an ambulance company for many years inspired Boccia to become involved in Mothers Against Drunk Driving (MADD), to help with its fundraising efforts. In 2007, she was presented with MADD's Volunteer of the Year Award. In addition, Boccia has been an active volunteer and board member of the Public Relations Society of America for more than 10 years. She served as president of the San Diego chapter in 2014 and hosted the Western Regional Conference. Boccia is a LEAD graduate and worked on a group project for the San Diego Zoo, leading to her work on one of the zoo's flagship events.



WINDUS FERNANDEZ BRINKKORD

Windus Fernandez Brinkkord had no sooner graduated from the University of San Diego in December 2002 than she found a lifelong profession at Trilogy Financial Services in March 2003. She apprenticed into the financial services industry and now actively manages more than \$60 million in assets for her clients as Trilogy's senior vice president of investments. As an independent financial planner, Brinkkord is not tied to products or services and has developed a unique approach to building financial plans that are personalized for each individual/family with whom she works. In the last 12 years with Trilogy she has been in the top 5 percent of their advisers and in 2008, she won the prestigious national award for Trilogy's Woman of the Year. Brinkkord served four years, two of them as president, on the board of Wounded Warrior Homes, an organization that helps service members who are struggling with Post Traumatic Stress Disorder. She now serves on its advisory board. After her husband, Kurt survived kidney cancer, they founded an organization — Immerman Angels — which pairs cancer survivors and cancer spouses with other people going through the same ordeal.



LEAH GRACE DAWSON

Leah Grace Dawson, director of outreach for Gomez Trial Attorneys, leads all outreach and marketing activities for San Diego's largest plaintiff's personal injury and consumer law firm. In that capacity, she is heavily involved in a variety of philanthropic and charitable causes, both in San Diego and internationally. Each year Dawson coordinates on average 50 local charitable events and travels abroad to Africa and Jamaica to help others less fortunate as part of the firm's outreach programs. In a very short time, Dawson has taken Gomez Trial Attorneys' community involvement to a very high level. Between her positive marketing and community activism, she is the perfect face for both Gomez Trial Attorneys and the larger San Diego legal community.



DENNIS-MICHAEL BROUSSARD

Dennis-Michael Broussard is the founder of Silk Road Productions, an organization that creates events and provides consults with nonprofit organizations about reaching their goals and becoming more efficient. Since he moved to San Diego, Broussard has created fundraisers and awareness events for the Foundation for Change, the International Humanity Foundation, Operation Samahan and many others. In 2014, he founded Project Water Buffalo as a community-based, grassroots organization to raise money to bring water filters to poor slums and villages in Senegal, West Africa. He also co-created the television show "Asian Voices" which spotlights the contributions of the Asian and Pacific Islander communities in Southern California, sharing the stories of an otherwise "invisible" community. Broussard volunteered at an education center in Western Indonesia last year where he taught English to children. He also volunteered at an orphanage in northern Thailand and helped build a classroom for that center. He is dedicated to empowering the Asian American community (he is half Asian) through his community engagement and activities.



LUKE DANIELS

Luke Daniels, president of the Richman Group of California Development Co., can claim responsibility for 2,500 residential units, many of them trophy projects in San Diego - among them Park Laurel overlooking Balboa Park, and 1Mission in Mission Hills. The 1Mission project incorporated an 80-year-old retail building into a new residential mid-rise and was awarded the PCBC Gold Nugget Grand Award for best mixed-use project in the Western United States. His most recent achievement involves securing local government approval for three residential developments valued at more than \$150 million. Daniels has also found solutions for problem properties. When the Fat City Lofts project in San Diego met with opposition by a powerful consortium, Luke re-created the plan and entitled the property as a mixed-use hotel and sold it in a matter of weeks. Whether developing luxury condominiums or affordable housing, Daniels emphasizes style-conscious and environmentally friendly design that engenders pride in the development team and in the customers. For example, at 1Mission, to maintain the look of the historic community, his team followed the Secretary of the Interior's Standards of Restoration. The amenities and gathering spaces at each of his company's project areas are a reflection of the interests and lifestyle of the residents.



MEGAN DICKERSON

Play makes people happy, a belief that drives Megan Dickerson, manager of exhibition development at The New Children's Museum, to bring creativity, exploration and art-making to community members who might not otherwise be able to experience it. In her first year at the museum, Dickerson developed a "spy game" that has been very successful keeping older children engaged. She also led the development and launch of the Sandbox Gallery, one of the Museum's first in-house designed and executed art installations. She is currently leading the exhibitions team as it plans and curates the museum's California-themed exhibition that opens to the public in October. Before joining the museum in late 2013, Dickerson left her creative mark on Massachusetts through her work at six museums and cultural institutions in that state, having spent 10 years at the Boston Children's Museum as senior community partnerships manager. Here at home, she plays a hands-on role in the museum's annual Mass Creativity program - an artist-led and community outreach effort that includes a series of six workshops throughout various under-served neighborhoods in San Diego. People from across the county are given an opportunity to work alongside artists as they create pieces that will eventually become part of a larger in-museum exhibition.



ANTOINE DIDIENNE

Antoine Didienné, born and raised in France, and a San Diego resident since 1999, is the founder of Vavavida, a company that retails ethical fashion accessories. The enterprise stemmed from Didienné's belief that fashion can be an agent for positive change for both consumers and producers. The company sources its products from artisan cooperatives worldwide that adhere to fair trade principles. The products are mostly made by women and for women, thus the company invests in programs that empower women both in the United States and around the world, in what is called "full circle economics." Through its main nonprofit partner, Project Concern International, Didienné invests part of the revenue in the communities from which he gets his products. Didienné also supports the Susan G. Komen Foundation which ensures that women diagnosed with breast cancer have access to the care needed, including diagnostics, treatment, transportation and basic living needs.



JASON EVANS

Jason Evans, an associate attorney with the CaseyGerry law firm, is a key member of its complex litigation team, focusing on consumer class actions, product liability and serious personal injury litigation. During his four-year tenure with CaseyGerry, Evans has prosecuted many multi-million dollar cases including complex, high-stakes personal injury and products liability involving serious and catastrophic injury, wrongful death, and traumatic brain injury.

His broad experience involves both state and federal courts throughout California and nationwide. Among the high-profile cases he has recently played a key role in: obtaining major awards for victims of the tragic Reno Air Show catastrophe and a complex class action lawsuit against the city of Chula Vista regarding a Telephone User's Tax, resulting in an \$8 million settlement to Chula Vista residents. Prior to joining CaseyGerry, he worked for the San Diego Volunteer Lawyer Program, drafting requests for restraining orders for victims of domestic violence and elder abuse. Evans is the vice chair of the San Diego County Bar Association's Forum for Emerging Lawyers, representing young lawyers throughout the county.



PROUD

We congratulate our associate Jason Evans for being recognized by *San Diego Metro Magazine* as one of "40 Under 40" to watch in San Diego.

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KATHERINE FIELD

Although she started her job as community affairs manager for the Monarch School only eight months ago, Katherine Field has revamped the school's communications strategy, community relations program and development program. Her vocation is positioning Monarch to be a national model for how communities can best serve homeless youth. The typical student arrives at Monarch three years behind grade level, yet he or she progresses one full year academically for every six months spent at Monarch. More than 92 percent of the school's 2014 graduates went on to higher education or full-time employment. Before landing the job at Monarch, Field was the district director for U.S. Sen. Dianne Feinstein, and played a key role in the senator's work to pass immigration reform and became the key person on cross-border infrastructure along the Southwest border. Field also served on the General Service Administration's Government Liaison Committee that oversaw the redesign and construction of the San Ysidro Port of Entry, the largest land port in the western hemisphere. In 2010, Field was selected for the inaugural class of the New Leaders Council-San Diego Chapter (now the San Diego Leadership Alliance (SDLA)), a local nonprofit organization that trains and develops young progressive leaders through a year-long fellowship. Following her fellowship, she was elected to the SDLA board.



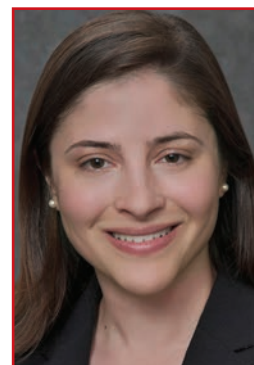
JAKE FISHMAN

Jake Fishman joined Gap Intelligence in 2005, becoming the firm's fourth employee, but growing his role and responsibilities as the company grew. He is currently the firm's business director, serving on its executive team and as co-leader of its analyst division, while managing the firm's expanding PC and printing teams. Fishman is considered the country's leading office and production printing analyst and is sought after worldwide. Fishman often travels across the U.S. and Asia to present to top executives from every major print manufacturer including Canon, HP, Lexmark, Konica Minolta and Xerox. As business director, Fishman is the brainchild behind a new feedback loop platform to ensure that Gap Intelligence understands the needs of its clients and develops products and services built on a foundation of customer empathy. Simultaneously, he is leading the development of the company's consulting service, and serves on the Gap Intelligence New Category Team, which recently added smartphones to the firm's research portfolio, and is planning two more research category additions later this year.



WYN FURMAN

Wyn Furman, program specialist for community scholarships at The San Diego Foundation, is a passionate advocate for the power of philanthropy to enhance communities. As a dedicated employee of The San Diego Foundation as well as an innovative board member of the San Diego Leadership Alliance and Animal Rescuers Without Borders, Furman's professional accomplishments will have a ripple effect in the San Diego community for years to come. During her five years at the foundation, Furman has excelled in several roles that demonstrate her leadership in the community. In her first professional role, she coordinated the survey of 30,000 county residents through Our Greater San Diego Vision on issues ranging from education, community amenities, jobs and economic growth to future land use and planning scenarios for San Diego. She then served as the foundation's manager of community research where her work resulted in more than \$4 million in donor advised grants. In March 2015, Wyn joined the foundation's Community Scholarship Program, the largest provider of scholarships for local students outside of universities, providing high-level support by recruiting and training volunteers to serve on selection committees, facilitating application reviews, and determining student award packages.



JOHN GREENWELL

For the past 10 years, John Greenwell has served as the Science Department chair and the seventh grade level chair at KIPP Adelante Preparatory Academy and taught middle school science. It is evident, from his varied roles, that he enjoys working with his students, many of whom hail from low-income households in Barrio Logan, Sherman Heights, Golden Hill and Shelltown. Greenwell is a tireless and dedicated educator, working directly with his college-bound students nearly 11 hours a day and is responsible for a large number of initiatives and programs at KIPP Adelante. As a member of the National Science Teachers Association, he piloted mastery-learning and grading and implemented the new national curriculum, the Next Generation Science Standards, at his school. At a time when many educators are using the old California state science standards, John brought innovative projects, real-world experiences, and multi-modality activities that allowed his students to excel academically. Greenwell has a long history of leadership with broad community efforts. He currently serves as the co-director of the San Diego Leadership Alliance, an organization dedicated to building young leaders with the skills and networks needed to make a more profound impact in the San Diego metropolitan area.



CASSANDRA HEARN

Cassandra Hearn is the owner of the Law Offices of Cassandra Hearn APC, where she practices criminal defense, family law and dependency law. She started the firm after serving as a prosecutor with the San Diego City Attorney's Office. While there, she worked with the surviving families of victims of vehicular manslaughter and worked closely with the civil attorneys working on the same cases. Because they presented a unified front, they were able to achieve a tactical advantage for the victims' families. During her time with the City Attorney's Office, Hearn achieved a winning record, including 15 full jury trials. Hearn is co-chair of the Lawyers Club of San Diego Mentorship Committee and an active member of Consumer Attorneys of San Diego. She has expanded her advocacy for victims as the president and founder of a nonprofit organization called Counter Balance: Foundation for Victims of Crime. Hearn has worked with victims of spousal rape, traumatic brain injury, felony stalking, and police brutality. She takes on pro bono cases every year for victims of violent crime, assisting them through the criminal process and fighting for them in civil court and refuses to take a penny from any victim.



JONATHAN HARRILL

Jonathan Harrill, the global general counsel at Amobee, a subsidiary of SingTel, a leading digital marketing technology company, is an expert in online privacy and data use, compliance and media law. He oversees all mergers and acquisition activity, as well as advertiser, partner and vendor contracts and negotiations. He resolves the diverse legal needs of a growing global business in a rapidly changing environment where media and data-use evolve faster than the legal and regulatory statutes. Besides that, he leads and manages daily operations across both compliance and legal departments. Harrill has played a critical role in overseeing two major acquisitions: the 2011 Frontline Direct and Adconion Audience Network merger, creating Adconion Direct; and the 2014 acquisition of Adconion Direct by Amobee for \$235 million (in a dual purchase alongside Kontera Technologies Inc.). He was an integral part of leading the company through the due diligence process during the acquisition, and the subsequent unification of the three companies under one name. In the community, Harrill works with several local organizations, including the Southern California Special Olympics, Feeding America and Father Joe's Villages. He served as a mission trip leader with Come Build Hope, a volunteer project that builds homes in Baja California for the underprivileged.



DR. THOMAS ICHIM

Dr. Thomas Ichim, senior vice president of Creative Medical Health Inc., has focused from an early age on advancing medical sciences. Ichim's passion for medicine is due in large part to his mother's being afflicted by leukemia while he was quite young. Ichim was granted his first patent at age 19 for a novel means of treating leukemia and at 21, Ichim founded the Batu Center for Leukemia Research, a nonprofit organization, which raised more

than \$250,000 for a clinical trial he and his team designed. Ichim's career truly began to flourish after he moved to San Diego. He was cofounder of bioRASI, a contract research organization that grew from two employees in 2007 to more than 150 employees and revenues in 2014 of \$34 million. In 2007, Ichim joined the public company Medistem Inc. as chief scientific officer, and subsequently, chief executive officer, in which capacity he led a team that discovered a new stem cell, the Endometrial Regenerative Cell. Ichim was lauded for his accomplishments in a Dear Colleagues letter by Congressmen Duncan Hunter and also by Governor Schwarzenegger. The letter touted the cell's potential for treating multiple sclerosis. For his work on this issue, Ichim won the "Top Publication of the Year" in 2008 from BioMed Central, a publisher of over 200 biotechnology journals.



ALYSON JAMISON

Alyson Jamison is the senior program manager at Stalwart Communications, a leading public relations agency in San Diego. At Stalwart, Jamison is responsible for spearheading a variety of marketing, business development and public relations initiatives for clients and has successfully secured media coverage for their executives in some of the most well-known broadcast, print and online outlets in the field. Jamison joined the agency in 2008 following a successful stint as the business development coordinator for Soltek Pacific Construction Company. Jamison considers her greatest professional accomplishment to date was earning her accreditation in public relations, a grueling test of her dedication and perseverance. In the community, Jamison volunteers with Rolling Readers, a nonprofit that inspires low-income children to learn to read. She also has participated in many charitable events, including the American Heart Association's Heart Walk and the Lymphoma Society's Light the Night Walk.



KAREN KORR

Karen Korr has been a force in San Diego's legal community for more than 10 years. As the director of communications for the San Diego County Bar Association (SDCBA), she oversees all strategic communications, branding, public relations, social media and print and online publications for the 10,000-member organization. She is considered a trailblazer, leading the development of the local bar association smartphone app - the first comprehensive bar association app in the country. She was also a pivotal part of the organization's first lobbying effort, working with the Court Funding Action Committee to develop messaging to share with San Diego's legislators about the need for reinvestment in our court system following drastic budget cuts. In 2013, Korr developed all communications and messaging regarding the SDCBA's transition to its new headquarters at the Bar Center at 40, after 25 years. The "Moving with You" campaign successfully communicated to the SDCBA's members and the wider legal and business community the uniqueness of the association's new space, and its position as the "hub" of San Diego's legal community. "Karen's understanding of how to communicate to different audiences, ability to work on multiple high-profile projects simultaneously and 'can do' attitude have been integral to our success as an association," says Richard Huver, 2015 SDCBA president.



ELVIN LAI

Elvin Lai is president and CEO of Ocean Park Inn and Hotel and co-founder of HOTELbeat Inc., CFO and partner of Abnormal Company and the Cork & Craft Restaurant. His passion for innovation and entrepreneurship has led him to become a top leader in the San Diego community. Since his early 20s, Elvin has founded many companies, served on various boards and devoted his time and resources to bettering San Diego. In 2014, he was awarded the Discover Pacific Beach Community Patron Award for his leadership, time and dedication to bettering the Pacific Beach community. The Asian Business Association of San Diego named him Outstanding Entrepreneur of the Year. He is president of the board of Discover Pacific Beach and was appointed by Mayor Kevin Faulconer's Asian Pacific Islander Advisory Board. He also is an active board member of the San Diego Tourism Authority and the San Diego Hotel Motel Association. He is a graduate of the University of San Diego.



GRAYSON LAFRENZ

Grayson Lafrenz is co-founder of Power Digital Marketing, one of the fastest growing online marketing agencies in San Diego. Power specializes in lead generation and brand introduction. He is also co-founder of squared-out.com, a start-up focusing on building the world's largest event-advertising network connecting online publishers with local event advertisers. He and his partners have also founded and run several successful Internet marketing ventures including an e-commerce business specializing in selling electric bikes. He is a big brother in the Big Brothers Big Sisters of San Diego and speaks regularly as a guest lecturer to business and marketing majors at SDSU, Cal State San Marcos and Point Loma Nazarene University. Lafrenz has been recognized by Impact Magazine and was a featured presenter at Customer Engagement World in New York City. He is a graduate of the University of Arizona.



JAMES LANGLEY

James Langley is a partner at Schwartz Commercial Realty. He grew up in Fort Ross in Northern California, an abalone fishing village where he and his brother were raised by their mother in a single-parent household. His high school was an hour and a half from his home so he commuted three hours each day to attend school. He excelled in baseball and basketball, had an opportunity to play professionally but instead enrolled at Point Loma Nazarene where he earned his degree. Langley's mentor at Point Loma Nazarene was George Fermanian, who inspired him to build a database and to network with successful people. Through that, Langley met Ben Schwartz. James has now built the company to \$1million in fees in 2014. He volunteers at Tecolote Baseball Academy and coaches Little League. He contributes to Athletes Touch, Make-A-Wish Foundation, Voices for Children and the Challenged Athletes Foundation. Langley has developed a nonprofit to provide travel to baseball games for those children who are unable to afford to do so.



FERNANDO LANDA

Fernando Landa is a partner at Crosbie Gliner Schiffman Southard & Swanson (CGS3). He is a real estate attorney with a broad transactional practice across the United States. He specializes in the acquisition, development, financing, leasing and disposition of commercial real estate assets. He represents a variety of developers, investors and lenders in the purchase and sale, financing, leasing and management of all asset types, including hospitality, office, industrial, retail and mixed-use properties. He joined CGS3 in 2013 as the firm's seventh partner. CGS3 was formed in 2013 by five highly respected and long-standing partners of Allen Matkins. Previously, Landa had been general counsel for Trigild, a real estate services firm. He has served on the board of Voices for Children Young Professionals Group, helping to raise awareness and funds for an organization that provides court-appointed special advocates for San Diego's foster children. He has been awarded the prestigious Morning Star Award by the California Bar Association's Real Property Section. Landa holds an undergraduate degree from the University of Pennsylvania and a juris doctor and master's degrees from the University of San Diego.



SEAN MAYER

Sean Mayer is the founder and principal of Legacy Real Estate Ventures LLC. Legacy focuses on inefficiencies within the real estate market that compliments the value-added strategy imbedded within Mayer's DNA. Legacy adds value in each investment while decreasing the risk profile of the asset on top of maintaining maximum profitability. Mayer's strong entrepreneurial spirit began at an early age. Before the age of 15 he had sold two Internet auction houses to a subsidiary of eBay. He manages three generations of wealth within the Mayer Family Office and established Legacy Real Estate Ventures LLC in 2009 as the investment arm for the family office. Mayer is currently entitling a 1,700-acre luxury master planned community in Potrero Valley. He is a devout philanthropist, maintaining an active agenda of altruistic undertakings which include participating in the Grossman Burn Foundation, the Alzheimer's Association, East Bali Poverty located in Indonesia, and the Ronald McDonald House Charities. He is a graduate of UC San Diego with a master's degree from the University of San Diego.



STEVEN G. MARTIN

Steven Martin is a partner at Best, Best & Krieger LLP. He has built a multi-faceted career focused on environmental and natural resource use issues, and he has consistently challenged himself to become a valuable adviser to his clients. He is a member of the firm's Environmental Law & Natural Resources and Special Districts practice groups and assists public agency clients with a variety of local governance issues. He serves as general counsel to the South Bay Irrigation District. Martin has been involved in several large litigation matters related to water disputes in the Sacramento-San Joaquin Delta, Coachella Valley and other parts of California. Martin has a unique technical background which he is able to leverage into assistance for his clients. He holds a degree in agriculture and plant sciences from the University of Manitoba in Winnipeg, Canada, and a law degree from Pepperdine University. He was selected for the 2015 San Diego Super Lawyer Rising Star list, which no more than 2.5 percent of young attorneys are so honored to make.



LUPITA MORALES

Lupita Morales is the patient services manager for Fresh Start Surgical Gifts. Fresh Start is a nonprofit dedicated to the needs of children and teens with physical deformities. Through her role, Morales oversees that all patients receive a high quality level of care regardless of their families' income or social status. She has organized and supervised screening clinics with the purpose of spreading the mission to the families that need it most on both sides of the border. She has forged partnerships with local groups, including the San Diego County School District, Ronald McDonald House Charities as well as international partnerships with Hospital Infantil Del Las Californias, ConnectMed International and the International Program at Rady Children's Hospital. While Morales is a member of Big Give, a philanthropy group of her church, she volunteers as much of her time as possible with ConnectMed in Tijuana. She is a graduate of Cal State San Marcos.



VIVIAN MORENO

Vivian Moreno is director of Binational Affairs in the office of City Councilman David Alvarez. She serves as a liaison between the office and Mexican government and business leaders. She is also the liaison for the Otay Mesa community where she oversees regional transportation issues and economic matters and works collaboratively with state and federal agencies pertaining to the neighborhood. She has served as president of San Diego County Young Democrats. Moreno has completed several leadership training programs, including the San Diego Water Authority's Spring 2014 Citizens Water Academy and the New Leader's Council fellowship in 2010. She is a member of the City of San Diego's Latino City Employees Association. Moreno holds a Bachelor of Arts degree with a concentration in international relations from UC San Diego.



STEPHEN T. PELLETIER

Stephen Pelletier is a partner at Higgs Fletcher & Mack. His legal prowess and success extends well beyond the norm for someone his age. He is a recognized expert in business and tort litigation, including real estate, environmental law, product liability disputes, contract law and construction litigation. He has skillfully represented international, corporate and individual clients in catastrophic injury matters, ranging from general negligence and complex product liability disputes to wrongful death matters and has achieved successful outcomes. Pelletier has become one of the region's top litigators. He was captain of the UC San Diego baseball team and received the John Ralph Memorial Award for excellence in academics and athletics. He is a graduate of the California Western School of Law.



ALISON PHILLIPS

Alison Phillips is the communications manager for the San Diego Regional Chamber of Commerce. She has quickly become an expert on the challenges and opportunities facing San Diego businesses and takes to heart the Chamber's mission to make San Diego the best place in California to do business. She has developed solid trust relationships with local journalists who know she will deliver the needed information, quote or access to Jerry Sanders, the chamber's president and chief executive officer. Phillips has helped position the chamber as a strong advocate for businesses, a collaborator who brings together groups for a shared purpose. She has led the chamber's participation in the Computers 2 San Diego Kids initiative, which matches computers, laptops and tablets with disadvantaged families. She is a graduate of UC Santa Barbara.





EMILY PIPPIN

Emily Pippin is the director of communications and marketing for the Academy of Our Lady of Peace. She has established a social media presence for the school, created a quarterly magazine, managed and disseminated online communications, planned engaging networking events and acted as the communications representative for outside media outlets. Pippin is on the cutting edge of her generation, pursuing the paths less traveled within the world of digital communications. She is always “on the go” helping students with available extracurricular opportunities as well as assisting them in securing scholarships. As a graduate of the Academy, she achieved many accolades as a stellar student. She continues her legacy as an employee of San Diego’s only Catholic, college prep school for girls. She is a graduate of San Diego State University.



JAMIE QUIENT

Jamie Quient is an attorney with Procopio, Cory, Hargreaves & Savitch which she joined after completing a prestigious judicial clerkship working for Michael M. Anello, a federal district court judge in the Southern District of California. Outside of her legal practice, she is committed to advancing the diversity of the legal profession and serves as a member of her firm’s Diversity Committee. Despite her demanding practice, she finds time to assist indigent and vulnerable members of the community with their legal needs pro bono. She has represented a disabled HIV/AIDS patient in a housing discrimination case, assisted a sex trafficking survivor in resolving outstanding criminal issues from the time she was trafficked and is currently helping a labor trafficking survivor obtain immigration relief through the Casa Cornelia Law Center. Quient has already been named a 2015 Super Lawyer Rising Star. She is a member of the board of the Lawyers Club of San Diego, a graduate of Wilfrid Laurier University and holds a law degree from the University of San Diego.



PHILIP RASORI

Philip Rasori is the chief operating officer at MCT Trading Inc. MCT is a mortgage pipeline hedging and risk management advisory services firm providing independent analysis, training, hedging strategy and loan sale execution support to clients engaged in the secondary mortgage market. He has dedicated his career to helping implement solutions for automated loan risk analysis that is utilized by the secondary market on Wall Street. To

help alleviate an industry-wide problem that contributed in part to the mortgage meltdown, Rasori developed a unique hedging model adopted by hundreds of lenders and banks in the mortgage industry. The model helps them assess loan risk and loan quality before being sold to large banks and investors on Wall Street. He is the driving force behind MCT’s program to help thousands of Kenyans in need of food, medical care and shelter, and spearheads the firm’s efforts in providing blankets and food to the homeless in San Diego. He is a graduate of UC San Diego.

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MAYA ROSAS

Maya Rosas is the policy assistant at Circulate San Diego, the region's leading organization advocating for transit, walkability and smart growth land uses. She is an emerging leader in San Diego on urbanism, policy and local land uses. Not only does she assist on the policy front, but Rosas has also established herself as the leader in the office on social media engagement, online infrastructure, and moving Circulate's advocacy efforts in new technology. She has worked on projects ranging from the Regional Walk Scorecard to analyzing capital improvement program budgets and TransNet expenditures. Rosas was a Fulbright Fellow, affiliated with the Universidad Politecnica Zacatecas in Mexico. There she instructed college-level English courses to advanced students and faculty alike. While at Pitzer College, Rosas started a club to teach English as a Second Language (ESL) to day laborers in the area. She is a graduate of Pitzer and is studying for her master's degree at San Diego State.



TONY RUSSELL

Tony Russell is a managing director at JLL (formerly known as Jones Lange LaSalle). In his 14 years as a commercial broker, he has established himself as one of San Diego's top brokers. He has handled more than 6 million square feet of lease and sales transactions with a value exceeding \$1 billion. He is a member of JLL's nine-person, high-powered landlord agency team and leads the marketing for several of San Diego's most prominent office projects, including the Aventine, Sorrento Towers, Paseo Del Mar, the Point and Rio San Diego Plaza. Russell is active with several charitable organizations, including the Marine Corps. Forces Special Operations Command (MARSOC) Foundation, the Boys & Girls Club and Baja Challenge. MARSOC was established to provide benevolent support to active duty and medically retired personnel and their families, as well as to the families of Marines and sailors who have lost their lives. Russell is an Arizona State University graduate.



AMANDA SEIMER

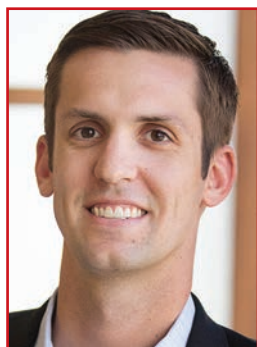
Amanda Seimer is a vice president for sales and business development at Unisource Solutions, one of the leading furniture management and facilities companies in California. Since joining the firm, Seimer has been bringing in business, creating new networks and building a very strong reputation and presence in San Diego. At Unisource she leverages her creative sense to select furniture and interior design that align with the goals which a client is trying to achieve. Unisource is the sole provider of furniture for Biocom's 650-plus members in San Diego. Seimer is also a current board member of CREW (Commercial Real Estate Women) for the fourth consecutive year. She has helped grow and support CREW's mentoring, promotion and education programs. Seimer is a graduate of Roosevelt University.



RONSON SHAMOUN

Ronson Shamoun is the president, chief executive officer and founding attorney of RJS Law, San Diego's leading tax law firm. He has extensive experience in representing individuals and businesses before the Internal Revenue Service (IRS), the California Franchise Tax Board (FTB), the California Employment Development Department (EDD) and the California State Board of Equalization (SBOE). He has a sterling reputation with the United States Attorney's Office and the District Attorney's Office in multiple jurisdictions. RJS Law has an enviable reputation among taxing entities for being steadfast advocates on behalf of its clients. Shamoun has been able to successfully reduce major financial penalties and potential jail time for clients who have run afoul of both the IRS and FTB. He was able to reduce one client's IRS liability from \$250,000 to zero by taking advantage of a little-known provision in the IRS Code. He has a bachelor's degree in accountancy, a doctorate and a Master of Laws in Taxation, all from the University of San Diego.





TAYLOR SCHULTE

Taylor Schulte is the founder and chief executive officer at Define Financial, a boutique wealth management firm providing comprehensive financial planning services. Schulte holds a bachelor's degree from the University of Arizona and is vice president of the San Diego BeachCats (U of A alumni) whose goal is to raise money to fund scholarships to send local high school students to the University of Arizona. He is vice president of the homeowners association for ICON San Diego. The goal of the organization is to preserve the stability of the ICON community and protect its structural integrity. Schulte is the recipient of the Five Star Wealth Manager Award, an honor bestowed on less than five percent of wealth managers in San Diego.



COREY WRIGHT

Corey Wright is the president of Wright Brothers Inc., a San Diego firm which specializes in building rapidly evolving web applications for the residential real estate industry. He has overseen the launch of several successful online products, including a recruiting solution for Keller Williams brokerages and WingWire, an award-winning custom web design tool for Realtors. His company is rare in its attention to detail and dedication to his employees. He teaches graduate-level business courses at Point Loma Nazarene University, and in professor evaluations he frequently ranks among the highest in the school, a feat usually accomplished by professors twice his age. He has personally donated thousands of dollars to Kenyan farmers, which has resulted in the creation of four sustainable farms. He is an alumnus of Point Loma Nazarene and holds a master's degree from San Diego State University.



KATIE YEE

Katie Yee was the director of business development at KCM Group before recently joining Latitude 33. Latitude 33 is a planning and engineering firm founded in San Diego in 1993. Yee plays an active role with many industry non-profit organizations. She has spent her entire professional career in real estate and development and is an active member of CREW (Commercial Real Estate Women). Yee is heavily involved with the San Diego Downtown Part-

nership, the Urban Land Institute and the San Diego Regional Chamber of Commerce. Yee's charity work benefits from her love of running to give back through the Make-A-Wish Foundation and organizations supporting research on autism, breast cancer, multiple sclerosis and the military. She also co-leads her daughter's Brownie Girl Scout troop. She is a graduate of San Diego State.



We proudly congratulate OLP alumna & Director of Communications, *Emily Pippin* on her SD Metro Top 40 Under 40 Award



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CRYSTAL SARGENT

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TW2 Marketing



ILEANA ENGEL

Cox Communications

San Diego Presents Stadium Plans to NFL Team Owners

San Diego officials advanced their pursuit of a new Chargers stadium last month by unveiling a financing plan, releasing a 6,000-page environmental analysis of the project and presenting both to a group of NFL owners in Chicago.

The material included a conceptual plan for a new 68,000-seat stadium by the global architectural firm Populous, which has worked with NFL team owners on other stadiums.

The other elements of the package included a 6,000-page draft environmental report and a financing plan that calls for \$350 million in public funds, but no new taxes.

The financing proposal calls for the Chargers to contribute \$362.5 million and the NFL \$200 million, and for \$187.5 million in personal seat licenses to be sold.



The conceptual plan for a new stadium includes this rendering created by the global architectural firm Populous.

Changing Economy Rockets Growth for San Diego's Real Estate and Construction Industry

By April Harter Enriquez



Verizon's 110,000-square-foot office is located at Enclave Sorrento, a collaborative office technology campus in Sorrento Mesa.

Located 470 miles south of Silicon Valley is an employee hub with arguably better weather and plenty of opportunity. San Diego is meeting the needs of major employers and lifestyle has a lot to do with it. Companies such as Verizon, Daybreak Game Company (formerly Sony Online Entertainment), and iboss Cybersecurity have recently re-positioned their local real estate and are building new spaces focused on culture and long-term sustainability.

These projects represent large blocks of real estate and construction transactions ranging between 40,000 square feet and 110,000 square feet, demonstrating the recent upsurge in the local economy and market confidence, as well as the increased demand for unique and quality real estate.

These employers seek spaces that balance

work and life that are well located; equipped with modern technology; provide creative opportunities for employees to interact during their workday; and take advantage of the city's temperate climate and Southern California culture.

To achieve this, many firms are acquiring new space or redesigning what they have.

"Many tenants renewed their leases in 2008 or 2009 because good deals were available, so leases are starting to come up again for renewal," says Julie Kilpatrick, senior manager with JLL Project and Development Services. "Additionally, companies are now designing office space for the next generation. They are investing money to be relevant for the next 10 years."

One such company, iboss Cybersecurity, is moving its office from Sorrento Valley to

San Diego's UTC submarket and implementing a fashion-forward office design with the hope of attracting young, local talent.

"You're seeing a shift to playful, light and bright spaces, and not just for entertainment," said iboss CEO Paul Martini at a NAIOP San Diego event. "We're trying to make our company attractive to all of the talented graduates, engineers and Ph.Ds graduating from local universities."

The firm is working with San Diego-based general contractor Pacific Building Group and architect Gensler to create an open-concept space. iboss is also creating an indoor-outdoor experience with a Brazilian hardwood trellis, indoor artificial turf, increased natural light and an outdoor entertainment area.



iboss Cybersecurity's new fashion-forward office design in UTC will incorporate natural light, an indoor slide, and outdoor gathering space to improve employee collaboration and comfort. (Rendering courtesy of iboss Security.)

Brandon Stevens, project manager at Pacific Building Group, describes iboss's new 40,000-square-foot office as "new age and raw." The design and construction team is achieving an industrial look by exposing ductwork, steel beams and electrical, and by incorporating raw cabinets and concrete.

Meanwhile, across State Route 56, video game developer Daybreak Game Company is planting new roots in Carmel Mountain Ranch. The firm is relocating from an outdated office in the Miramar area to improve parking and establish a more creative space for its employees. Unlike many companies undergoing the redesign process, Daybreak is opting for an environment with controllable lighting levels and a floor plan that includes collaborative spaces, but keeps its focus on private offices to meet the needs of its target employees: gamers.

"Daybreak's controllable lighting levels will make it easier to look at a screen all day, while high-quality carpet improves employee comfort and ceiling systems improve acoustical characteristics," adds Stevens. The complete demolition and build-out of the 60,000-square-foot office will also pro-

vide employees with collaborative spaces for honing their craft, including a lounge area with a garage-style roll-up door and casual booth seating and bar-height tables, as well as large training and gaming spaces. A theater and outdoor charging stations for cars will complete the space.



"Many tenants renewed their leases in 2008 or 2009 because good deals were available, so leases are starting to come up again for renewal," says Julie Kilpatrick, senior manager with JLL Project and Development Services.

and we're seeing contractors turning down work because it's not a big enough job or it's outside their preferred submarkets," says Kilpatrick. "Production is up now, and quality work is in demand. Contractors see the trends. They also see that the pipeline is pretty robust for the next 18 to 24 months barring any economic surprises."

Kilpatrick noted that charging stations aren't unusual anymore. All of her clients are including electric vehicle charging stations in their renovation projects — and not just one station but multiple stations for different kinds of electric vehicles.

While it's a positive for the local economy, the healthy pace of tenant improvement work in San Diego has presented some challenges for office building owners and managers.

"In my role, I'm always issuing bids for construction work on behalf of our clients,

Another project keeping local construction professionals busy is Verizon's 110,000-square-foot office at Enclave Sorrento, a collaborative office technology campus in Sorrento Mesa.

Technology is a priority at Verizon's new office where Pacific Building Group is installing mechanical and electrical upgrades to support the independent distribution facility (IDF), main distribution facilities (MDFs), server rooms and training rooms. These are high-tech rooms associated with the distribution of the telecommunication and computer networks.

The main design features utilize collaborative areas with various meeting rooms, team rooms, training facilities and fully connected cafés. Verizon, whose new office will be completed this fall, is also making use of demountable walls that will allow for future expansion and flexibility for growth.

"Millennials grew up doing their homework in coffee houses," adds Kilpatrick. "They appreciate having a work space and culture where they aren't restricted to sitting at the same desk all day long. Employers are recognizing this and designing their offices accordingly."

April Harter Enriquez is a local public relations professional and a consultant with TW2 Marketing.

What to Know Before Bringing the Outdoors Inside

Living walls for beauty, air quality and human productivity **By Steven Gorup**

You may have seen them at Fashion Valley Mall, or at popular San Diego restaurants like Bankers Hill and Underbelly. Walls of beautiful, colorful plants, known as living walls are nothing if not eye-catching. For this reason and others, living walls have begun appearing with greater frequency in commercial office spaces as well.

In addition to being aesthetically appealing, living walls also provide numerous other benefits. They improve air quality by removing Volatile Organic Compounds (VOCs) from the air, help reduce noise within office spaces, and can even help offset the heat island effect, where higher temperatures are experienced in urban areas compared to rural areas due to lack of vegetation.

As an added bonus, studies have shown that living plants in an office can help boost productivity and reduce stress among employees.

These practical benefits, coupled with the beauty a living wall can bring to an office space, make it easy to see why there has been a recent, rise in popularity of living walls in businesses and private offices.

All the same, there are some things that business owners and corporate decision makers need to know before deciding to invest in a living wall for a commercial office space.

I recently had the pleasure of talking with Jim Mumford, owner/president and resident horticulturist at Good Earth Plant Company and GreenScaped Buildings, who shared helpful advice about what business owners should expect when installing a living wall.

First, some numbers. According to Mumford, living walls are available in more than 20 different types of systems. All will take

at least four months to fully bloom. Smaller installations will generally cost roughly \$100 per square foot, while large installations may cost \$200 per square foot.

Secondly, the infrastructure of the space needs to be considered before determining where in an office a living wall can be installed. Self-contained living walls often require a catch basin for drainage, while others (chiefly indoor/outdoor living walls) can simply drain into the landscaping. Suitable plumbing will also need to be in place to provide the water supply, and the space must be structurally sound to absorb the added weight of the plants, water, and soil.

When determining where in an office the living wall should be located, several things must be taken into consideration. Most living walls will need light, so proximity to synthetic or natural sunlight will be neces-



A drought-friendly living wall filled with succulents, sedums, and grasses. Image via Good Earth Plant Company.

A drought-friendly living wall filled with succulents, sedums, and grasses. Image via Good Earth Plant Company.

INTERIORS



A lush, green wall at Fashion Valley Mall. Image via Good Earth Plant Company.



A living wall in the Procopio, Cory, Hargreaves & Savitch office in Downtown.



Artfully arranged succulents at Bankers Hill Bar & Restaurant.

sary. However, too much sunlight or exposure to wind (in the case of an outdoor living wall) is not ideal. Have a professional help you identify the most viable location for the installment. If your office doesn't have a location with adequate lighting available, you may still be a terrific candidate for a living wall, but the types of plants that can live in these conditions will be limited.

Finally, it's important to know that maintenance will be required in order to keep your living wall healthy and beautiful. In most cases, you'll need a qualified profes-

sional to provide a weekly service call, which is typically covered by the installer for the first year at no additional charge. After the first year, you can expect maintenance to cost \$2-\$3 per square foot per month, which includes the weekly service/maintenance call.

Deciding to install a living wall in your space is a decision that you'll want to spend some time thinking about. It's worthwhile to keep track of any questions you have so they can be addressed when you meet with a qualified professional for a consultation.

If it turns out that that your space is suit-

able, a living wall is a great way to infuse color and life into your office while giving you added environmental, health and workplace benefits, which can make it a terrific investment to make in your space, and in your business brand.

Steven Gorup is a vice president of Hughes Marino Construction Management, an award-winning California commercial real estate company specializing in project management, tenant representation and building purchases..

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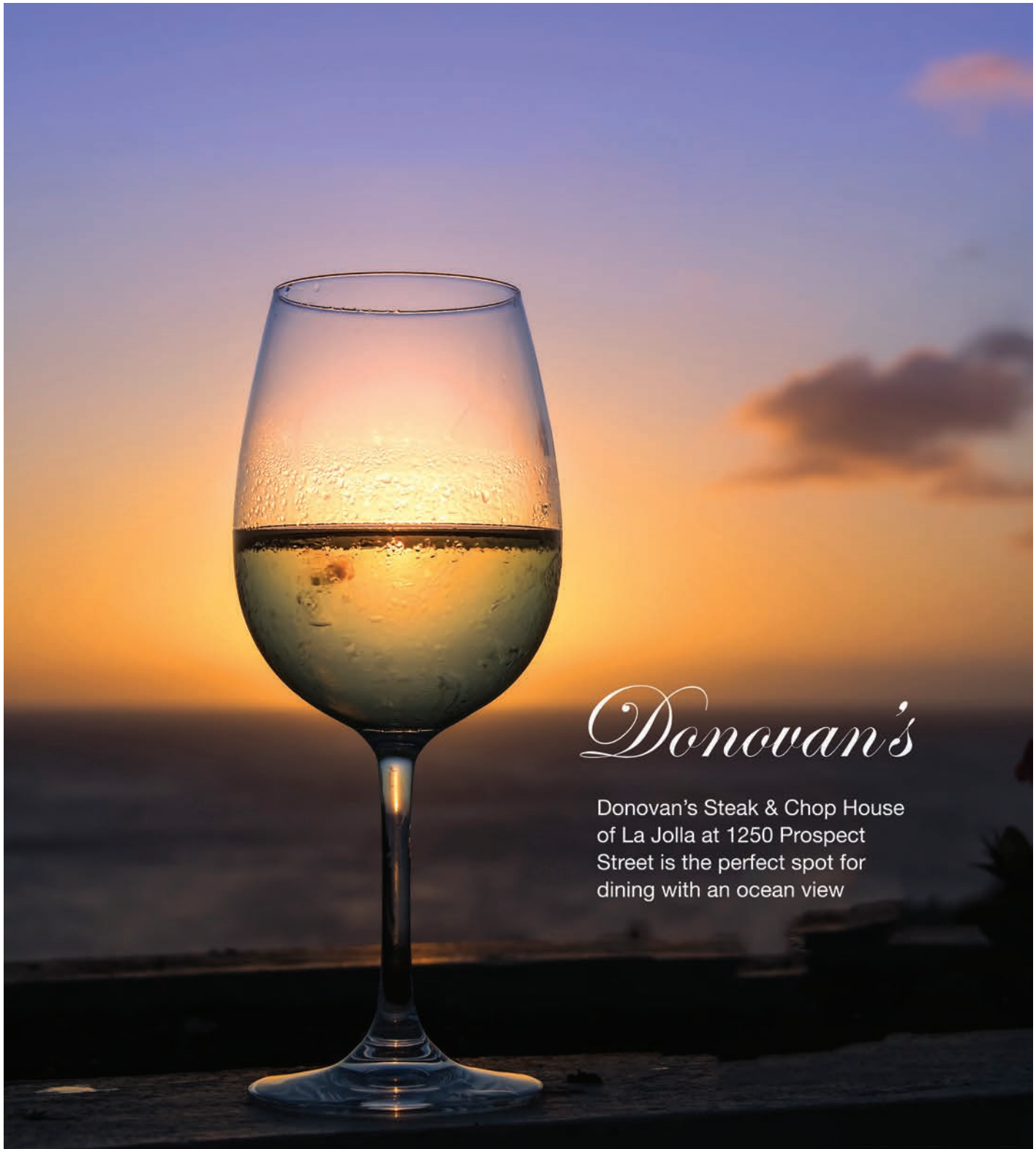
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NEW CAR REVIEW: 2016 Audi A3 TDI By Eric Peters

If you've been considering a diesel-powered, compact-sized entry-luxury sedan, you might want to consider this:

The 2016 Audi A3 TDI's city mileage is nearly as good as the Mercedes CLA250's highway mileage. And the Audi's highway mileage (43 MPG) is 10-15 MPG better.

So says the EPA.

In real-world driving, you will find the Audi TDI's mileage is usually better than the EPA says. Hypermilers have reported mid-high 50s, which is better than a Prius hybrid.

But does it matter to people who shop cars in this class?

More finely put: Does it matter enough to overcome the Quickness Difference between the A3 TDI and gas-engined rivals like the CLA250 and the Acura ILX?

What It Is

The A3 is Audi's entry-level compact sedan. It's also sold in convertible coupe (cabriolet) and (soon) Sportback versions, but the TDI diesel engine is restricted to the sedan version. Still, it's currently the only car in its class available with a high-mileage diesel engine. Base price is \$33,200 — topping out at \$42,050 for a Prestige trim.

The Audi's competition includes Mercedes' CLA250 sedan (\$31,500-\$33,500) but the Benz doesn't offer a diesel. It does, however, offer an ultra-performance turbocharged gas engine (in the CLA45 AMG) but it stickers for \$48,500.

You might also want to cross-shop the Acura ILX — which splits the difference. It's less expensive than either the Audi or the Benz — \$27,900 to start; \$34,890 loaded — and gets better mileage than the Mercedes while being speedier than the Audi. Both the CLA and the ILX are only sold in sedan form, and the Acura doesn't offer all-wheel-drive (it's optional in the Audi and also available in the Mercedes).

What's New

The really big news is the addition of the Sportback bodystyle, which will feature a new "e-tron" hybrid powertrain, but there are significant trim and options changes for the new model year, too — including an S-Line appearance package that adds LED lighting (exterior and interior ambient) as well as power-folding outside rearview mirrors, adaptive cruise control, lane keep assist and in-car WiFi, an upgraded GPS system and Google Earth topographical mapping.

What's Good

Diesel is quieter than many new (direct injected) gas engines. She'll travel nearly 600 miles on a full tank. More, if you hypermile her. Eight inches (yes, that's right) more backseat legroom than in the CLA250. Dance on a dime handling.

What's Not So Good

CLA is much quicker. ILX is much cheaper. Clunky iPod interface (located in a hard to see/hard to reach place).

Under The Hood

The A3 TDI's turbo-diesel engine displaces 2.0 liters and makes 150 hp — seemingly small potatoes compared with the CLA's 2.0 liter turbo-gas engine, which makes 208 hp (the Acura ILX's 2.4 liter gas engine — not turbo'd — makes 201 hp). However, the Audi diesel makes almost as much torque as the Mercedes — 236 ft.-lbs. vs. 258 ft.-lbs. (and much more torque than the ILX's non-turbo four, which only offers up 180 ft.-lbs.). So it pulls decently and rather immediately. Even though it is the least-quick of the three (zero to 60 in about 8.2 seconds with FWD vs. 6.4 for the Benz and 6.8 for the Acura) it's not slow, per se. Just relative to the other cars in this general price range.

But your reward for giving up a second or so, 0-60, (if it comes to drag racing — and how often does it come down to that?) is phenomenally good mileage. The Audi rates 31 city, 43 highway and (trust me) does better than that in real-world driving. In a week of thrashing it, including highway driving at a steady 80-something (with forays up to speeds well above that) I never averaged less than 38.8 MPG. Drive it more reasonably (read: legally) and you will have no trouble averaging 40 or more. How good is that? Even if you go by the EPA stats, the Audi's city figure nearly matches the CLA's highway number (38 MPG) and its EPA-rated average (36 MPG) is about 10 MPG better. That's a big difference.

Here's another — range. The A3 TDI can go almost 600 miles on a full tank (13.2 gallons) which means three rather than four fill-ups a month for the typical driver and longer in-betweens when you're on a road trip. Now, it's true that diesel costs more than gas. Well, more than regular unleaded gas. But thumb through the manual; you'll discover the Benz requires premium and the Acura recommends using it (meaning, if you don't use it, the car's performance and mileage will be less than optimal).

On The Road

With diesels, it's different. What you've got is the reverse of what you'd have with a gas-engined car. Instead of building revs to build speed, the speed is just... there. Be careful with the pedal. It is easy to spin the tires (FWD versions). Now, the A3 is not as quick by the stopwatch as its two main rivals. But the swell of torque and the right-now thrust that goes with it makes the A3 feel quicker than it actually is. Low and mid-range part-throttle response is particularly good. Once you adjust your driving



style to make the most of the diesel's power curve, you may find you prefer the diesel's more easygoing nature. It's quiet, too. As or more quiet, in fact than many current direct-injected gas engines (which is pretty much all of them). Which diesel at idle. Some of them so loudly you'd swear they were diesels.

Hybrids get great gas mileage but they are almost necessarily awkward in the curves due to being beefy (two drivetrains, the gas engine plus the electric motor... plus the batteries) and also less than optimally balanced.

At The Curb

Compacts are usually cramped inside. The CLA 250, for example, is a gorgeous car ... with an unusable back seat. Just 27.1 inches of legroom (and only 35.2 inches of headroom). The Fiat 500 micro-car (a two-door micro-car) has 31.7 inches of legroom in back. The Benz is, for all practical purposes, a four-door two-door. Not so the Audi, which has 35.1 inches of backseat legroom (and 36.1 inches of headroom). That is a full eight inches more legroom than the Mercedes. Which by the way is the bigger car overall (182.3 inches long vs. 175.4 for the Audi). The compact-sized A3, it turns out, has virtually the same backseat legroom as the mid-sized Mercedes E-Class sedan, which has 35.8 inches (and a base price of \$51,800). The Mercedes also has a tighter-fitting front row: 40.2 inches vs. 41.2 for the Audi. The ILX splits the difference, with a still-reasonable 34 inches of backseat legroom (and 35.9 inches of headroom) and a best-in-class 42.3 inches of front-seat legroom.

All three have smallish trunks: 12.3 cubes for the Audi and Acura; 13.1 for the CLA. But with the fold-down/pass-through to the trunk, you can manage skis or even a few 2x4s, if

you've got no other way to handle such.

The A3 has an iPad-like "floating" flat screen that's similar to the CLAs, but unlike the CLAs, which is fixed in place. The Audi's rises up (and down) out of the dashtop. It does so automatically at start-up, but you can push a button to cause it to disappear into the dash whenever you like. This does not require shutting off the various infotainment features, either. The satellite radio/Bluetooth will still operate and you can access/adjust such things as the drive modes via secondary buttons, as well as monitor functions via secondary (though smaller) information readouts built into the main gauge cluster. These can be toggled via a thumb wheel on the steering wheel itself. It's very smart design because it lets you adjust stuff without taking your hands off the wheel. Which, by the way, is still a physical (and analog) cluster rather than a flat screen (and digital) cluster. This may be less "configurable" but it's more comprehensible and (probably) more durable. The flat screen displays becoming very popular in higher-end cars look neat, but can be distracting and when they develop a fault, will likely cost a small fortune to replace (because you won't repair them). The Audi's climate controls are similarly functional. Straightforward knobs you turn left or right to get more or less of whatever you want - rather than touch/tap inputs. If you buy the Prestige package, you get 4 gig in-car WiFi with mobile app integration and — really neat — an enhanced GPS with Google Earth imagery. This gives you real-time topographical detail of your surroundings, updated as you drive. And not just the topography. You'll also see landmarks, including your neighbor's house and even his car parked in the driveway (if it was there when the satellite last passed overhead).

The Rest

Small gripes include the awkward (to reach and to see) plug-in port for USB chargers and Audi's odd little dongle thingie for connecting certain devices like music players. These are all located in the center console and very hard to deal with even with the car parked in the driveway. The upside is if your iPod or phone is charged up, you can use the Bluetooth to pipe music or whatever into the car that way and skip the dongle connector thingie.

Unfortunately, there's no end-run for the cupholders. Which are also awkwardly positioned too far forward, partially tucked under the center stack and ahead of the gear selector. This requires careful maneuvering of your hot coffee. If the lid is loose the chances of a spill are fairly high.

There is also DEF to take into account. Diesel Exhaust Fluid. Audi markets this as "Adblue." It is basically agricultural waste (urea, horse pee) that is squirted into the exhaust stream to keep the diesel's exhaust within acceptable (to the government) parameters. This afflicts all current diesel-powered vehicles sold in the U.S., not just Audis. It reduces the efficiency of the diesel powertrain. You will need to periodically add Adblue, which comes in gallon jugs sold either at the dealer or WalMart/auto parts stores.

The Bottom Line

If you'd like a useable back seat, need AWD — and dig the idea of 600 miles on a tankful — this A3 TDI ought to hit the spot.

Eric Peters is the author of "Automotive Atrocities" and "Road Hogs" and a former editorial writer/columnist for The Washington Times

2016 Ford Audi A3 TDI specifications:

Base price: \$33,200 as tested
(Prestige w/S-Line) \$42,050
Engine: 2.0 liter turbodiesel, 150 hp.
Transmission: six speed automated manual.
Length: 175.4 inches
Width: 70.7 inches
Wheelbase: 103.8 inches
Curb weight: 3,241 lbs. (FWD)
Luggage capacity: 12.3 cubic feet
EPA fuel economy: 31 city/43 highway
Where assembled: Ingolstadt, Germany



The Art of Chocolate

Will Gustwiller is the confections king of South Park **By Jennifer Coburn**

Will Gustwiller is living his dream of being an artist, but not in the way he had first imagined. When he began a Masters of Fine Arts program at San Diego State University 11 years ago, he had his eye on a career making jewelry and metal sculptures.

Today, he creates what he calls edible art at Eclipse Chocolate in South Park. The stylish shop on Fern Street not only creates confectionary gems like basil absinthe, blackberry merlot, and goat cheese fig chocolate truffles, but is also an award-winning chocolate concept restaurant. With a full brunch and dinner menu, the bistro won a Silver Fork Award from San Diego Home/Garden in its first month of business. "I have hand-written cards from guests who have said it was the best meal they've ever eaten," he says.

"We donate 10 percent of our net profits to charity so we do a lot of events" both in the private dining room at Eclipse and off-site, says Gustwiller. One of his most popular: the chocolate three-way in which Gustwiller matches his chocolate creations with wine and cheese. "We also pair beer with truffles," he says recalling an event that actor Aisha Tyler created during Comic-Con with Eclipse and Stone Brewery.

Gustwiller has come a long way from his Ohio roots where he learned about making confections from his grandmother. "I grew up in a world of casseroles from Campbell's Soup and making candy from a lot of messy, processed ingredients," he says. His mother's holiday fudge recipe included Velveeta cheese, Cocoa powder, marshmallow fluff, nut, and sugar. "I would never eat it because I knew what was in it," he says. "Velveeta isn't even cheese, it's this creepy cheese-like spread."

Although he has always considered himself a foodie, it wasn't until he was at San Diego State that the idea of creating "nouvelle chocolate" occurred to him. "As an art student, you are asked to consider and honor the materials," he says. With that, Gustwiller began creating recipes for chocolate truffles,

William Gustwiller creates edible art at Eclipse Chocolate.



pastries, cakes, and chocolate-based main courses using only high-quality, natural ingredients.

At a recent Eclipse Chocolate three-way event hosted by Adventures by the Book, 40 women gathered to celebrate the publication of a new novel by local authors Liz Fenton and Lisa Steinke. Gustwiller served three sets of truffles, wine, and cheese, discussing the ingredients, process, and pairing selection of each. He is as knowledgeable about wine and cheese as he is chocolate, flitting from table to table, answering every question from guests.

That doesn't mean Gustwiller is above grunt-work, though. He says he wears six different hats including executive chef, chocolatier, and graphic designer. "We are a small, gritty company with only 30 people making all of the chocolate and running the bistro," he says. As for his career in the visual arts, he says, "I still make sculpture in my free time, but curating a complete collection of confection, beverage, and dining menus is what fascinates me most."



Jennifer Coburn is the author of "We'll Always Have Paris: a mother-daughter travel memoir."

KATIE'S TRUFFLE TASTINGS

Sure, highbrow foodies will love pumpkin muscovado and balsamic pink peppercorn truffles, but will these treats entice a less sophisticated palate I took my teenage daughter Katie to Eclipse Chocolates for a truffle tasting on a recent Saturday night to find out. Here were some of her reactions:



Hickory salted caramel – Oh my God, this is so smooth and gorgeous! The hickory works surprisingly well with the caramel. This is my favorite of the sampling. A 10!

Caramel pecan – This is so delicious, though I need to sip water between bites because it's so rich. I can definitely live with that!

Pomegranate sage – This has a strong berry taste that I love. Nice and sweet and smooth. This is great stuff!

Chile burnt caramel – Nice, this is really good...whoa, whew, it gets really spicy a few seconds after the first bite. This is like Mexican hot chocolate!

Goat cheese fig – I can see how adults would like this, but I don't think pepper should be on chocolate. Or goat cheese. Yeah, this one is a little too grown up for me.

Basil absinthe – Whoa, boozy! I don't think this is legal for a kid. It's good, but it tastes like it took a wrong turn into a bar.

Serrano salted caramel – Oh please never let this chocolate end! This is insane in all the best ways.



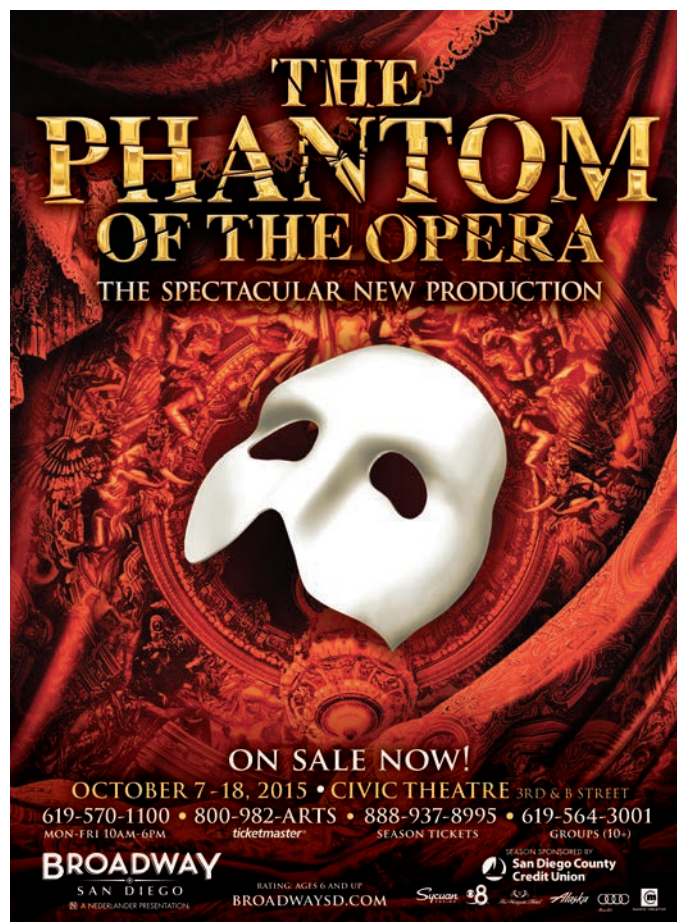
Salted Caramel Matzo, made seasonally for Passover.



A vanilla bean caramel latte made from Cafe Calabria beans next to two popular chocolate bars.



Box-of-Nine-Cupcakes





Fins and Wings and Other Things

Automotive Museum puts spotlight on postwar car design

It took a World War II fighter aircraft — Lockheed's twin-tailed P38 Lightning — to inspire the start of one of the major design features of the American automobile in the years following the war.

The origin of fins on cars began when Harley Earl — bringing to mind the striking tails of the fighter — designed the 1948 Cadillac.

From then on, much of automotive design took cues from the latest technological advances and cultural trends that were occurring during the prosperous years after the war. Cars were bigger, roads were better, and Americans took to the streets and highways with a new passion for driving.

The San Diego Automotive Museum's latest exhibit, "Fins and Wings," traces the history of that period in the automobile industry. It will be on exhibit through Sept. 25.

Designs started off small and transformed into the tall piercing fin with tail-

lights. Some looked like jet flames and others had more curves to look like the afterburners of space rockets. The 1959 Cadillac had two thruster "flames" on each fin. The 1957-1959 Desoto had three. The incorporation of the tail light into the fin design was pushed to new heights and beauty. The 1960 Chrysler New Yorker and 300 were stunning examples of fin design.

General Motors and Chrysler embraced the boldness of the fin. They engaged in a game of one-upmanship to see who could produce the highest, flashiest fins.

Ford took a more restrained approach and produced beauties such as the 1957 Thunderbird with its subdued and elegant fin. Later, Ford enlarged the afterburner taillights in the shape of turbine engines to ensure the impact and flash of the design. While fins were sometimes hyped as functionally dysfunctional and only used for looks, they indeed had a function.

They were a symbol of prosperity and a fine design tool which sold cars.

According to Harley Earl, tailfins gave customers an "extra receipt for their money in the form of a visible prestige marking."

Some of the most iconic fins almost did not exist. General Motors had already perceived the fin to be outdated by the late 1950s. They were already planning to shelve the fin design. What GM had planned for car design could be seen in the 1958 Chevrolet with fins becoming more horizontal and curvaceous.

General Motors went even more radical with the 1959 "Bat Wing" Chevy and the outstanding Buick Electra. A young designer named Chuck Jordan happened to drive to the Chrysler Factory and saw rows of the big-finned "Forward Look" Plymouths. Jordan and other younger designers warned the senior design staff that General Motors was going to be out-designed and also out-sold. General Motors

tabled the planned designs and developed the larger fins, especially on the flagship make, Cadillac. The stellar 1959 Cadillac fin was the result.

Fins were seen in every make and model. Station wagons had fins. The modified pickups Chevrolet El Camino and the Ford Ranchero proudly displayed fins. Some makes, such as the stunning Dodge Lancer, had staggered or double fins as did the intriguing Dodge Polara and the 1958 Packard. Plymouth had several outstanding fin designs. Even European cars such as the Mercedes Benz sprouted fins.

The smaller auto manufacturers had notable fin designs. Studebaker, under the influence of Raymond Loewy, produced the outstanding Hawk series in 1957. Kaiser Frasier showed fins on the Henry J. The 1958 Nash Rambler had compact yet striking fins. Hudson had muted fins in 1957, its last year of production.

As the postwar era moved on through the 1960s, the fin transformed into horizontal style cues. Fins became lower, wider, more incorporated into the body of the vehicle. The muscle car era produced one last notable aerodynamically functional fin, (which was now called a “wing”) and it could be found on the speed demon Super Bird and the Daytona. These were some of the fastest production cars made up until that time. Perhaps the fin has not entirely died. “Spoilers” remain a popular design detail, even on modern automobiles.

While the glory days of the fin are past, the models produced during this era remain a testament to the joyous optimism and stylistic mastery of the times. Finned vehicles remain highly collectible and elicit sheer delight with owners and viewers alike. Earl’s directive in design was “Go all the way and then back off.” The radical designs of the fin etched an indelible mark on the legacy of car design.

Fins and Wings Exhibit

Sixteen cars are featured in the exhibit: 1948 Cadillac Series 62, 1949 Cadillac Series 62 Sedanette, 1957 Ford Country Sedan, 1957 Chevrolet, 1958 Chevrolet Brookwood, 1959 Chrysler Saratoga, 1959 Cadillac Coupe, 1959 Dodge Coronet, 1959 DeSoto Sportsman, 1959 Chevrolet Impala, 1960 Buick Le Sabre, 1960 Plymouth Fury, 1960 Chevrolet Bel Air, 1961 Cadillac Fleetwood, 1962 Ford Thunderbird (Bullet), and 1970 Plymouth Road Runner.

The exhibit also features exhibits about the major designers of the time, drive-in restaurant and movie culture, prosperous life and times of the 1950s and 1960s, and famous roadside attractions.



Harley Earl took inspiration from the P38 Lightning fighter when designing the 1948 Cadillac.



The 1959 Cadillac had two thruster “flames” on each fin.



The fins of the 1961 Cadillac Fleetwood resemble an aircraft’s wings.

JOURNEY TO THE END OF THE EARTH

BY BILL KETTER

Perched atop Cape Horn Island, poking the salty air of earth's edge, is the half silhouette of an albatross. Fierce winds toppled the other half of the 22-foot steel sculpture erected in 1992, sending it southward toward Antarctica. Still, the purpose of the giant seabird— a memorial to sailors who died attempting to round the horn— is not lost on visitors to the famous peak.



Surviving the climb up and down the 1,400-foot pathway, where gusts top 100 miles per hour, is sheer knowledge of the wild weather at the bottom of South America.

"Get down," commands a guide. "Stay low."

Or get blown into the 40-degree waters where the Pacific and Atlantic converge. Where Portuguese explorer Ferdinand Magellan endured violent storms in 1520 during the first circumnavigation of the globe. Where Charles Darwin analyzed the plant life, the animal life and the indigenous people. Where chaotic seas sank more than 1,000 ships over 400 years.

It is March, the last days of summer in lower Patagonia, when our curious band of contemporary adventurers sails the uncertain seas aboard the *Stella Australis* and hikes the forests made famous by fearless pathfinders and buccaneers in search of trade routes and treasure.

What they also found were naked natives living in huts and fishing in bark canoes, surviving on giant crab, seal meat and sea bass. They protected themselves against the elements by slathering their bodies with seal oil. Once they began wearing clothes to conform with foreign custom, they were decimated by disease. Today, the Yamana Indians no longer exist.

There remains, however, the spirit of the lost Yamana. You see it in the hardy souls who occupy Argentina's southernmost city of Ushuaia and Chile's port city of Punta Arenas. Fishing remains a way of life, but ecotourism, sheep herding, and oil and gas exploration provide the economic fuel.

An effort to introduce the Canadian beaver to stimulate commercial fur trading failed miserably. The ecology of Patagonia is so different from Canada's that the beavers of the Tierra del Fuego archipelago hardly grow fur and what little they do lacks the luster needed for

coats, hats and hand muffs.

But they quickly populated the islands. Twenty-five pairs introduced in 1946 blossomed into more than 200,000 beavers, chewing up forests and damming streams and springs. Efforts to eradicate them proved fruitless.

"Any idea on how to get rid of these pests?" asks our guide.

One suggested solution: Put a bounty on them so trappers can trade hides for cash and trim the numbers.

"We tried that approach," replies the guide. "It didn't work. Locals were breeding them to get rich."

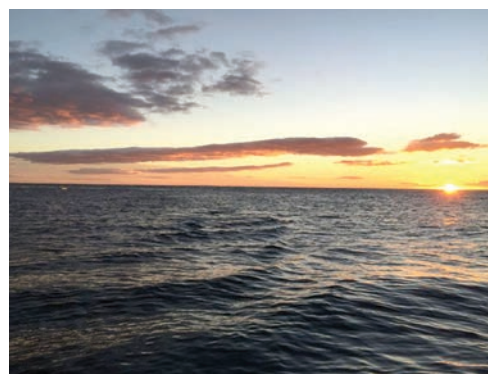
Clearly visible is the consequence of the eager beavers during a hike through the Alberto De Agostini National Park, named after a welcoming 19th century Catholic missionary. Tree stubs with sharp tooth marks and despoiled landscape interrupt what otherwise is a paradise of wiry plant species and conifers, beech and evergreens framed against the backdrop of the towering Andes.

Winter is over the horizon this time of year in the Southern Hemisphere. That's the season when nearly everything comes to a halt because of the cold and frequent snows. Skiing and sleigh rides replace sailing and hiking tours.

Winter tides can be difficult, admits the night manager of the cozy Los Yamanas Hotel overlooking Beagle Channel. The rest of the year is special. People from all over come here for adventure and for the amazing scenery. Both are plentiful.

Signs of winter are present no matter the season. Glaciers cascade from the mountain sides; icebergs float in the sea, stark-walled fjords separate icy waterways. Condors, cormorants and black-necked swans circle frigid lakes.

A Zodiac trip to Magdalena Island at dawn reveals colonies of penguins strutting about with newborns, prepping for their winter migration north to warmer waters. They will return in the spring to mate again in underground burrows, male and female remaining monogamous



throughout their lifetime. They separate each other from the look-alike throngs by the distinctive shriek of their mate's voice.

The white stomach adult Magellanic penguins are 2-to 3-feet tall — and they bite if you agitate them. Two black bands between head and breast accent their features. They can live for 25 years, if the sea lions and elephant seals don't get them. Officially, they are classified as an endangered species. Witnessing their numbers, that seems unnecessary.

There's little doubt, however, why the scruffy landscape of Ushuaia and its mountainous background housed a penal colony for dreadful criminals and political saboteurs from 1902 to 1947.

Known then as Argentina's Siberia, the region's main prison has been converted to a museum featuring life-size statuary of famous prisoners — such as Mateo “The Mystic” Banks. He shot dead his three brothers, a sister-in-law, two nieces and two ranch workers in 1922. The motive: money, of course. A gambler and investment guerrilla, he was deeply in debt and stood to inherit the family estate absent other heirs.

Banks insisted he was innocent, offering as evidence his superior education, spiritual connections and fervent daily prayers. Fellow prisoners considered him crazy, according to prison history. Surprisingly, he was freed on parole 20 years after his confinement, though he died shortly thereafter.

Compassion, it seems, is not a contemporary Argentine trait. Or so protested veterans of the 1982 Falklands War seen during a two-day stop in Buenos Aires prior to flying to Ushuaia. They encamp daily on the main Plaza de Mayo, petitioning the government for pension benefits for their service in the fateful invasion of the British islands off the east coast of lower Patagonia.

The war over the disputed islands, called the Malvinas by Argentines, lasted 10 weeks, ending with the invaders surrendering to the Brits. The veterans of the conflict contend Argentina's political upheaval and economic turmoil that followed did not treat them kindly.

Paradoxically, the country's foremost military hero, General Jose de San Martin, resides in saintly setting across the plaza, entombed in an ornate marble mausoleum in the Metropolitan Cathedral, where Pope Francis presided as cardinal and archbishop before his elevation to the Vatican. San Martin is considered the George Washington of Argentina, having freed it from Spanish rule in the early 19th century. Two armed guards stand stiffly in front of the 10-foot black sarcophagus holding his remains aloft.

There are no guards, only concrete barricades, in front of Buenos Aires' AMIA Jewish community center, the site of the 1994 suicide van bombing that killed 85 and injured hundreds. The names of the dead are scribbled in white on a black panel across the front of the building. Visitor entry is by appointment only.

Strife over the terrorist attack still dominates the news. In January, the chief prosecutor of the most recent investigation, Alberto Nisman, died at his home of a gunshot to the head on the eve of his appearance before the Argentine Congress. He was to explain his report suggesting President Cristina Fernandez de Kircher's involvement in covering up Iranian participation in the bombing. Kircher denounced the report and accused Nisman of attempting to destabilize the government in full-page newspaper ads.

The unanswered question: Did Nisman kill himself or was he murdered?

1,500 miles south of Buenos Aires, in Patagonia's “Land of Fire,” local folk seemed to care little about national politics. They are survivalists who stand as the few thousand humans between earth and Antarctica 600 miles south. The only thing that appears to concern them is whether they are Argentine or Chilean citizens. Lower Patagonia is split nervously between the two countries.

Naturalist Darwin found the region and its ecology so fascinating he spent several months here in the early 19th century while circling the world, gathering data that informed his theory of evolution. A museum

documenting his time in the region provides an entry to mountain hiking trails. The pathways are narrow and rocky, lined with hip-high ropes and handrails at the steepest points. Rain and chilly temperatures greet our group. The reward is the descent, celebrated with hot chocolate spiked with Scotch whiskey.

Darwin's evidence included fossils of extinct sea and land mammals, and observations of the indigenous Fuegian Indians, and wild relatives of the llama known as guanacos. He sailed the strong winds and rough seas aboard the barque HMS Beagle. The history of the one-time British warship so impressed the Argentines they named a channel, a bay and a beer after it. The highest mountain in the range of snow-capped domes is known as Mount Darwin, with a 6,600-foot peak.

But the explorer Ferdinand Magellan gets most of the historic credit for opening the world's eyes to South America's southernmost swath. In the early 16th century, he became the first explorer to round Cape Horn and discover a key shipping route, the Strait of Magellan. It remained critical to sailors and cargo transport between Europe and the Far East until the Panama Canal created a shortcut in 1914.

As a first time visitor to Patagonia, you are swallowed by the details of the sea, the mountains, the islands, the ice and the morning mist. The journey mixes extreme natural beauty with culture and history. It is a place I've yearned to visit since first learning of it during grammar school geography.

The takeaway now that I've been there: Everyone should visit the end of the earth before leaving it.

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