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Photo courtesy of Oceanside Beach Resort Owner LLC

Mission Pacific Hotel and The Seabird Resort are both scheduled to open in spring 2021. They are located in Oceanside on Pacific Street near Mission Avenue.

Two Adjacent Hotels to Open in Oceanside in 2021

HOSPITALITY: \$180M Project Will Add 387 Rooms and 400 Jobs

By MARIEL CONCEPCION

The city of Oceanside is about to get a major hospitality upgrade.

The **Mission Pacific Hotel** and **The Seabird Resort**, two adjacent oceanfront properties located on 2.8 acres of the Oceanside Pier, are scheduled to open spring 2021. Together, they span 700 feet of beachfront property.

The \$180 million project will add an

additional 387 hotel rooms to the city as well as 400 new jobs. Collectively, the hotels will be the largest oceanfront resort development in San Diego County in more than half a century, according to **Oceanside Beach Resort Owner LLC**, an affiliate of **S.D. Malkin Properties**.

Personality of Oceanside

Leslee Gaul, president and CEO of **Visit Oceanside**, said the city has been

working on creating the dedicated lodging space for over 10 years, with groundbreaking taking place in 2019. The transient occupancy tax (TOT) from the properties is expected to be \$3.4 million annually, she said, with lodging representing 26% of visitor spending in Oceanside out of \$415 million. (The remaining 74% is spent on dining, attractions, museums, recreation, retail, etc.) The visitor

➔ *Hotels page 31*

Military's Economic Impact Estimated at \$52.4 Billion

DEFENSE: Report Quantifies Presence of Navy, Marines, Contractors

By BRAD GRAVES

With its **U.S. Navy** port, its sprawling military bases, a large and diverse population of defense contractors and a legion of military retirees, San Diego County is home to the nation's largest military community. Year over year, the **U.S. Department of Defense** spends a greater amount in the region.

The military was responsible for some \$33.6 billion in direct spending during fiscal 2020. That figure grew 5.7% from total direct spending of \$31.8 billion in fiscal 2019, according to a recently issued report from the **San Diego Military Advisory Council (SDMAC)**, a nonprofit civic organization with ties to the military.

Such spending makes the local economy resilient and helped cushion the economic

blow of COVID-19 this year, the report stated.

Responsible for 342,500 Jobs

The military directly employed approximately 153,000 uniformed and civilian employees in fiscal 2020, up 7.5% from approximately 142,400 in the previous year.

Report authors said the military can

➔ *Military page 35*

Cue Receives \$481M Award

BIOTECH: Co. Plans to Produce More Virus Tests

By BRAD GRAVES

The **U.S. Department of Defense** awarded San Diego-based **Cue Health Inc.** \$481 million to expand the capacity of its San Diego manufacturing plant. Cue Health makes point-of-care tests to detect SARS-CoV-2, the virus that causes COVID-19.

The two entities announced the award on Oct. 13.

Under the deal, Cue and the federal government plan to deploy 6 million COVID-19 tests to support the government's domestic virus response by March. The partners are aiming to get

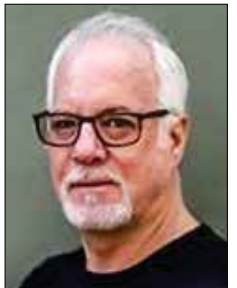
➔ *Cue page 34*

Holographic Solutions

TECH: IKIN Creates New Way of Interacting

By FRED GRIER

IKIN, a San Diego company founded in 2017, is in the process of partnering with some of the largest companies in the world to provide holographic solutions for both business and consumer applications.



IKIN
CEO
Joe Ward

Led by CEO **Joe Ward**, and **Taylor Griffith**, IKIN's CTO and founder. The company aims to provide an ecosystem in which people will have access to tools to create, interact, touch and feel holographic environments.

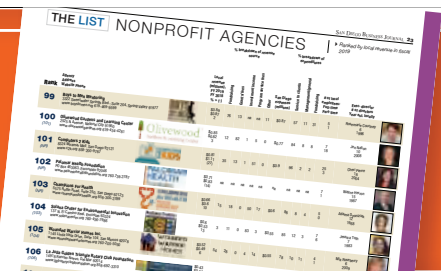
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Congressmember Susan Davis
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Sofia Salgado Robitaille (97)
Executive Director Southwestern College Foundation



Mike Krenn
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Rudolph A. Johnson III (94)
President & CEO Neighborhood House Association



Roxana Velásquez (11)
Executive Director San Diego Museum of Art



The 2020 Visionary Awards will virtually bring together civic, community, and business leaders to honor the outstanding leaders in our midst and celebrate all they have done to advance, enrich, and enhance our region. More than just an awards program, this virtual experience will allow attendees to network with each other before the event program and strengthen the connections that benefit our community – because #TogetherWeLEAD.

SDChamber.org/VisionaryAwards2020

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SDBJ INSIDER

By JAY HARN

Supply Chains

The **University of San Diego's Supply Chain Management Institute** holds a Supply Chain Fall Forum each year that brings more than 200 attendees from more than 80 companies to learn and discuss the latest trends, challenges, and innovations in the supply chain industry. But this year, because it is being held virtually, the event will be open to anyone across the globe for free.

At the one-day, Wednesday, Oct. 29 event, attendees will hear from speakers from a variety of well-known and respected companies. This year's event will feature presentation topics on machine learning and artificial intelligence, cybersecurity and healthcare supply chains. More topics will be featured in workshops and participants can attend one, or all, of the events.

The **Zoom** events run from 8:30 a.m. to 5 p.m. and those interested can find more information at the management institute's website.

+++

The **San Diego Seniors Community Foundation** has announced an historic \$1 million fundraising campaign to support isolated older people impacted by COVID-19.

Because of the widespread impact of COVID-19 and associated social distancing measures, older adults have been hit hard. The **AARP** calls it "social isolation" and "loneliness epidemic." The "No Seniors Alone Initiative" will provide \$1 million to support isolated older adults across San Diego County.

Because seniors are especially vulnerable to the virus, they have been advised to continue staying home even as restrictions relax.

"COVID-19 is indiscriminate in choosing who it affects, and the reality for older people is that we are at high risk of infection and at even higher risk of long-lasting impacts due to social isolation. Health and economic wellbeing later in life has little to do with personal sacrifice on an individual level. It has more to do with our collective willingness to give where it helps to build a community that supports all of its residents. That's what the 'No Seniors Alone Initiative' is about," said Bob Kelly, founder, CEO, and president of the foundation.

+++

Lower interest rates don't just mean savings for businesses or homeowners. Taxpayers in the **Palomar Community College District** will save \$21.2 million in future debt payments as a result of a bond refunding process.

In order to take advantage of the low interest rates, the district refinanced \$200 million of eligible Series C bonds that were approved for capital improvement under Prop. M.

"We are refinancing these loans that are held by the taxpayers in our district from 5 percent interest to about 2.7 percent," said **Yulian Ligioso**, the acting assistant superintendent/interim vice president of finance and administration for the district.

According to the district, this represents approximately 9.5% savings that will be reflected in property taxes over the life of the bonds. Prop. M was approved by voters in 2006.

+++

The **San Diego Business Journal Giving Guide** — our annual list of nonprofit organizations and foundations — is featured with this week's edition. Make sure to check it out. We all know how tough this year has been for many of these groups as the pandemic has made it much harder to fundraise. A special congratulations to our 40 under 40 finalists. Winners will be announced in our Nov. 2 edition. ■

Project Has Industrial Revolution as its Theme

ARCHITECTURE: East Village Building Uses Steel as Central Design Element

■ By RAY HUARD

Steel is a big part of the work **Paul Basile's BASILE Studio** did in its award-winning design for Broadstone Makers Quarter in downtown San Diego's East Village.

"We do a lot of steel work. It's kind of our go-to material. If you look at all of our projects you'll see there's a lot of steel," said Paul Basile, principal of BASILE Studio. "We like to use steel for what it is, we like the beauty of it."

In the case of Broadstone Makers Quarter, steel fit right in with the feel Basile sought for the project.

"The overarching theme of the project was we were sort of exploring the evolution of the Industrial Revolution, kind of a tribute," Basile said. "It being Makers Quarter, we thought it would be a good analogy."

Fine Detail

The result was a hit with the **San Diego Architectural Foundation**, which awarded BASILE Studio a 2020 interior design orchid for its work on Broadstone Makers Quarter. Orchids go to projects worth emulating and onions to those that fall short.

Architectural Foundation judges said that Basile's work at Makers Quarter "has a dark perspective" but praised the project for "the level of detail in it."

His idea was to incorporate elements from different stages of the Industrial Revolution as people moved from an agrarian society, to one of machinery to computers with a nod to the future with the development of artificial intelligence and what Basile calls mechanatronics — the combination of mechanical and electronics.

In the case of Broadstone Makers Quarter, the lobby features an interactive art piece, comprised of what Basile calls flip dots.

As described by Basile, an analog pixel board of about 12 square feet uses magnetism to flip a series of small discs from white to black in milliseconds. A 3-D camera records the hand gestures or movements of someone standing in front of the pixel board and mimics the movements in reverse on the dot screen.

"It's sort of a convergence of mechanical and electronics," Basile said. "We try

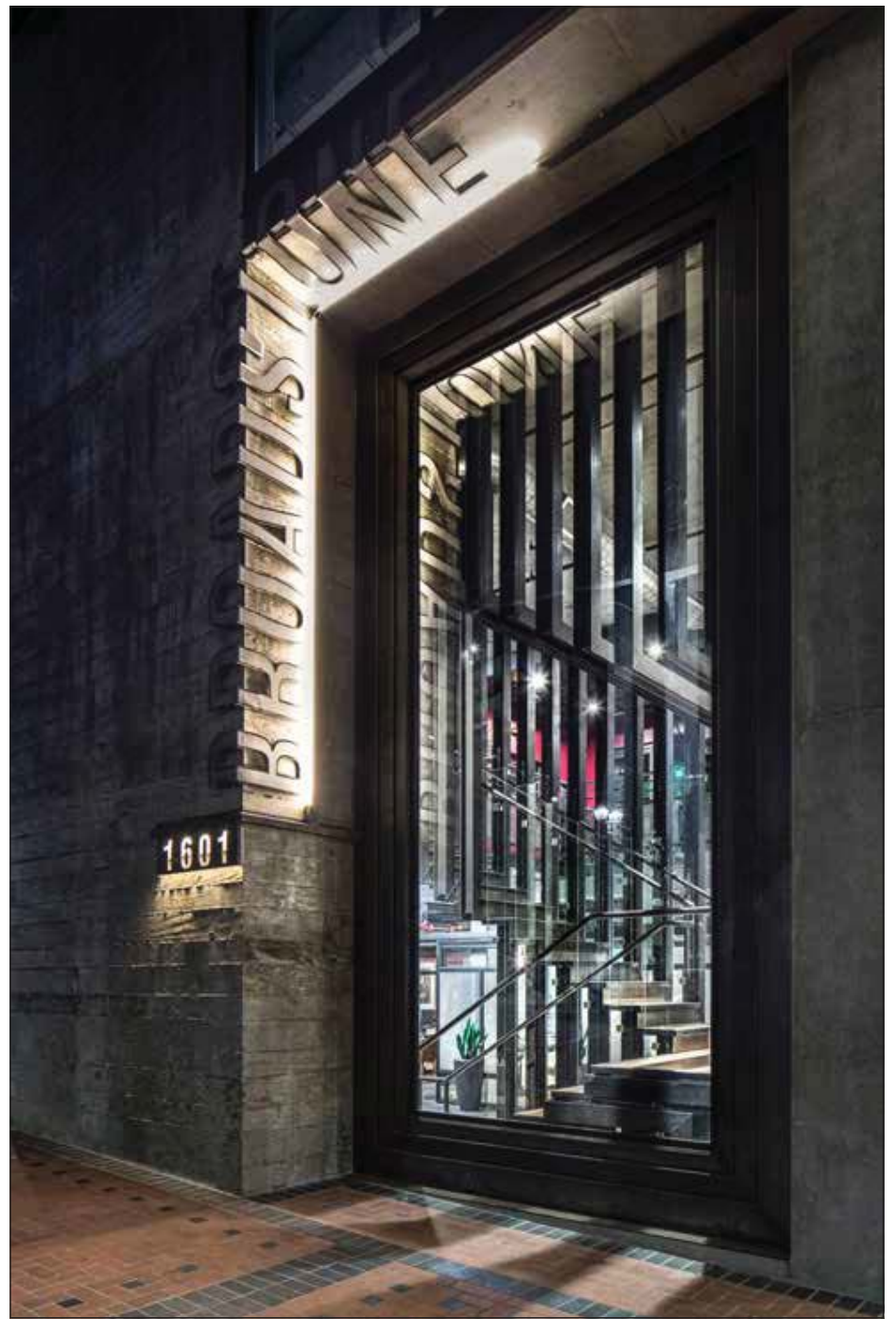


Photo courtesy of BASILE Studio

BASILE Studio's designs for the East Village's Broadstone Makers Quarter are meant as a nod to the Industrial Revolution with steel a central design element.

to integrate something that does something that interacts with the user. It's always about the user's experience. The one thing that really grabs people is something that moves."

Steel

Basile's fascination with steel is evident from the façade, which has balconies

➔ *Steel page 36*

Building Transformed at Mesa College

EDUCATION: 1970s Vintage Structure Escapes the Wrecking Ball

■ By RAY HUARD

Once destined for the wrecking ball, a **Mesa College** building of 1970s vintage that climbs up a Clairemont Mesa hillside has been transformed into a fine arts building.

Described by one architect as "a funky old building," the four-story concrete structure in a \$14.5 million renovation got a new life with floor-to-ceiling windows to eliminate the bunker look it had in its original state and an interior color scheme that makes it come to life.

"We were excited about it because all along, we thought the old building was cool, a big concrete-frame building that sort of stepped up the hillside," said **Jim Gabriel**, a principal of **Hannah Gabriel Wells** architects that designed the redeveloped structure.

C.W. Driver was the general contractor. "As architects, we always fall in love with things that are strange," Gabriel said. "The building kind of has this awkwardness but at the same time, it's strong. You could see from the way it's built, there's something engaging about this."

Razing the old 29,000 square-foot building to make room for a new one would have cost nearly half as much as building a new one, which came with its own cost.

"It was a pretty staggering cost, Gabriel said.

The design and construction of the old building is a throwback to the 1970s — "a timepiece," Gabriel called it, that's different from other more modern structures on campus "but that's OK," Gabriel said.

Repairs

Originally used for life science classes and administrative offices, the old building had serious problems that had to be overcome, said **Lance Lareau**, district architect for the **San Diego Community College District**.

The building is cast-in-place concrete that had developed what Lareau described as "water intrusion problems."

"Water was coming in from the hillside behind," Lareau said. "Water was coming in both sides of the building."

Fixing the problem was not easy, with half the building buried into the hillside.

"We had to drill through the wall and send pressurized grout into the cavity," Lareau said. "It took months and months to do that."

➔ *Mesa page 36*

Knockaround Sees Growth Spike Since COVID-19

APPAREL: Sunglasses Co. Projected to Grow Revenue by 40%

■ By MARIEL CONCEPCION

Knockaround, LLC, a sunglasses company based in Old Town and with 30 employees, will reach a significant milestone this year – thanks to COVID-19.

At the beginning of the year, **Adam Moyer**, founder and CEO, projected Knockaround's revenue would increase by 30% in 2020, just as it had done the previous year. But when the pandemic first hit mid-March, he said sales dropped quickly and significantly. For about two weeks, the future of the company appeared uncertain.

By the beginning of April, sales – particularly in e-commerce – were back up by about 90%, said Moyer (wholesale accounts for 10%). Now, Knockaround is expected to grow its revenue by 40%, from \$8.7 million in 2019 to \$12.5 million in 2020, and finally cross the \$10 million revenue mark.



Photo courtesy of Knockaround, LLC

➔ *Knockaround* page 35

Knockaround, LLC, teamed up with the San Diego Zoo this year for the release of three limited edition sunglasses, including a Giraffe inspired pair (pictured).

Gatsby Provides Brands with Social Analytics

TECH: Company Will Seek to Raise Series A in Early 2021

■ By FRED GRIER

San Diego-based **Gatsby**, a business-to-business influencer marketing platform, has launched an automated suite of tools to provide analytics on micro-influencers.

Founder and CEO **Brett Bernstein** said the latest launch was sparked by the surge in demand from brands wanting a way to connect with the right microinfluencers and follow their performance.

“The biggest request we hear from brands is that, while they love the data and being able to build an army of micro-influencers easily, they need a way to track when all these hundreds or thousands of micro-influencers are actually posting, and a way to measure their engagement, reach, growth and overall effect on the company's brand awareness. So, we developed those very things,” said Bernstein.



Gatsby
CEO
Brett Bernstein

The suite of tools includes a new dashboard, scoring system and integrations in an automated micro-influencer management system. The platform works by rating customers for compatibility and offers more customization when searching for keywords and specific follow sizes.

The suite of tools includes a new dashboard, scoring system and integrations in an automated micro-influencer management system. The platform works by rating customers for compatibility and offers more customization when searching for keywords and specific follow sizes.

Partnerships

In partnership with **Klaviyo**, an email marketing platform used by online retailers and **Shopify** merchants, Gatsby is using subscriber pop-ups and other voluntary opt-in fields to gather **Instagram** handles from customers.

In addition, clients can then view micro-influencers with whom their customers interact and connect with those who work best for partnerships.

Gatsby's clients range from small brands

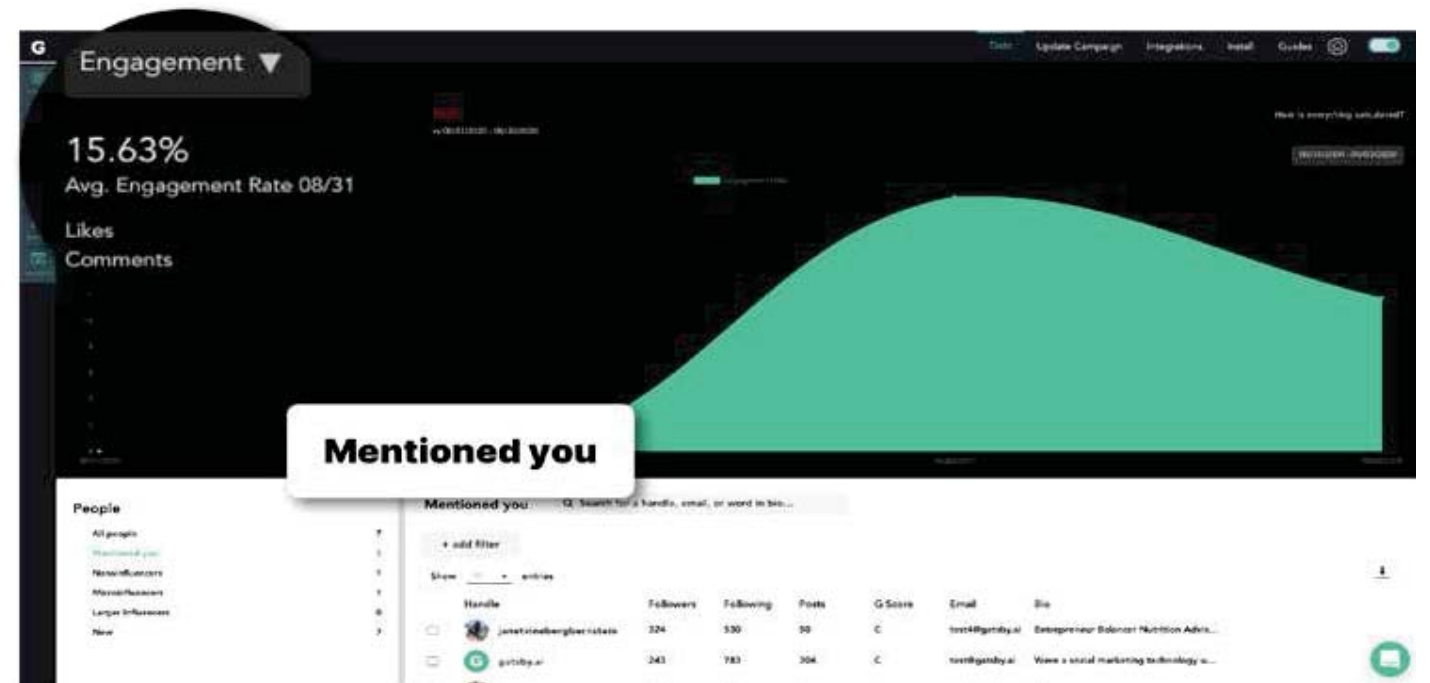


Photo Courtesy of Gatsby.

This mockup of a Gatsby dashboard shows what brands would be seen when someone accesses the platform. The startup aims to link companies with their social customers.

to large companies, but over the years their target customers have been primarily clients with more than 100,000 monthly website visitors.

Bernstein said the company typically works with brands in beauty and cosmetics, health and wellness, and fashion, adding that they typically have a strong customer base that also has a high social component.

This year, the company has been helping brands like **Steve Madden** and **Fashion Nova** identify their most social customers on Instagram. A growing industry, influencer marketing is expected to top \$9.7 billion this year, resulting in \$56 billion in revenue for brands — Gatsby is seeking to capitalize on this.

“This is just the tip of the iceberg of what we're going to be displaying for the brand around the analytics,” said Bernstein. “We're also going to make our G-score even more intelligent. So the longer you use Gatsby, the more intelligent your scoring system will be.”

Growing Demand

The company also saw a significant uptick of new users once the government issued stay-at-home orders in March. From months March through May, its self-service solution saw about a 49% increase in app installs and has been growing steadily at about 5% each month.

The company charges businesses a monthly subscription to use their tools, the cost depends on what the client needs. Bernstein said the company has hundreds of paying clients, but didn't disclose annual revenue.

The founder bootstrapped the company before seeking additional funding from investors, the company will raise a Series A in early 2021.

On the sales side, the company is expected to close several major deals at the end of this year, which Bernstein claims will transcend the business. Headquartered in Little Italy, the early-stage company employs five.

Bernstein, a San Diego native moved his startup to San Diego in 2018. Prior to

Gatsby he built and sold **Natural Cravings**, a vending machine company in 2012. He also worked a few years at cloud-based file sharing company **Box**.

“Our business has never been better. I have more of a life balance and beyond that, I live near my network, my family and have access to the Southern California perks,” said Bernstein. “The company's grown faster, I've been more successful and more focused. It's been remarkable.” ■

Gatsby AI

FOUNDED: 2016
CEO: Brett Bernstein
HEADQUARTERS: Little Italy
BUSINESS: Provides an influencer marketing platform for brands
EMPLOYEES: 5
WEBSITE: www.gatsby.ai
NOTABLE: Founder is a San Diego Native and sold his previous company in 2012.

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Pandemic Boosts Desire for New Homes

HOUSING: Presidio Residential Capital Ramps Up Investments to Meet Growing Demand

■ By RAY HUARD

A San Diego firm that finances new housing developments throughout the Western U.S. has dramatically ramped up its investments as a result of COVID-19. **Presidio Residential Capital** had expected 2020 to be a so-so market for housing investments but the pandemic has turned that prediction on its head, said **Dan Faye**, a co-principal of the firm.

“It was like, wow, somebody really turned the lights on,” Faye said. “We’re quite bullish on 2021 and, quite frankly, 2022.”

Faye said that in 2020, he expects to more than double what the firm invested in 2019, which he said was a slow year.

“We initially slowed things down in 2018 because we were concerned about where the market was heading,” Faye said.

As of mid-October, Presidio had 21 housing projects approved or pending internal approval, according to Faye, with 15 expected to close escrow by the end of 2020.

The firm’s co-principal, **Paul Lucatuorto**, said Presidio has \$75 million invested in new housing projects, including some in San Diego County, and has at least an additional \$75 million to \$100 million available for joint ventures with building partners.

Investing in San Diego

Presidio provides financing for housing projects that are built by a variety of construction companies. In San Diego County, they include **Cornerstone Communities** and **Cal West Communities**.

Faye said the firm has financed projects in Oceanside, Carlsbad, San Diego and Lakeside.



Presidio Residential Capital
Co-principal
Dan Faye



Photo courtesy of Presidio Residential Capital

Presidio Residential Capital’s construction partners include **Cornerstone Communities**, which built the community of **Estancia in Otay Ranch**.

“We’ve got a lot of projects going in San Diego and have been for a while and we’d like to get some more on the books,” Faye said. “It’s very difficult in San Diego.”

Faye said the firm expects be closing on projects biweekly for the next three months.

New Buyers

At start of the pandemic in March, many thought the housing market would collapse.

What they didn’t expect was that the pandemic has pushed many renters into the housing market who may not have considered buying pre-pandemic.

“They realized they didn’t have a yard and they had to stay in their home and had no place to go. They couldn’t go downstairs to the gym if there was one, they technically couldn’t go to the pool area,” Faye said. “Millennial renters are starting to realize the advantages of owning a home, especially with the safety concerns of living in close quarters. Even existing homeowners are rethinking where they want to live and what kind of home makes sense right now.”

Combined with low mortgage interest rates, “that really has propelled housing,” Faye said. “The demand for immediate occupancy is fairly high.”

“I’ve never seen interest rates like this and I think they’re going to stay this way for the next three or four years,” Faye said. “It could change if there’s turmoil over the election in January or if COVID gets worse, more hospitalizations, more deaths.”

The unexpected demand for new homes has been so strong during the pandemic that Faye said some of the builders Presidio works with have already met their sales goals for the year “and new phase releases are being snapped up as soon as they come on the market.”

Presidio Residential tends to focus on what Faye said was the “middle band” of housing priced, with many of investments in California’s Central Valley where he said typical homes sell for \$400,000 to \$500,000.

“We refocused quite some time ago and said affordability is a big deal. We don’t want to be in the \$1 million to \$1.4 million. That’s not really the market we want to be in,” Faye said.

Quick Sales

Zillow, an online home listing and sales service, reported that the typical home in San Diego County went under contract in eight days, 14.3% faster than in August and 65% faster than in September 2019.

Entry-level homes were selling in seven days in September, according to Zillow, 63.3% faster than a year ago.

At the other end, Zillow reported that the most expensive homes in the San Diego market are taking longer to sell – 15 days – but are still going 63.2% faster than they were in 2019. ■

Presidio Residential Capital



FOUNDED: 2009

PRINCIPALS: Dan Faye and Paul Lucatuorto

HEADQUARTERS: Scripps Ranch

BUSINESS: For sale housing investment firm

EMPLOYEES: 12

HOME CLOSINGS: 1,164 in 2019; 1,300 expected in 2020

WEBSITE: www.presidioresidential.com

NOTABLE: Presidio Residential Capital has invested more than \$1 billion in residential housing projects.

TradeSun's Cloud-Based Platform Expands into Africa

FINANCE: Tech Automates Compliance Checks for Banks

■ By FRED GRIER

TradeSun, a cloud-based trade finance platform, has partnered with **Stanbic Bank Kenya** to implement artificial intelligence in documentary trade finance.

The partnership will allow the bank to integrate real-time compliance, counter-fraud, trade-based money laundering and vessel tracking checks with comprehensive audit trails, reporting and analytics.

Huge Potential

“Africa is second largest continent in the world, there’s 1.3 billion people and only represent 2.3% of global trade — there’s huge potential,” said **Nigel Hook**, CEO at TradeSun. “Africa is flushed with all sorts of natural resources and if they can use a system like TradeSun, not just in

one bank, but in all the corporate exporters that are working with those banks, can now use our transparent automation platform to help eradicate corruption and fraud.”

TradeSun uses natural language processing to automate the processing of trade documents, saving banks time and money. Typically, these documents are processed manually, resulting in papers stacked on desks as banks verify the goods to be imported are in compliance.

The whole process can take about 45 minutes per trade, however



TradeSun
CEO
Nigel Hook

TradeSun can bring the process of checking documents down to five minutes.

Its new solution differs from the previous version in that it is hosted on **Amazon Web Services** and made available to clients under a software as a service (SaaS) model.

Focused on Trade Finance

Headquartered in Del Mar, the company was founded in 2018 by Hook. He launched the company after a 39-year stint at **Data Skill**, a technology firm which he founded and operated since 1981, initially providing a contract system for the U.S. Department of Defense.

In 2011, Data Skill started developing an AI solution for multiple industries and running pilots with one of the largest trade finance banks in the world.

Now incorporated officially as TradeSun, the fintech firm is fully focused on trade finance. The company has raised \$7.2 million in funding, to date. In the 18 months, the team has grown from 33 to 50 staffers.

Roughly 5,000 banks worldwide process trade documents. The market for processing letters of credit is roughly \$50 billion. ■

TradeSun



FOUNDED: 2018

CEO: Nigel Hook

HEADQUARTERS: Del Mar

BUSINESS: Artificial Intelligence and trade finance cloud platform

EMPLOYEES: 50

WEBSITE: www.tradesun.com

NOTABLE: Co. has scaled its team to 50 staffers in less than two years.



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Two Roots Brewing Co. Products to be Sold at Walmart Stores

BEVERAGES: Non-Alcoholic Beer Manufacturer Gets a ‘Yes’ at Open-Call Event

■ By MARIEL CONCEPCION

Two Roots Brewing Co., the Sorrento Valley based non-alcoholic beer company, is expanding.

Founded in 2016 and owned by San Diego’s investment management company **Lighthouse Strategies, LLC**, Two Roots Brewing Co. recently got a “yes” from a buyer at Walmart’s Open-Call. The annual event is a program through which the national retailer identifies and contracts with new suppliers with unique and innovative products.

Now, Two Roots Brewing Co.’s non-alcoholic, non-cannabis-infused beer product is slated to go on a test run in 50 Walmart stores, including in Southern California, by April 2021.

“We found out about Open Call through **ECRM** (a Netherlands-based company that forges relationships between buyers and suppliers) and applied in early July,” said



Two Roots Brewing Co.
Chief Marketing and Revenue Officer
Maikel Van de Mortel

Maikel Van de Mortel, chief marketing and revenue officer at Two Roots Brewing Co. “Right at the end of our **Zoom** presentation, our buyer let us know they wanted to move forward and provided us with next steps, which was to conduct a 50-store trial within certain regions with



Photo courtesy of Two Roots Brewing Co.
Two Roots Brewing Co., founded in 2016 and headquartered in Sorrento Valley, will be available in 50 Walmart stores starting in April 2021.

our non-alcoholic (non-cannabis) product.”

Three Regions

First task, according to Van de Mortel, was narrowing down the expansion to three regions, which have since been identified as Southern California, Michigan and Massachusetts.

Two Roots acquired **Rochester Mills Production Brewery**, a Michigan-based company, in 2019, explained Van de Mortel about the decision to expand in the state. The facility has a 60,000-barrel brewing capacity, he said. Massachusetts made sense because the company has several business dealings there and has a keen understanding of the market, he added. Southern California is where Two Roots is headquartered, with a brewery in Kearny Mesa that has a 10,000 barrels annual brewing capacity.

Two Roots will be available at the 50 Walmart stores in three core styles: two IPAs called New West and Straight Drank, and a helles (or a lager) called Enough Said. More than 4,800 small businesses from around the world applied for the chance to pitch a Walmart merchant and 900 meetings were held, according to the company.

Innovation and Ingenuity

Laura Phillips, senior vice president for global sourcing and U.S. manufacturing for Walmart, said the outcome of the first ever virtual Open Call was impressive, including the presentation by Two Roots.

➔ *Two Roots page 35*

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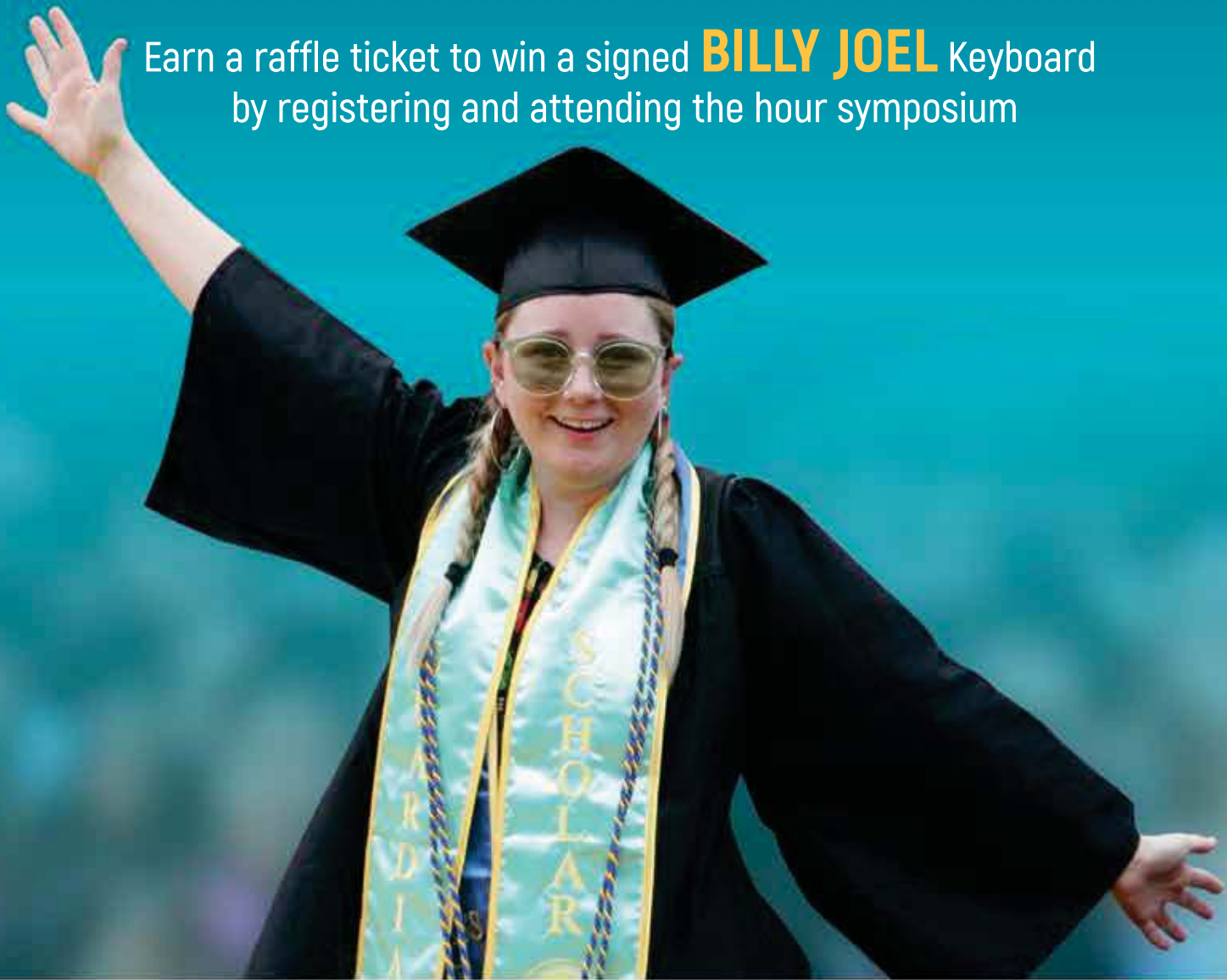
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Genalyte Receives Emergency Approval for Antibody Test

BIOTECH: Co. Touts 20-minute Time Frame to Detect COVID-19 Virus

■ By: NATALLIE ROCHA

Healthcare analytics and diagnostics company, **Genalyte Inc.** received emergency use authorization from the U.S. Food and Drug Administration (FDA) for its rapid COVID-19 antibody test, SARS-CoV-2 Multi-Antigen Serology Panel on Oct. 15. The Sorrento Valley-based company touts its antibody test -- which gives results in about 15-20 minutes -- as an integral part of the bigger solution to combating the coronavirus pandemic.

Precise Antibody Detection

Cary Gunn, who founded Genalyte Inc. in 2007, said the development of the COVID-19 antibody test is an "evolution" of the company's core technologies and its overall mission to streamline lab testing for patients. The new antibody test is based off of Genalyte's Maverick Detection System which was approved by the FDA in 2019.



**Genalyte
Founder and Chief
Technology Officer
Cary Gunn PhD**

Unlike other antibody tests, the Maverick Detection System tests for SARS-CoV-2 antibodies while also looking for 13 viral antigens that are similar but do not cause the novel

coronavirus. Some of these include seasonal coronaviruses that lead to colds, and other serious respiratory illnesses such as SARS and MERS.

"We test for all coronaviruses and are able to use an algorithm to make sure it's SARS-CoV-2," Gunn explained. "SARS-CoV-2 is 90 percent identical to other coronaviruses and many of the proteins it is made of are the same. But, at the genetic level it's about pattern recognition."

Early in the pandemic, many antibody tests were unsuccessful because they lacked the precision to identify the specific SARS-CoV-2 antigens, explained Gunn.

However, the machine learning algorithm of the Maverick technology allows for Genalyte's rapid tests to produce more accurate results by targeting the COVID-19-causing antibodies on a molecular level.



"The viral [antigen] test answers the question of do I have the virus now and the antibody test answers the question of did I have the virus in the past?"

ASHRAF HANNA

Timing is Everything

Another key element of Genalyte's test is that it can produce results months after a patient's initial infection which expands the narrow window of time for a test to tell you if you had COVID, Gunn said.

According to the founder, whether it is a PCR or rapid antigen test, patients have a narrow window of about a week to detect the active virus and about 30-40 percent of the time these tests produce a false-negative.

Genalyte's newly appointed CEO, **Ashraf Hanna** explained that overall, antibody tests play an important role in how society can open up in the long term. If you find out after-the-fact that you were infected with COVID-19, Hanna said



**Genalyte
CEO
Ashraf Hanna, M.D.
Ph.D.**

it can help people understand if they have some level of immunity to the virus.

"The viral [antigen] test answers the question of do I have the virus now and the antibody test answers the question of did I have the virus in the past?" said Hanna, who has an M.D. from the University of Massachusetts.

Back in July, the privately-held company set up a testing site at the Del Mar Fairgrounds in an effort to expand its

serology antibody testing to San Diegans.

Hanna theorized that in a world of limited vaccine resources, this kind of antibody test could allow for an effective distribution of vaccine resources to those who do not have SARS-CoV-2 antibodies. He said it can also reflect the effectiveness of a vaccine because it would allow researchers to see the presence of antibodies in a person who was not previously infected with COVID-19.

With the new FDA approval of the antibody test, Hanna said they are looking at making these tests available in settings where they can have an impact such as universities and workplaces.

In the long term, Genalyte has its sights set on having its rapid, point-of-care testing become a normal way of producing accurate lab results fast right within a doctor's office. ■

Genalyte

YEAR FOUNDED: 2007
CEO: Ashraf Hanna
HEADQUARTERS: Sorrento Valley
BUSINESS: Healthcare analytics and diagnostics company that improves patient outcomes and lowers cost with real-time results for physicians and patients.
EMPLOYEES: 120
WEBSITE: genalyte.com
AND ONE NOTABLE THING ABOUT THE COMPANY: Genalyte's proprietary telehealth platform, CloudLab, enables central lab quality oversight in remote, distributed locations so physicians and patients can get accurate, rapid lab results when and where they need it, at the point of care.



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Tim Nader

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Mariel Concepcion | mconcepcion@sdbj.com

Rapper Launches Ghost Restaurant

San Diego One of Eight Markets To Feature HotBox by Wiz

By MARIEL CONCEPCION

The local food scene has lured one of hip-hop's top artists to San Diego.

Wiz Khalifa, signed to New York-based **Atlantic Records** and originally from North Dakota, launched his food venture, **HotBox by Wiz**, in none other than San Diego earlier this month. The ghost kitchen is in partnership with **Nextbite**, a Denver-based company that creates delivery-only restaurant concepts. San Diego is one of eight major food markets in which HotBox by Wiz will have a presence around the country, according to the company.

Fulfillment Partners

The way it works is local restaurants will cook the food and act as fulfillment partners, explained **Geoff Madding**, CEO of Nextbite. Restaurant owners can apply to get involved on the company website, he said, and can "get the most out of your kitchen by turning your extra capacity into a virtual restaurant that generates supplemental income," as per the site.

Nextbite fulfillment partners \$30,000/month in additional revenue on average, it states.

If it's about accolades, it comes to no surprise that Wiz and Nextbite would agree to launch HotBox in America's Finest city. Just last year, San Diego was ranked No. 5 "foodie city" in America on **Yelp's** "Top Destinations for Food Lovers" list. It also came in at No. 7 out of 182 cities in a ranking of the nation's best foodie cities in 2019, compiled by financial website **WalletHub**.

Breaded in Hot Cheetos

HotBox is a delivery-only restaurant chain available via all major online ordering services, like **GrubHub**, **DoorDash**, **PostMates** and **Uber Eats**. Menu items include Blazed Ends, which are crispy burnt ends in BBQ sauce; Chip Hits, fried lemon pepper parmesan house potato chips served with three dipping sauces; and Hot Cheetos Buffalo Mac Bites, deep fried mac and cheese with chopped buffalo chicken tenders breaded in Hot Cheetos.

The menu was curated by Wiz Khalifa himself, who said his favorite items are the chili and the turkey burger. ■



Atlantic Records
Rap artist
Wiz Khalifa



Photo courtesy of You & Yours Distilling Co.

You & Yours Distilling Co.'s founder, Laura Johnson, has launched a scholarship program for future female distillers.

Founder Launches Scholarship Program

Laura Johnson Encouraging Female Distillers

By MARIEL CONCEPCION

Laura Johnson, co-founder and CEO of **You & Yours Distilling Co.** in East Village, wants to help other female distillers break into the industry.

Johnson has launched a scholarship program, open to anyone based in the United States who identifies as female, to attend a six-day distiller course at **Moonshine University**. Based in Lexington, Kentucky, Moonshine University is a distilling education center that offers a variety of classes and certifications to get future distillers started.

The scholarship prize is valued at \$6,250 and covers the course as well as room, board and meals, she said.

Aspiring Female Distillers

"I kind of always had this in mind – to create some sort of way to give back to other aspiring female distillers," said Johnson, who founded East Village-based You & Yours Distilling Co. in 2017. "I often say I wish there would've been someone back in the day when I was trying to get in this industry to kind of help guide me on what to do and what not to do. The path to become a distiller is pretty vague – there isn't a clear path that exists. I wish I would've had a female mentor and a little bit of guidance to give me a leg up."

In lieu of having an official advisor at the time, Johnson said she attended the Six-Day Distiller Course at Moonshine University herself. What she learned there was invaluable, she said; in a six-day span, she was taught about things like technical training, specifics of the different spirit category, packaging, labeling, design and distribution, among other subjects.

40 Industry Experts

The intensive course is taught by 40 industry experts including distillery operators, industry insiders and master distillers. Outside of formal education, Johnson said she believes Moonshine University offers some of the most well-respected training programs in the country.

"It really is an amazing, jam-packed week of literally everything you need to know to start a distillery," she said, adding that since then she's attended a handful more courses at Moonshine University.

Johnson is funding the program herself and plans to sponsor two students next year, followed by two students per quarter starting in 2022. To apply, female candidates with the intent of pursuing a career in distilling can visit www.youandyours.com/scholarship.



You & Yours
Distilling Co.
Founder/CEO
Laura Johnson



Moonshine University
Corporate
Development
Kevin Hall

Give Back

Kevin Hall, corporate development at Moonshine University, said he is excited to be able to help the next generation of female distillers.

"There is an increased focus on building more diversity into the distilling industry," he said. "You & Yours is doing their part by sponsoring scholarships to MoonU for ladies interested in learning what it takes to open and operate a distillery. We at MoonU greatly appreciate Laura's commitment and look forward to working with her to help educate the next generation of female distillers."

To keep students and staff safe during COVID-19, Moonshine University has implemented new policies and procedures that include reduced class sizes, daily health checks, mask requirements, personal bottles of hand sanitizer and a modified class structure.

Close the Gap

While women are making strides in the spirits world, the number of females in the industry is still disproportionate to that of men. According to **distilling.com**, female founders of alcohol beverage companies are having trouble accessing capital to grow their companies. "In fact, they generally access 2% of

the venture capital funds in the U.S. and 4% of total venture deals," the article states, "meaning the investments they do receive are smaller than male-founded companies."

Johnson wants to help close the gap.

"We are still a minority in the industry, which is why it's so important for me to target women through this program" said Johnson. "Pursuing a career in distilling is already as difficult as it is – there is still so much red tape that stems as far back as the Prohibition Era. And being a female, it is just that much more of a challenge. I'm just beyond thrilled and proud to be in a position where I can finally do this for someone else." ■

Hot Box by Wiz



FOUNDED: 2020

FOUNDER: Wiz Khalifa

HEADQUARTERS: parent company, NextBite, is based out of Denver, Colorado.

BUSINESS: ghost restaurant.

WEBSITE: www.hotboxbywiz.com

NOTABLE: Wiz Khalifa is best known for his 2010 hit, "Black and Yellow".

Nextbite



FOUNDED: 2018

PRESIDENT: Geoff Madding

HEADQUARTERS: Denver, Colorado

BUSINESS: creates virtual restaurants.

EMPLOYEES: 25+

WEBSITE: www.nextbite.io

NOTABLE: Finding the right restaurant partners is data-driven, according to the company.

You & Yours Distilling Co.



FOUNDED: 2017

CO-FOUNDER/CEO: Laura Johnson

HEADQUARTERS: East Village

BUSINESS: urban distillery and tasting room.

EMPLOYEES: 12

WEBSITE: www.youandyours.com

NOTABLE: company will more than double production in 2020 compared in 2019.



STARTUPS

Fred Grier | fgrier@sdbj.com

Truepic Collaborates With Qualcomm

Phones with Co.'s Tech Will Be Available in 2021.

■ By FRED GRIER

In 2019, **Truepic** a San Diego startup joined forces with local tech giant **Qualcomm**, through a strategic partnership which aimed to leverage its image-verification technology to be fully integrated into mobile chipset devices.

Following through on its promise, Truepic announced earlier this month its technology will be embedded into millions of smartphone devices without needing to download an app, as early as next year.

"This development paves the way for visual content consumers to determine the trustworthiness of photos and accurately discern authentic versus forged content," said **Manvinder Singh**, vice president of product management at Qualcomm.



Qualcomm
Vice President
Product Management
Manvinder Singh

Any smartphone maker that uses Qualcomm's Snapdragon 856 microprocessors, designed for 5G phones, will be able to pay Truepic to deploy the secure photo mode.

The startup's technology works in a few different ways; one is by controlling the original capture of the photo or video by getting people to use their app. This feature is designed for those who want to prove their image is real.

Truepic's software makes manipulation of this meta-data much harder as, unlike regular camera apps, it sits on a protected part of the Qualcomm Snapdragon microprocessor that is also used to secure fingerprints, and faceprints used to unlock smartphones and make digital payments.

"Qualcomm took a big risk on a very small company from a commitment standpoint. They gave us access to things that a company our size should have no right to execute, but that's kind of their model—providing the chips, the platforms, and the building blocks that other people can come and kind of innovate on top of," said **Sherif Hanna**, Truepic's vice president of ecosystem development at Qualcomm.

Truepic is a powerful tool for various industries such as insurance carriers, home rental companies, health and beauty companies, eBay sellers and car rental businesses.

The company is also working with the software company **Adobe**, **The New York Times** and **Twitter** to develop an open standard that will allow these secure images to be displayed with some sort of visual cue to highlight the additional level of authentication, similar to how a secure page on a website displays a padlock item in the URL bar.

Truepic reported last year it brought in \$4.5 million in revenue and has more than 100 clients. Founded in 2015, the company employs roughly 30 staffers at its La Jolla office. ■



Truepic
Vice President
Ecosystem
Development
Sherif Hanna



Photo Courtesy of BodyFly Fitness.
The BodyFly was developed for both indoor or outdoor use, a 22-inch base, its size allowing for multiple machines to be used within group settings.

Veterans Create Portable Workout Machine

Flybody Fitness' BodyFly Designed to Replace Bulky Equipment

■ By FRED GRIER

Flybody Fitness, a Mission Valley-based provider of at-home gym equipment, is empowering fitness professionals to make the most out of their workouts with its product called BodyFly.

Founded in 2016, by former NFL athletes and military veterans. The product was developed after three decades of elite physical training experience in the professional and military sectors.

"We want to provide an effective, beneficial full body workout system that isn't limited by how much space you have or where you are," said **Andrei Carnes** co-founder and CTO at Flybody Fitness. "Our team consists of professional sports trainers, military trainers and health enthusiasts, and we've pooled our knowledge to create a product that we hope will change the way people see workout systems."



Flybody Fitness
CTO
Seyi Ajitrotutu

“

"We want to provide an effective, beneficial full body workout system that isn't limited by how much space you have or where you are."

ANDREI CARNES

Use Anywhere

The BodyFly is a portable cable machine that can be used anywhere any time, said **Kareem Smith**, the company's chief operating officer, adding that the product was designed to replace large and bulky fitness equipment found in gyms into one workout machine.

In particular, the BodyFly was developed for both indoor and outdoor use, a 22-inch base, its size allowing for multiple machines to be used within group settings. Its cables can be used from a 360-degree angle allowing freedom of movement, enabling users to workout from all sides of the machine.

Unlike traditional dumbbells and resistance bands, Bodyfly uses a patented flywheel and gas shock system that provides constant resistance to make your exercises more effective. Users can perform up to 250 unique exercises, ranging from chest, arms, legs, as well as core workouts.

Sports Accelerator

In 2017, the company participated in the **San Diego Sports Innovators (SDSI)** program. Since graduating, they had inked deals with large hotels, private owned gyms, as well as San Diego school districts.

Bob Rief, SDSI's executive director said he was very impressed with the founding team's ability to execute on the initial idea.

"In our Accelerator we sometimes see the "horse" and sometimes we see "the jockey," in this instance we saw both the horse and jockey. They have a great product and the resolve to make it all happen which is a pretty rare combination," said Rief.

Earlier this year, the company joined the San Diego-based **Boss Lab**, which was launched earlier this year as part of a \$11 million commitment to fighting racial injustice and supporting more Black-owned startups.

Prior to BodyFly fitness, Kareem served eight years in the U.S. Navy as an aviation fire fighter and assistant command fitness leader. Carnes is a military veteran and previously owned and operated three fitness and health supplement franchises.

To date, the company has raised roughly \$900,000 from investors and will be launching a Kickstarter campaign at the end of this year to get the product into the hands of more everyday consumers.

By 2021, Smith said the company expects to sell about 150 units each month and projects to bring in \$1.5 million in annual revenues.

Looking ahead, the goal is to expand its product into various cities in Southern California such as Los Angeles and San Francisco. ■



BodyFly Fitness
COO
Kareem Smith

Truepic



FOUNDED: 2015

CEO: Jeffrey McGregor

HEADQUARTERS: La Jolla

BUSINESS: Maker of photo-tagging technology

EMPLOYEES: 30

WEBSITE: www.truepic.com

NOTABLE: Co. anticipates to close a Series B funding round next year.

BodyFly Fitness



FOUNDED: 2016

CEO: Seyi Ajitrotutu

HEADQUARTERS: Mission Valley

BUSINESS: Maker

EMPLOYEES: 5

WEBSITE: www.bodyflyfitness.com

NOTABLE: In 2017, the startup participated in the SDSI program and now has hundreds of units in hotels across the globe.

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DEFENSE & TECHNOLOGY

Brad Graves | bradg@sdbj.com

Mitchell Brings 'XR' Tech to Auto Repair

'Extended Reality' Headset Helps Technician in the Field

■ By BRAD GRAVES

Mitchell International is taking auto repair in a new and highly visual direction.

It's doing so with the help of technology from San Diego's **Qualcomm Inc.**

Mitchell serves businesses in the property and casualty insurance claims industry and in the collision repair industry. It is completing initial testing on its Mitchell Intelligent Vision product, which lets people involved in the collision repair process do their work with the help of a wirelessly connected headset. The headset features a camera and voice controls as well as a display that puts computer-generated graphics in the technician's field of vision.

The headset lays a computer-generated image over whatever scene a technician finds in front of him or her. The technology is called extended reality, or XR for short.

Mitchell said its solution will improve the speed, efficiency and accuracy of the collision repair workflow.

The solution uses a Qualcomm semiconductor, its Snapdragon Mobile XR Platform, which contains a processor, a wireless modem and features optimized for extended reality. In addition, the solution uses a voice controlled headset from Vancouver, Washington-based **RealWear Inc.** The headset is ruggedized so it can stand up to the auto shop environment.



Mitchell International
Senior Vice President
Olivier Baudoux

Aids Every Step of the Process

The solution automates the collection of data for faster vehicle check in. For example, a technician wearing the headset can capture driver's license and proof of insurance information and vehicle identification numbers with the headset's camera.

Technicians can also take time-stamped photos of vehicle damage and automatically upload them to Mitchell's cloud-based ecosystem. Voice activation and the extended reality feature can offer quick access to automaker procedures — in the form of text and diagrams hovering in front of the technician's eye — during teardown and repair, reducing research time. Prior to check out, technicians can visually document the repair work with the device. The images are then retained in Mitchell's software.

"Mitchell is committed to delivering innovative, cloud-based solutions that streamline workflows and support proper, safe vehicle repair. With Mitchell Intelligent Vision, we're again breaking new ground and taking a small but very significant step forward in bringing wearable technologies to the collision industry," said **Olivier Baudoux**, Mitchell's senior vice president of global product strategy and artificial intelligence, in a statement distributed by the company.

Mitchell plans to ship its new solution to clients in the United States before the end of the year. It expects to announce availability in Canada soon.

Mitchell is privately held. It has 715 employees in San Diego and 6,500 employees overall. ■



Photo courtesy of AeroVironment

A soldier launches a Puma aircraft built by AeroVironment. Carlsbad-based Viasat has teamed up with AeroVironment to work on secure radio communications technology for small unmanned aircraft like the Puma.

Viasat Gets Unmanned Aircraft Work

Carlsbad Firm Partners With AeroVironment on Army Network

■ By BRAD GRAVES

The following are selected defense contracts awarded to San Diego County companies in recent months. They have been announced by the **U.S. Department of Defense** or the contractor itself. Listings also include companies operating in San Diego County.

Viasat Inc. and **AeroVironment Inc.** announced on Oct. 15 that they will collaborate on a contract awarded under a **U.S. Army** initiative called Reconfigurable Communications for Small Unmanned Systems. Financial terms of the deal were not immediately available.

Viasat (Nasdaq: VSAT) is a Carlsbad satellite services company with an aptitude for secure networking. AeroVironment (Nasdaq: AVAV), based in Simi Valley, is a global leader in unmanned aircraft systems.

The project will provide U.S. military customers flying small unmanned aircraft the ability to deploy a robust, on-demand, highly secure communications network that will address the growing electronic warfare capabilities of peer and near-peer adversaries, such as China and Russia.

Viasat is the prime contractor on the award and will work with AeroVironment to develop and demonstrate advanced, encrypted communications suitable for AeroVironment's portable, hand-launched Puma AE tactical unmanned aircraft. The Puma AE has a wingspan of about 9 feet, weighs 15 pounds and is able to stay in the air for 2½ hours. It can carry electro-optical and infrared cameras, as well as a high-power laser illuminator.

The two companies will seek to strengthen the communications and transmission security of AeroVironment's Digital Data Link radios currently used by the Army by converting them into a Type 1 crypto communication system for video and data transmission.

In addition, Viasat and AeroVironment will develop critical interoperability standards for enabling unmanned aircraft to generate a secure, digitally encrypted communications network — for protecting classified data and improving waveform performance in jamming environments — via the embedded Digital Data Link waveform. They will also create a standardized communications architecture that will allow aircraft to access spectrum quickly and easily, especially when operating in contested environments.

"Viasat's robust military-grade cryptography and electronic countermeasure tactical waveform design will enable quick expansion of secure communications to a variety of small unmanned systems operating at the tactical

edge," said **Ken Peterman**, president of Viasat's Government Systems business, in a statement released by the company. "By collaborating with AeroVironment, an established leader in the tactical UAS sector, we can help the U.S. Army set new waveform standards that maximize connectivity and minimize the risk of signal intercept."

Currently, tens of thousands of AeroVironment tactical unmanned aircraft are deployed around the world and are capable of serving as secure, digital network communication nodes for on-demand, mesh network applications in various operating environments.

Redhorse to Engineer Artificial Intelligence

The **Joint Artificial Intelligence Center** awarded **Redhorse Corp.** of San Diego a five-year competitive blanket purchase agreement with a \$100 million ceiling to provide services to the Department of Defense Joint Artificial Intelligence Center Missions Directorate. Four other companies received similar awards. The services include software development, machine learning, cognitive and systems engineering, operations research and user experience design. Work on the contract will occur in Arlington, Virginia. The ordering period is from Sept. 25, 2020, through Sept. 24, 2025. The Air Force District Washington at Joint Base Andrews, Maryland, awarded the contract, announced on Oct. 15.



Viasat Inc.
Government Systems
President
Ken Peterman

Warehouse Work Goes to PrimeTech

The **U.S. Marine Corps** awarded **PrimeTech International Inc.**, a small business from North Kansas City, Missouri, a \$19.2 million contract for logistics services. Under the firm-fixed-price bridge contract, PrimeTech will manage, support and operate the Marine Corps Consolidated Storage Program warehouse network. The deal includes a six-month base period and three one-month option periods.

Some 13% of the contract, worth \$2.5 million, will be performed at Camp Pendleton. Another 9% of the contract, worth \$1.7 million, will be performed at Miramar. The balance will be performed at other Marine Corps warehouse locations in California, Arizona, Hawaii, North Carolina, South Carolina and Japan. Work is expected to be completed by June 2021.

Some \$12.6 million of the work will be funded through the Pentagon's war-fighting budget (Overseas Contingency Operations). The contract was not competitively procured, as the government determined that only one bidder could satisfy the requirements. The Marine Corps Logistics Command of Albany, Georgia awarded the contract, announced on Aug. 7. ■

Mitchell International



FOUNDED: 1946

CEO: Alex Sun

HEADQUARTERS: University Towne Center area

BUSINESS: Provider of information and workflow solutions to the property/casualty claims and auto collision repair industry

EMPLOYEES: 715

WEBSITE: www.mitchell.com

NOTABLE: Glenn Mitchell's company originally published comprehensive books of auto parts numbers, prices and descriptions

Organizations Step Up Fundraising to Counter COVID-19

GIVING: Need is Great in 2020 as They Wrestle With Pandemic

■ By BRAD GRAVES

The largest nonprofit agencies in San Diego County generally increased their revenue between 2018 and 2019, a **San Diego Business Journal** survey has found.

The List in this issue ranks 116 nonprofit agencies by local revenue in fiscal 2019.

Among the top 50 organizations on the list, revenue for 38 grew. Revenue for 10 others declined. Financial and other data on The List reflects the year before COVID-19.

The List is part of an extended look at nonprofit organizations, which includes a supplement to this issue, the 2020 Giving Guide.

Developmental Center Has Top Spot

The top agency on the list, **San Diego Imperial Counties Developmental Services Inc.**, reported that revenue rose 2% from the prior year, to \$444.6 million. The organization, run by Executive Director **Carlos Flores**, has 577 employees. It serves persons with (or at risk of) developmental disabilities as well as their families via the operation of a state-funded regional center and other specialized programs, coordinating with public and private agencies. The bulk of the organization's revenue is from contributions and grants, according to tax filings.

The organization's San Diego Regional Center celebrated its 50th anniversary in 2019. It was founded under California's Lanterman Developmental Services Act.

The **Jewish Community Foundation of San Diego**, in the No. 2 spot, increased its revenue 73% to \$225.73 million in 2019. The foundation reported San Diego expenses of \$79.37 million that year. Like its counterpart at No. 1, the foundation is a product of the 1960s and celebrated its 50th anniversary recently. In that time it has distributed more than \$1 billion in charitable gifts. **Beth Sirull** is CEO.

Five Had Revenue Greater than \$100M

In addition to the two mentioned above, three more organizations had revenue greater than \$100 million. The **YMCA of San Diego County**, in the No. 3 spot, saw its revenue grow 9% to \$219.21 million in 2019. The Y has served the San Diego community for more than 138 years, offering programs to strengthen youth, supporting the health and wellness of families, seniors and adults — all while addressing the most pressing needs of the community. COVID-19 saw the organization move toward more virtual offerings. **Baron Herdelin-Doherty** is CEO.

The No. 4 organization, **San Ysidro Health**, saw its revenue grow 19% to \$199.82 million in 2019. The organization has more than 1,600 team members located at 41 sites throughout San Diego County, offering medical, dental and behavioral health services to approximately 107,000 clients — many of whom are traditionally underserved. The bulk of San Ysidro Health's revenue is from services, according to tax filings. Recently the organization expanded its telehealth services. In 2020, it merged with Mountain Health, expanding its services to East County. **Kevin Mattson** is president and CEO.



Photo courtesy of Jewish Community Foundation of San Diego
CEO Beth Sirull and staff members at the Jewish Community Foundation of San Diego confer during a recent Zoom call. The foundation has the No. 2 spot on the San Diego Business Journal's list of nonprofit agencies

St. Paul's Senior Services, a full-service retirement provider, grew 9% to reach \$101.95 million in revenue. The organization gets 95% of its revenue from program service fees. San Diego expenses came to \$90.8 million. Philanthropy funded several capital improvement projects at St. Paul's in 2019. The organization also opened supportive housing for formerly homeless seniors. **Cheryl Wilson** is CEO.

From Settlement House to Multipurpose Agency

Revenues at **Neighborhood House Association** grew 3% to \$99.06 million in 2019, while San Diego expenses totaled \$98.81 million. Neighborhood House was established in 1914 as a settlement house that assisted immigrants transitioning to the San Diego community. More than 100 years later, the agency has become one

of the largest multipurpose nonprofits in San Diego County, and has distinguished itself as a comprehensive human service provider. **Rudolph Johnson III** is president and CEO.

The **San Diego Foundation** reported revenue of \$85.47 million in 2019, San Diego expenses during 2019 amounted to \$56.98 million. Some 60% of the San Diego Foundation's revenue comes from fundraising. The amount of revenue from investments — 35% — sets the San Diego Foundation apart from its peers. No other organization in the top 50 derived that great a percentage of revenue from investments. Few got above 10%. The one exception is the **San Diego Museum of Art** (No. 45 on The List), which derived 33% of its revenue from investments.

Rounding out the top 10 nonprofits by revenue are **TrueCare** with \$82.63 million

(up 9%), **Goodwill Industries of San Diego County** with \$67.35 million (also up 9%) and **Neighborhood Healthcare** with \$58.09 million (down 15%). TrueCare was formerly known as North County Health Services.

Program Expenditures

Among the top 50 organizations, several had 90% or more of their budgets go toward program expenditures.

Among those mentioned previously were the Jewish Community Foundation, St. Paul's Senior Services and Neighborhood House. Also among that group were the **MAAC Project** (No. 12), the **Jacobs & Cushman San Diego Food Bank** (No. 14), **Feeding San Diego** (No. 15), **Vista Hill Foundation** (No. 23), **Episcopal Community Services** (No. 28) and **Educational Enrichment Systems** (No. 49).

The top 50 nonprofits that made the biggest moves on The List were the **San Diego Humane Society**, which went from the No. 24 slot to No. 17, and **South Bay Community Services**, which went from No. 26 to No. 21. Revenue at the Humane Society grew 47% from \$28.88 million to \$42.39 million. Revenue at South Bay Community Services grew 28% from \$28.34 million to \$36.35 million.

Organizations in the top 50 that spent double-digit figures on fundraising during 2019 included **Rady Children's Hospital Foundation** (23%), **Helen Woodward Animal Center** (19%), the **American Red Cross of San Diego/Imperial Counties** (17%), **International Community Foundation** (15%), **Jewish Family Service of San Diego** (11%) and **Challenged Athletes Foundation** (11%).

Rady Children's Hospital Foundation is No. 20 on The List. Its revenue declined 7% to \$36.59 million in 2019, while expenses were \$41.51 million.

A nonprofit had to have at least \$9.47 million in revenue to appear among the top 50 organizations on The List. The distinction of being No. 50 went to the **Fleet Science Center** in Balboa Park.

Of course, San Diego has plenty of nonprofits with revenues of \$10 million or less. The List on the accompanying pages offers a wealth of data on nonprofits, large and small. ■


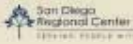





























Photo courtesy of St. Paul's Senior Services
St. Paul's Senior Services, No. 5 on the list, meets a variety of needs. These employees work in its PACE program, which offers all-inclusive care for the elderly.

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THE LIST NONPROFIT AGENCIES

Ranked by local revenue in fiscal 2019

Rank	Agency Address Website Phone	% breakdown of revenue source					% breakdown of expenditures				# of local employees: Full-time Part-time	Exec. director # of directors Year est. locally		
		Local revenue (millions): FY 2019 FY 2018 % + (-)	Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general				Fundraising
1 (1)	San Diego-Imperial Counties Developmental Services Inc. 4355 Ruffin Road, San Diego 92123 www.sdrc.org 858-576-2996 	\$444.57 \$434.02 2	0	0	0	0	\$444.57	88	12	0	577 3	Carlos Flores 18 1969		
2 (5)	Jewish Community Foundation of San Diego 4950 Murphy Canyon Road, San Diego 92123 www.jcfsandiego.org 858-279-2740 	\$225.73 \$130.2 73	95	0	5	0	\$79.37	97	2	1	13 2	Beth Sirull 23 1967		
3 (2)	YMCA of San Diego County 3708 Ruffin Road, San Diego 92123 www.ymcasd.org 858-292-9622 	\$219.21 \$200.64 9	na	na	na	na	na	na	na	na	979 4,078	Baron Herdelin-Doherty na 1882		
4 (4)	San Ysidro Health 1601 Precision Park Lane, San Diego 92173 www.syhealth.org 619-662-4100 	\$199.82 \$167.33 19	na	na	na	na	na	na	na	na	na na	Kevin Mattson na 1969		
5 (7)	St. Paul's Senior Services 328 Maple St., San Diego 92103 www.stpaulseniors.org 619-239-6900 	\$101.95 \$93.4 9	0	3	1	95	\$90.8	92	7	1	544 115	Cheryl Wilson 18 1960		
6 (6)	Neighborhood House Association 5660 Copley Drive, San Diego 92111 www.neighborhoodhouse.org 858-715-2642 	\$99.06 \$96.4 3	0	94	0	1	\$98.81	100	0	0	719 121	Rudolph Johnson III 19 1914		
7 (3)	The San Diego Foundation 2508 Historic Decatur Road, Suite 200, San Diego 92106 www.sdfoundation.org 619-235-2300 	\$85.47 \$179.51 (52)	60	0	35	0	\$56.98	89	8	3	52 0	Mark Stuart na 1975		
8 (9)	TrueCare ⁽¹⁾ 150 Valpreda Road, San Marcos 92069 www.truecare.org (760) 736-6767 	\$82.63 \$76.12 9	na	na	na	na	na	na	na	na	591 19	Michelle D. Gonzalez, MPA na 1971		
9 (11)	Goodwill Industries of San Diego County 3663 Rosecrans St., San Diego 92110 www.sdgoodwill.org 619-225-2200 	\$67.35 \$61.83 9	na	na	na	na	\$61.74	na	na	na	712 154	Toni Giffin 11 1930		
10 (10)	Neighborhood Healthcare 425 N. Date St, Suite 203, Escondido 92025 www.nhcare.org 760-520-8372 	\$58.09 \$68.66 (15)	0	12	2	96	\$61.59	78	22	0	602 58	Rakesh Patel, MD 31 1969		
11 (14)	Planned Parenthood of the Pacific Southwest ⁽²⁾ 1075 Camino del Rio S., San Diego 92108 www.planned.org 619-881-4500 	\$56.16 \$52.89 6	11	1	2	86	(0)	\$56.91	72	25	4	418 44	Darrah DiGiorgio Johnson 21 1964	
12 (15)	Metropolitan Area Advisory Committee on Anti-Poverty of San Diego County, Inc. (MAAC) 1335 Third Avenue, Chula Vista 91911 www.maacproject.org 619-426-3595 	\$55.33 \$48.57 14	0	64	0	2	34	\$54.5	90	10	0	450 34	Arnulfo Manriquez 13 1965	
13 (8)	Project Concern International (PCI) 5151 Murphy Canyon Road, Suite 320, San Diego 92123 pciglobal.org 858-279-9690 	\$55.21 \$77.18 (28)	4	83	0	0	13	\$56.55	86	12	2	102 12	Carrie Hessler-Radelet na 1961	
14 (17)	Jacobs & Cushman San Diego Food Bank 9850 Distribution Ave., San Diego 92121 www.sandiegofoodbank.org 858-527-1419 	\$53.52 \$44.88 19	13	8	0	1	78	\$50.79	93	1	6	69 4	James Floros 19 1977	

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na Not applicable
Source: The companies.
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(1) Formerly known as North County Health Services
(2) Administrative headquarters for the San

THE LIST NONPROFIT AGENCIES

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			Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general	Fundraising				
15 (13)	Feeding San Diego 9477 Waples St., Ste 100, San Diego 92121 www.feedingsandiego.org 858-452-3663	\$51.14 \$53.83 (5)	16	0	0	0	84	\$50.49	94	2	4	48 11	Dan Shea 10 2007		
16 (16)	Father Joe's Villages 3350 E St., San Diego 92102 www.neighbor.org 619-466-3537	\$49.85 \$46.73 7	45	30	8	7	12	\$45.12	83	8	9	420 5	Deacon Jim Vargas 33 1950		
17 (24)	San Diego Humane Society 5500 Gaines St., San Diego 92110 www.sdhumane.org 619-299-7012	\$42.39 \$28.88 47	46	0	4	51	0	\$45.89	85	7	8	469 74	Dr. Gary Weitzman 40 1880		
18 (18)	The Elizabeth Hospice 500 La Terraza Blvd., Suite 130, Escondido 92025 www.elizabethhospice.org 800-797-2050	\$41.14 \$40.9 1	6	1	2	90	1	\$40.17	80	18	2	248 5	Sarah McSpadden 13 1978		
19 (20)	San Diego Blood Bank 3636 Gateway Center Ave., Suite 100, San Diego 92102 www.sandiegobloodbank.org 619-296-6393	\$41.12 \$38.68 6	2	3	0	6	90	\$40.33	28	71	1	259 22	David Wells, Ph.D. 17 1950		
20 (19)	Rady Children's Hospital Foundation 3665 Kearny Villa Road, Suite 201, San Diego 92123 www.radyfoundation.org 858-966-7878	\$36.59 \$39.32 (7)	99	1	0	0	0	\$41.51	71	6	23	56 0	Stephen Jennings 21 1954		
21 (26)	South Bay Community Services 430 F St., Chula Vista 91910 www.southbaycommunityservices.org 619-420-3620	\$36.35 \$28.34 28	1	88	0	1	9	\$35.31	88	11	2	296 104	Kathryn Lembo 11 1971		
22 (21)	The Arc of San Diego 3030 Market St., San Diego 92102 www.arc-sd.com 619-685-1175	\$36.13 \$35.72 1	3	1	1	94	1	\$34.8	88	12	1	509 632	Anthony J. DeSalis, Esq. 17 1951		
23 (23)	Vista Hill Foundation 8910 Clairemont Mesa Blvd., San Diego 92123 www.vistahill.org 858-514-5100	\$34.2 \$30.8 11	2	1	1	95	1	\$32.9	90	9	1	290 194	Robert Dean 7 1957		
24 (22)	San Diego Workforce Partnership 9246 Lightwave Ave., Suite 210, San Diego 92123 workforce.org 619-228-2900	\$32.9 \$31.7 4	na	na	na	na	na	na	na	na	na	na na	Peter Callstrom na 1974		
25 (30)	Jewish Family Service of San Diego 8804 Balboa Ave., San Diego 92123 www.jfssd.org 858-637-3000	\$31.8 \$20.25 57	39	45	2	4	10	\$23.11	80	9	11	221 71	Michael Hopkins 23 1918		
26 (28)	International Community Foundation (ICF) 2505 N. Ave., National City 91950 www.icfdn.org 619-336-2250	\$29.66 \$25.27 17	25	50	10	15	0	\$1.28	75	10	15	8 0	Anne McEnany 14 1990		
27 (27)	Home of Guiding Hands 1908 Friendship Drive, El Cajon 92020 www.guidinghands.org 619-938-2850	\$29.27 \$26.14 12	8	3	1	85	3	\$27.13	85	13	2	632 422	Mark Klaus 11 1961		
28 (25)	Episcopal Community Services 401 Mile of Cars Way, Suite 350, National City 91950 www.ecsocalifornia.org 619-228-2800	\$28.7 \$28.42 1	1	93	0	6	0	\$28.97	90	9	1	375 56	Leslie Keller 16 1927		

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Rank	Agency Address Website Phone	Logo	Local revenue (millions): FY 2019 FY 2018 % + (-)	% breakdown of revenue source					% breakdown of expenditures				# of local employees: Full-time Part-time	Exec. director # of directors Year est. locally	Photo	
				Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general	Fundraising				
29 (NR)	TERI Inc. 251 Airport Road, Oceanside 92058 www.teriinc.org 760-721-1706		\$23 na na	na	na	na	na	na	na	na	na	na	na	na	Cheryl Kilmer na 1980	
30 (29)	San Diego Youth Services 3255 Wing St., San Diego 92110 sdyouthservices.org 619-221-8600		\$21.5 \$20.65 4	3	96	0	1	0	\$21.18	87	12	2	216 34	Walter Philips 16 1970		
31 (31)	SAY San Diego (Social Advocates for Youth) 4775 Viewridge Ave., San Diego 92123 www.saysandiego.org 858-565-4148		\$21.17 \$19.02 11	na	na	na	na	na	\$18.88	na	na	na	na na	Nancy Gannon Hornberger 12 1971		
32 (32)	Toward Maximum Independence 4740 Murphy Canyon Road, Suite 300, San Diego 92123 www.tmi-inc.org 858-467-0600		\$19.26 \$17.29 11	0	0	1	99	0	\$18.66	88	12	0	289 93	Rachel Harris 13 1981		
33 (35)	Veterans Village of San Diego 4141 Pacific Highway, San Diego 92110 www.vvsd.net 619-497-0142		\$17.78 \$14.51 23	5	93	0	2	0	\$17.4	89	9	2	170 13	Akilah Templeton 17 1981		
34 (36)	American Red Cross of San Diego/Imperial Counties 3950 Calle Fortunada, San Diego 92123 www.redcross.org/sandiego 858-309-1200		\$16.92 \$14.27 19	50	37	0	13	0	\$16.92	79	4	17	120 7	Sean Mahoney na 1898		
35 (38)	Helen Woodward Animal Center 6461 El Apajo Road, P.O. Box 64, Rancho Santa Fe 92067 www.animalcenter.org 858-756-4117		\$16.8 \$13.54 24	46	5	11	34	4	\$13.72	72	9	19	104 58	Michael Arms 3 1972		
36 (33)	Chicano Federation of San Diego County 3180 University Ave., Suite 400, San Diego 92104 www.chicanofederation.org (619) 285-5600		\$16.45 \$16.09 2	5	80	13	0	2	\$15.88	85	14	1	54 6	Nancy Maldonado 4 1948		
37 (37)	Lawrence Family Jewish Community Center 4126 Executive Drive, La Jolla 92037 www.lfjcc.org 858-457-3030		\$14.41 \$14.18 2	49	3	1	38	9	\$14.11	81	15	4	81 193	Betsy Lynch 6 1945		
38 (34)	Interfaith Community Services 550 West Washington Avenue, Escondido 92025 www.interfaithservices.org 760-489-6380		\$14.08 \$15.8 (11)	34	55	5	6	0	\$14.62	82	12	6	196 4	Greg Anglea 18 1979		
39 (NR)	Challenged Athletes Foundation 9591 Waples St., San Diego 92121 www.challengedathletes.org 858-210-3507		\$13.42 \$6 124	78	2	1	0	19	\$12.07	85	5	11	26 1	Virginia Tinley 16 1994		
40 (40)	Girl Scouts San Diego 1231 Upas St., San Diego 92103 www.sdgirlscouts.org 619-298-8391		\$12.78 \$12.93 (1)	11	0	6	12	71	\$12.51	81	13	6	97 27	Carol M. Dedrich 19 1917		
41 (44)	Union of Pan Asian Communities (UPAC) 1031 25th Street, San Diego 92102 www.upacsd.com 619-232-6454		\$12.4 \$11.04 12	1	98	0	1	0	\$12.02	89	10	1	147 65	Margaret Iwanaga Penrose 5 1974		
42 (42)	2-1-1 San Diego P.O. Box 881307, San Diego 92168 www.211sandiego.org 858-300-1240		\$12.38 \$12.01 3	12	87	0	0	1	\$12.75	85	11	4	198 2	William York 12 2004		

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			Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general	Fundraising			
43 (39)	Boys & Girls Clubs of Greater San Diego P.O. Box 178569, San Diego 92177 www.sdyouth.org 858-866-0591	\$11.76 \$12.7 (7)	21	41	1	29	8	\$10.29	81	10	9	38 58	Danny Sherlock 50 1941	
44 (46)	North County Lifeline Inc. 3142 Vista Way, Suite 400, Oceanside 92056 www.nclifeline.org 760-726-4900	\$11.59 \$10.52 10	20	79	0	1	0	\$11.1	83	15	2	130 15	Donald Stump 6 1973	
45 (NR)	The San Diego Museum of Art 1450 El Prado, San Diego 92101 www.sdmart.org 619-232-7931	\$11.07 \$14.95 (26)	42	0	33	17	8	\$11.94	71	25	4	58 56	Roxana Velasquez 30 1925	
46 (45)	Easter Seals Southern California 401 S. Ivy St., Escondido 92025 www.easterseals.com/southernca 760-737-3990	\$10.98 \$10.87 1	0	0	0	10	90	\$7.65	50	50	0	85 53	Debbie Ball 7 1994	
47 (41)	San Diego Natural History Museum 1788 El Prado, San Diego 92101 www.sdnhm.org 619-255-0172	\$10.79 \$11.17 (3)	35	0	13	47	5	\$10.9	82	10	8	81 92	Judy Gradwohl 17 1874	
48 (50)	Hospice of the North Coast 2525 Pio Pico Drive, Suite 301, Carlsbad 92008 hospicenorthcoast.org 760-431-4100	\$10.7 \$8.99 19	2	3	2	90	3	\$8.56	82	16	2	66 31	Sharon Lutz 14 1980	
49 (NR)	Educational Enrichment Systems 4715 Viewridge Ave., Suite 210, San Diego 92102 www.educ-enrichment.org 858-569-7273	\$10 na na	0	0	0	0	0	\$10	100	na	na	200 10	Robin Layton 25 1979	
50 (51)	Fleet Science Center 1875 El Prado, San Diego 92101 www.fleetscience.org 619-238-1233	\$9.47 \$8.27 15	39	0	1	4	56	\$9.18	78	15	7	54 38	Steven Snyder 25 1973	
51 (48)	United Way of San Diego County 4699 Murphy Canyon Road, San Diego 92123 www.uwisd.org 858-492-2000	\$9 \$9.29 (3)	79	13	3	2	3	\$8.59	74	13	13	29 5	Nancy Sasaki 21 1920	
52 (52)	Casa de Amparo 325 Buena Creek Road, San Marcos 92069 www.casadeamparo.org 760-754-5500	\$8.76 \$8.13 8	na	na	na	na	na	na	na	na	na	108 22	Tamara Fleck-Myers na 1978	
53 (57)	Promises2Kids 9400 Ruffin Court, Suite A, San Diego 92123 www.promises2kids.org 858-278-4400	\$8.76 \$5.93 48	na	na	na	na	na	\$5.72	83	4	11	26 1	Tonya Torosian 19 1981	
54 (55)	Serving Seniors 525 14th St., Suite 200, San Diego 92101 www.serving seniors.org 619-235-6572	\$7.72 \$6.64 18	41	53	5	1	0	\$7.5	82	11	7	60 27	Paul Downey 13 1970	
55 (49)	The San Diego LGBT Community Center 3909 Centre St., San Diego 92103 thecentersd.org 619-692-2077	\$7.57 \$9.16 (17)	23	74	0	0	3	\$6.69	82	9	9	62 3	Caroline Dessert, Esq. 11 1972	
56 (53)	San Diego Air & Space Museum 2001 Pan American Plaza, San Diego 92101 www.sandiegoairandspace.org 619-234-8291	\$7.54 \$8.06 (6)	10	5	3	59	23	\$7.47	78	14	8	35 29	James G. Kidrick 39 1961	

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			Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general	Fundraising			
57 (71)	Rancho Coastal Humane Society 389 Requeza St., Encinitas 92024 www.sdpets.org 760-753-6413	\$7.35 \$3.3 123	77	1	8	14	0	\$3.56	68	30	2	25 27	Judi Sanzo 10 1960	
58 (58)	Voices for Children 2851 Meadow Lark Drive, San Diego 92123 www.speakupnow.org 858-569-2019	\$6.69 \$5.82 15	61	39	0	0	0	\$5.36	74	8	18	55 5	Kelly Capen Douglas, Esq. 28 1980	
59 (59)	San Diego Habitat for Humanity 8128 Mercury Court, San Diego 92111 www.sandiegohabitat.org 619-283-4663	\$6.39 \$5.8 10	31	4	0	58	0	\$8.01	82	8	10	41 4	Lori Holt Pfeiler 5 1988	
60 (NR)	Center for Community Solutions 4508 Mission Bay Drive, San Diego 92109 www.ccssd.org 858-272-5777	\$6.07 \$5.37 13	15	80	0	0	5	\$5.59	80	12	8	56 13	Verna Griffin-Tabor 14 1969	
61 (56)	Partnerships With Industry 7540 Metropolitan Drive, Suite 105, San Diego 92108 www.pwiworks.org 619-681-1999	\$6.03 \$6.54 (8)	1	3	0	96	0	\$6.54	86	11	1	58 6	Richard Israel 8 1986	
62 (NR)	Home Start, Inc. 5005 Texas St., Suite 203, San Diego 92108 www.home-start.org 619-692-0727	\$5.96 \$6.14 (3)	9	81	2	1	7	\$5.89	76	19	5	83 5	Laura Tancredi-Baese 14 1972	
63 (60)	Noah Homes 12526 Campo Road, Spring Valley 91978 www.noahhomes.org 619-660-6200	\$5.92 \$5.17 15	2	21	2	74	1	\$6.11	82	9	9	103 27	Molly Nocon 14 1983	
64 (64)	Make-A-Wish® Foundation of San Diego 2440 Hotel Circle N., Suite 200, San Diego 92108 www.sandiego.wish.org 858-707-9474	\$5.83 \$4.65 25	88	6	4	0	2	\$4.71	78	13	9	20 1	Chris Sichel 16 1983	
65 (67)	Seacrest Foundation 211 Saxony Road, Encinitas 92024 www.seacrestfoundation.org 760-632-0081	\$5.73 \$4.46 29	71	0	29	0	0	\$2.45	75	6	20	4 0	Robin Israel 1 2002	
66 (94)	Plant With Purpose 4747 Morena Blvd., Suite 100, San Diego 92117 www.plantwithpurpose.org 858-274-3718	\$5.57 \$1.24 351	57	43	0	0	0	\$4.71	81	7	12	19 2	Scott Sabin 11 1984	
67 (61)	Monarch School Project 1625 Newton Ave., San Diego 92113 www.monarchschoools.org 619-652-4100	\$5.47 \$5.11 7	50	25	8	0	17	\$4.84	87	4	9	31 5	Afira DeVries 15 1996	
68 (43)	Jewish Federation of San Diego County 4950 Murphy Canyon Road, San Diego 92123 www.jewishinsandiego.org 858-571-3444	\$5.44 \$11.77 (54)	82	8	2	5	0	\$6.59	84	6	10	19 1	Michael Jeser 26 1936	
69 (63)	National Conflict Resolution Center 530 B St., Suite 1700, San Diego 92101 www.ncrconline.com 619-238-2400	\$5.07 \$4.74 7	30	8	0	61	1	\$4.97	75	18	7	25 43	Steven Dinkin 26 1983	
70 (47)	Meals on Wheels San Diego County 2254 San Diego Ave., Suite 200, San Diego 92110 www.meals-on-wheels.org 619-260-6110	\$5.03 \$9.36 (46)	59	3	5	32	1	\$5.03	79	7	14	53 33	Brent Wakefield 18 1960	

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			Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general	Fundraising				
71 (65)	San Diego Botanic Garden 230 Quail Gardens Drive, Encinitas 92024 www.sdbgarden.org 760-436-3036	\$4.89 \$4.63 6	28	0	1	41	30	\$3.99	72	12	16	26 5	Ari Novy 3 1993		
72 (68)	Walden Family Services 8525 Gibbs Drive, Suite 100, San Diego 92123 www.waldenfamily.org 619-584-5777	\$4.47 \$4.02 11	32	5	1	63	0	\$4.25	65	28	7	20 2	Teresa Stivers 14 1976		
73 (NR)	Mingei International Museum 1439 El Prado, San Diego 92101 www.mingei.org 619-239-0003	\$4.41 na na	na	na	na	na	na	na	na	na	na	30 0	Rob Sidner 23 1978		
74 (NR)	Community Resource Center 650 2nd Street, Encinitas 92024 www.crcncc.org 760-753-1156	\$4.23 \$4.37 (3)	26	36	0	10	28	\$4.57	75	15	10	40 10	John Van Cleef 17 1979		
75 (NR)	Mama's Kitchen 3960 Home Ave., San Diego 92105 www.mamaskitchen.org 619-233-6262	\$3.81 \$2.96 29	57	20	5	5	13	\$2.97	79	5	16	19 5	Alberto Cortés 6 1990		
76 (85)	Catholic Community Foundation of San Diego 4747 Morena Blvd., Suite 300, San Diego 92117 www.ccfcd.org 858-397-9700	\$3.62 \$1.97 84	87	0	2	11	0	\$1.36	73	17	10	3 0	Gary Rectenwald 13 2015		
77 (NR)	Museum of Us⁽¹⁾ 1350 El Prado, San Diego 92101 www.museumofus.org 619-239-2001	\$3.6 \$4.31 (17)	8	27	6	57	2	\$4.78	77	14	9	16 0	Micah Parzen 22 1915		
78 (NR)	Lucky Duck Foundation 2683 Via de la Valle #G259, Del Mar 92014 www.luckyduckfoundation.org 858-259-6003	\$3.54 \$2.29 54	98	1	1	0	0	\$1.13	76	4	20	5 0	Drew Moser 14 na		
79 (78)	Reality Changers 3910 University Ave., Suite 400, San Diego 92105 www.RealityChangers.org 619-516-2222	\$3.24 \$2.46 32	55	38	0	7	0	\$3.14	73	8	19	19 1	Tamara Craver 11 2001		
80 (88)	Barrio Logan College Institute (BLCI) 2114 National Avenue, San Diego 92113 www.blici.org 619-232-4686	\$2.89 \$1.7 70	50	50	0	0	0	\$2.15	70	20	10	17 14	Jose Angel Cruz 13 1996		
81 (76)	Alzheimer's San Diego 6632 Convoy Court, San Diego 92111 www.alzsd.org 858.492.4400	\$2.76 \$2.72 1	59	32	1	0	8	\$2.36	86	8	6	21 1	Eugenia Welch 18 2015		
82 (75)	Accion San Diego 404 Euclid Ave., Suite 271, San Diego 92114 www.accion.org 619-795-7250	\$2.67 \$2.73 (2)	41	17	1	41	0	\$2.3	96	3	1	19 3	Elizabeth Schott 15 1994		
83 (NR)	Big Brothers Big Sisters of San Diego County 4305 University Ave., Suite 590, San Diego 92105 www.sdbigs.org 858-536-4900	\$2.66 \$2.16 23	na	na	na	na	na	\$2.57	69	13	18	31 3	Tina Rose 32 1961		
84 (77)	The San Diego River Park Foundation 4891 Pacific Highway, Suite 114, San Diego 92110 www.sandiegoriver.org 619-297-7380	\$2.65 \$2.47 7	50	49	1	0	0	\$2.39	91	5	4	9 3	Rob Hutsel 19 2001		

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			Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general				Fundraising
85 (87)	Susan G. Komen San Diego 4699 Murphy Canyon Road., Suite 102, San Diego 92123 komensandiego.org 8585732760	\$2.39 \$1.85 29	90	4	1	0	5	na	82	8	10	8 1	Meredith Hall-Chand 17 1995	
86 (84)	San Diego Futures Foundation 4283 El Cajon, Suite 220, San Diego 92105 www.sdfutures.org 619-269-1684	\$2.25 \$1.99 13	0	54	3	43	0	\$2.02	78	22	0	11 6	Gary Knight na 1999	
87 (81)	The Honor Foundation 11055 Roselle St., Suite 120, San Diego 92121 www.honor.org 619-916-6421	\$2.24 \$2.22 1	100	0	0	0	0	\$2.24	74	11	15	16 0	Matt Stevens 18 2013	
88 (74)	Junior Achievement of San Diego County Inc. 4756 Mission Gorge Place, San Diego 92120 www.jasandiego.org 619-682-5155	\$2.12 \$2.98 (29)	47	17	0	27	9	\$2.45	52	26	22	13 10	Siddhartha Vivek 41 1950	
89 (83)	Support The Enlisted Project (STEP) 9951 Businesspark Ave., Suite A, San Diego 92131 www.stepsocal.org 8586956810	\$2.07 \$2.06 1	31	30	0	0	39	\$2.03	84	7	10	11 2	Tony Teravainen 3 2012	
90 (86)	Alliant Educational Foundation 10455 Pomerado Road, San Diego 92131 www.allianted.org 858-635-4488	\$1.92 \$1.93 (0)	7	24	20	0	49	\$11.52	22	77	1	2 2	Valin Brown 14 2015	
91 (89)	I Love A Clean San Diego County 5797 Chesapeake Court, Suite 200, San Diego, CA 92123 www.cleansd.org 619-291-0103	\$1.88 \$1.59 18	20	14	2	67	1	\$1.76	73	10	17	20 0	Len Hering 15 1954	
92 (82)	Living Coast Discovery Center 1000 Gunpowder Point Drive, Chula Vista 91910 www.thelivingcoast.org 619-409-5900	\$1.68 \$2.19 (23)	na	na	na	na	na	\$1.82	na	na	na	na na	Ben Vallejos na 1987	
93 (93)	Burn Institute 8825 Aero Drive, Suite 200, San Diego 92123 www.burninstitute.org 858-541-2277	\$1.64 \$1.3 26	64	34	2	0	0	\$1.43	79	11	10	8 3	Susan Day 16 1972	
94 (91)	San Diego Oasis 5500 Grossmont Center Drive, Suite 269, La Mesa 91942 www.sandiegooasis.org 619-881-6262	\$1.57 \$1.46 7	20	32	1	45	2	\$1.6	75	15	10	7 33	Simona Valanciute 15 1987	
95 (92)	Survivors of Torture, International P.O. Box 151240, San Diego 92175 www.notorture.org 619-278-2400	\$1.56 \$1.31 20	16	76	0	0	8	\$1.42	86	9	5	12 2	Kathi Anderson 1 1997	
96 (96)	Foundation for Animal Care and Education (FACE) 10505 Sorrento Valley Road, Suite 175, San Diego 92121 www.face4pets.org 858-450-3223	\$1.35 \$1.22 10	92	0	8	0	0	\$1.16	66	22	12	5 2	Danae Davis 12 2006	
97 (95)	Emilio Nares Foundation 2650 Truxtun Road, Suite 202, San Diego 92106 www.ENFHope.org 858-571-3328	\$1.18 \$1.68 (30)	36	29	0	35	0	\$1.23	59	34	7	10 5	Karen Terra 14 2003	
98 (98)	Villa Musica - San Diego's Community Music Center 10373 Roselle St., Suite 170, San Diego 92121 www.villamusica.org (858)550-8100	\$1.13 \$1.13 0	18	10	0	72	0	\$1.15	77	20	3	5 28	Fiona Chatwin 12 2005	

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			Fundraising	Grants/fees	Investment income	Program service fees	Other	San Diego expenses (millions)	Service to clients	Management/general	Fundraising				
99	Boys to Men Mentoring 3322 Sweetwater Springs Blvd., Suite 204, Spring Valley 91977 www.boystomen.org 619-469-9599	\$0.89 \$0.87 2	76	13	na	na	11	\$0.87	57	11	31	5 1	Rosemarie Courtney 6 1996		
100 (101)	Olivewood Gardens and Learning Center 2525 N Avenue, National City 91950 www.olivewoodgardens.org 619-434-4281	\$0.85 \$0.82 3	12	82	1	5	0	\$0.77	84	8	8	7 18	Jen Nation 10 2008		
101 (NR)	Computers 2 Kids 8324 Miramar Mall, San Diego 92121 www.c2k.org 858-200-9787	\$0.81 \$1.11 (27)	35	13	1	51	0	\$0.9	96	2	2	25 3	Cheri Pierre 18 2004		
102 (NR)	Palomar Health Foundation PO Box 463063, Escondido 92046 www.palomarhealthfoundation.org 760.739.2787	\$0.71 \$0.83 (14)	na	na	na	na	na	na	na	na	na	7 1	Wayne Herron 15 1987		
103 (NR)	Champions For Health 5575 Ruffin Road, Suite 250, San Diego 92123 www.championsforhealth.org 858-300-2789	\$0.66 \$0.6 10	15	18	0	50	17	\$0.6	88	8	4	5 0	Adama Dyoniziak 12 1968		
104 (103)	Solana Center for Environmental Innovation 137 N. El Camino Real, Encinitas 92024 www.solanacenter.org 760-436-7986	\$0.6 \$0.53 13	3	11	0	83	3	\$0.55	85	12	3	7 6	Jessica Toth 7 1983		
105 (104)	Wounded Warrior Homes Inc. 1145 Linda Vista Drive, Suite 104, San Marcos 92078 www.woundedwarriorhomes.org 760-205-5050	\$0.52 \$0.49 6	54	28	0	4	14	\$0.55	78	10	11	4 1	Mia Roseberry 6 2009		
106 (106)	La Jolla Golden Triangle Rotary Club Foundation 14918 Rancho Nuevo, Del Mar 92014 www.ljgtrrotaryclubfoundation.org 858-692-3310	\$0.43 \$0.34 26	0	100	0	0	0	\$0.45	100	0	0	0 0	Steve Brown 9 1990		
107 (107)	Kids' Turn San Diego 4909 Murphy Canyon Road, Suite 515, San Diego 92123 www.kidsturnsd.org 858-521-0027	\$0.37 \$0.3 24	22	28	1	49	0	\$0.33	68	18	14	1 14	Cindy Grossman 6 1996		
108 (105)	Leap to Success 5205 Avenida Encinas, Suite A, Carlsbad 92008 www.leaptosuccess.org 760-710-9510	\$0.37 \$0.36 2	23	76	1	0	0	\$0.32	77	14	9	2 5	Dana Bristol-Smith 7 2013		
109 (109)	Wesley House Student Residence 5710 Hardy Avenue, #12, San Diego 92115 www.wesleysdsu.org 619-582-0773	\$0.36 \$0.24 50	na	na	na	na	na	na	na	na	na	3 2	Jesus Gonzalez 9 2005		
110 (113)	Prevent Drowning Foundation of San Diego P.O. Box 90622, San Diego 92169 www.preventdrowningfoundation.org 619-415-0039	\$0.3 \$0.18 69	51	5	0	44	0	\$0.25	67	18	15	0 0	Buc Buchanan 9 2009		
111 (111)	Adaptive Sports and Recreation Association P.O. Box 153792, San Diego 92195 www.adaptivesportsandrec.org 619-336-1806	\$0.19 \$0.2 (2)	na	na	na	na	na	na	na	na	na	na na	Burt Grossman na 2006		
112 (NR)	Casa Familiar 119 W. Hall Ave., San Ysidro 92173 www.casafamiliar.org 619-428-1115	\$0.1 \$0.02 344	2	20	0	3	75	\$0.1	95	5	0	32 10	Elizabeth Cuestas 5 1973		
113 (NR)	VetCTAP/JBS Transition Experts PO Box 123, San Luis Rey 92068 vetctap.org 858-831-8667	\$0.04 \$0.08 (47)	0	90	0	0	10	na	90	10	0	0 1	Janis Whitaker 1 2016		
114 (115)	Kim Center for Social Balance 5173 Waring Road, Suite 58, San Diego 92120 kimcenter.org	\$0.04 \$0.08 (48)	35	63	0	0	2	\$0.02	88	10	2	1 0	Hei-ock Kim 8 2016		
115 (NR)	Fine Print Funding Inc. 4511 30th Street #6, San Diego 92116 www.fineprintfunding.org (619) 333-6507	\$0.03 \$0 0	85	15	0	0	0	\$0.01	96	4	0	0 0	Chantal Crompton 1 2018		
116 (NR)	The Salvation Army San Diego Regional Office 6605 University Ave, San Diego 92115 www.sandiego.salvationarmy.org 619-231-6000	\$0.03 na na	na	na	na	na	na	na	82	na	na	na na	Lt. Colonel Lee Lescano 1 1887		

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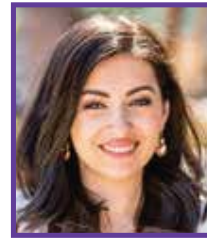
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 President
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Jackie Mazur
 President
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 Community HousingWorks



Christina Morgan
 Of Counsel
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 and Workplace Curology



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Mackenzie Sims
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**Harinee Trivedi,
 PE, PMP**
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Jennifer Trowbridge
 Junior Partner
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LOREN UBER
 President
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Ben Wagner
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Tara Weisinger
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Mark Wernig
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Vanessa Wieliczko
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 HoyleCohen



Chase Wilsey
 Vice President
 Wilsey Asset Management



Sema Zavulunova
 VP/Director of Recruiting
 Boutique Recruiting



Lily Zhang
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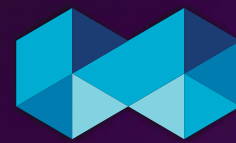
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Keys To Success

Breakfast at the BMC Lecture Series: Changing the Landscape of Life Sciences in San Diego

Date/Time: Thursday, Oct. 29, 2020 from 2:00 to 4:00 p.m.

Location: Virtual Conference

Price: Free Admission or \$20 Suggested Donation

Event Website: www.accelevents.com/e/BABMC2020

Speakers: Tracy A. Murphy, President, IQHQ and Stephen A. Rosetta, CEO, IQHQ



Event description: San Diego-based life sciences real estate developer IQHQ's acquisition and rebranding of the San Diego Research and Development District (The RaDD) on the waterfront is a game-changer. The premier development is poised to spark the commercial life science market in San Diego by attracting top-tier companies and talent with an iconic urban, mixed-use waterfront campus including laboratory, office and retail space. Join us to hear about IQHQ's plans for the project and to understand how this will bolster the local economy, while changing the landscape of downtown and the life sciences market.

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Hotels

➔ from page 1

spending generates \$26.6 million in local and state tax revenues, Gaul said.

“The community wanted something special like this – that’s why it was important we created something that fit the personality of Oceanside,” she said. “This is something that will not only generate significant economic impact, but a place that locals can use for larger meetings or weddings; a lot of the events that should’ve been happening in our hometown we’ve had to leave the city for. But, not anymore. This will generate economic impact but also be a place the community can use for its needs.”

Top Gun House

Michael Stephens, area managing director of both properties, said Mission Pacific Hotel will open first and will have 161 rooms and suites; three food and beverage concepts including the only rooftop bar in North County, and a Baja cuisine-inspired restaurant; and almost 5,000 square feet of meeting space.



Visit Oceanside
President/CEO
Leslee Gaul

The hotel, part of Hyatt’s Joie de Vivre boutique hotel brand, will also be home to the 1887-built Victorian-style Graves House, featured in the 1986 movie “Top Gun” starring Tom Cruise and Kelly McGillis. The ownership group has spent over \$1 million to renovate and transport the home to the Mission Pacific Hotel’s courtyard, said Stephens.



Oceanside Beach
Resort Owner LLC
Area Managing
Director
Michael Stephens

The Seabird Resort will have 226 guest rooms and suites, he said, with one farm-to-table restaurant and a bar lounge with ocean views, a full-service spa and fitness center, a library and



Photo courtesy of Oceanside Beach Resort Owner, LLC

Mission Pacific Hotel and The Seabird Resort will be the largest oceanfront resort development in San Diego County in more than half of a century, collectively spanning 700 feet of beachfront property. This is a rendering of the pool at The Seabird Resort.

more than 20,000 square feet of meeting space.

500 Parking Spots

Underneath both properties will be roughly 500 parking spots, said Stephens, to make up for the parking that used to live on the land previously. Another interesting aspect of the hotel is its partnership with the Oceanside Museum of Art, he said, which the hotels are curating their artwork from.



SDSU
School Director
Carl Winston

“Within The Seabird Resort, we will actually have an exhibit that will rotate four or five times per year,” Stephens said. “All the artists being featured are from Southern California, many of them

from Oceanside or the San Diego County area. There’s going to be a very significant tie to the community here.”

Carl Winston, director of the L Robert Payne School of Hospitality & Tourism Management at San Diego State University, said the properties will potentially attract those in the drive-in market, including in Orange County and Los Angeles, mostly due to its convenient location.

“It’s the closest San Diego County city to both L.A. and O.C.,” he said. “Up to now, if you told people in Los Angeles or Orange County, ‘let’s go on vacation in Oceanside,’ it wasn’t an easy sell. The city really lacked a product to be a desirable community. But now, I think Oceanside finally has a product that will sell well.”

Significant Economic Driver

Brandon Hendricks, area director of sales and marketing of both Mission Pacific Hotel and The Seabird Resort, said the goal is for the properties to help



“The community wanted something special like this – that’s why it was important we created something that fit the personality of Oceanside.”

LESLEE GAUL

Oceanside become a highly visited tourist destination, thus, a significant economic driver to the region.

“Oceanside is a quickly evolving destination, home to some of the world’s best surfing and water sports and we’re excited to offer guests two unique hotel experiences inspired by this captivating locale,” he said. “Offering stunning ocean views, new restaurants, bars and event venues, Mission Pacific Hotel and The Seabird Resort will continue Oceanside’s emergence as an authentic destination along San Diego’s beautiful north shore.” ■



Photo courtesy of Oceanside Beach Resort Owner, LLC

The pools at Mission Pacific Hotel and The Seabird Resort, opening in Oceanside spring 2021, are both oceanfront. This is a rendering of the pool at Mission Pacific Hotel.

Mission Pacific Hotel	MISSION PACIFIC
OPENING: 2021	
MANAGING DIRECTOR: Michael Stephens	
HEADQUARTERS: Oceanside	
BUSINESS: hotel.	
EMPLOYEES: 400 total combined with The Seabird Resort.	
WEBSITE: www.missionpacifichotel.com	
NOTABLE: The Top Gun house will sit in its courtyard.	

The Seabird Resort	THE SEABIRD
OPENING: 2021	
MANAGING DIRECTOR: Michael Stephens	
HEADQUARTERS: Oceanside	
BUSINESS: resort.	
EMPLOYEES: 400 total combined with the Mission Pacific Hotel.	
WEBSITE: www.theseabirdresort.com	
NOTABLE: will have immediate beach access.	



REAL ESTATE

Ray Huard | rhuard@sdbj.com

Big Gains Seen in Hot Industrial Market

Otay Mesa Building Sells for \$2M More than it Sold for a Year Ago

■ By RAY HUARD

Stos Partners has sold an Otay Mesa industrial building for \$2 million more than the Encinitas firm paid for it a year ago in a deal that underscores the strength of San Diego's industrial market overall with Otay Mesa a bright spot.

Tremendous Appreciation

"Otay Mesa in the last 12 to 24 months has seen tremendous appreciation, both in rents and pricing, more so than the rest of San Diego County," said **Jason Richards**, a partner in Stos Partners.

Stos Partners acquired the 56,300 square-foot cold storage building at 9925 Airway Road in June 2019 for \$6.2 million and sold it for \$8.4 million in October 2020.

The deal was brokered on Stos behalf by **Louay Alsadek**, **Hunter Rowe**, **Erik Parker** and **Matthew Pourcho** of **CBRE**.

The buyer was not disclosed.

E-commerce companies led by **Amazon** are scooping up industrial property in Otay Mesa and elsewhere in San Diego County, said **CJ Stos**, principal of Stos Partners.

Stos said what lies ahead "is a big question mark right now," but he said he's concerned that a slowdown could develop as companies that kept their businesses going through the early stages of the COVID-19 pandemic run with government funding have to make it on their own.

"We think we'll see some buying opportunities because of businesses closing their doors," Stos said.

A more optimistic outlook came from third quarter 2020 reports from some commercial real estate brokerages.

White Hot

"White hot," was how **Aric Starck**, vice chairman of **Cushman & Wakefield's** San Diego offices described the industrial market.

"There's more demand than I've seen in the last five years," Starck said. "Otay and South County are very hot. A lot of that is due to the cross border business."

In Central San Diego, there's little available.

"There are tenants out there in the market right now that cannot find suitable distribution space," Starck said. "A lot of these e-commerce companies like your **Wayfair**, your **Lowes**, your **Home Depot**, your **Amazon** types, they're trying to get as close proximity to residential areas."

North County, which used to be the go-to place for industrial property, is running out of land.

"In all of North County, there's only one remaining site that's over 10 acres of land," Starck said. "Almost all of the new product has been absorbed or is in negotiation." ■



Stos Partners
Partner
Jason Richards



Stos Partners
Principal
CJ Stos



Ware Malcomb designed new Carlsbad offices for Airspace Technologies that combined a modern look with touches of the start-up origins of the logistics company

Ware Malcomb Designs Logistics Co. Offices

Carlsbad Space Gives Company Modern, Cleaner Look

■ By RAY HUARD

Ware Malcomb has designed new office space for **Airspace Technologies** in a Carlsbad building that had previously been renovated under a design by Ware Malcomb that split a single structure into two separate buildings with a paseo in between.



Ware Malcomb
Director Interior
Architecture and
Design
Angela Ryan

Cleaner Look

Airspace Technologies wanted new offices that kept the somewhat scruffy feel the company had as a startup but also projected a modern, cleaner look of a company on the move, said **Tiffany English**, Ware Malcomb principal. "It was a combination of acknowledging where they'd come from and elevating them to their new space," English said.

The general contractor on the project was **Good & Roberts**.

Airspace Technologies is a logistics company that focuses on the quick delivery of crucial items from human organs for transplant to airplane parts, according to its website.

The company recently moved to its new location in an industrial park at 5909 Sea Otter Place.

\$1.7 Million Project

The \$1.7 million project took what was an empty shell on the second floor of the smaller of the two buildings and turned the 23,000 square feet of space Airspace Technologies leased into what Ware Malcomb described as "a more sophisticated and connected environment."

"We got to start from scratch with their program," English said.

Airspace Technologies has three distinct departments and English said Ware Malcomb took that into account by designing a "neighborhood layout" that gives each group its own work area tailored to their activities.

The design and engineering departments have several meeting areas in a mix of enclosed rooms and impromptu stand up work areas.

The administration department has more private offices and phone or focus pods.

A central reception area, board room and break area was designed as a hub for workers to collaborate among the various departments and welcome visitors.

"It's pretty open, it kind of does a U-shape around the floor plan so you transition from the administrative team to the programming team," said **Angela Ryan**,

director of interior architecture and design in Ware Malcomb's San Diego offices.

The building is on a canyon with expansive views toward the ocean and Ware Malcomb used varying shades of green to tie that in as well as reflect Airspace Technologies' branding, which is done in shades of green.

The overall look is fairly open, with what Ware Malcomb called "acoustic ceiling clouds" above workstations to dampen sound.

Keeping in Touch With Origins

"We wanted to optimize the large, expansive glass," English said.

Keeping a touch of Airspace Technologies' origins as a start-up meant adapting some material from the company's former offices, English said, including keeping a rope sculpture and what Ryan called three phone booths or privacy pods.

Ware Malcomb in 2017 renovated what was an industrial building into a mixed-use project, dividing a 260,000 square-foot building into two separate buildings totaling 235,000 square feet.

That includes the two-story office building that Air Technologies has moved into and a one-story adjacent building.

We tore down a portion of the warehouse space connected to the office space and created an outdoor amenity," English said, referring to a paseo that was created between what had become a two-building project.

"It's now become a new use for that (paseo) space instead of just one building," English said.

Designed with **LdG Landscape Architects**, the paseo also includes an outdoor amphitheater, barbecue area, outdoor seating, shade sails and outdoor cafe. ■



Ware Malcomb
Principal
Tiffany English

Stos Partners



FOUNDED: 2016

PRINCIPAL: CJ Stos

HEADQUARTERS: Encinitas

BUSINESS: real estate investment

NUMBER OF EMPLOYEES: 15

REVENUE: About \$100 million for 2019 and 2010 combined

WEBSITE: www.stospartners.com

NOTABLE: Stos Partners has acquired more than 125 buildings, manages more than 3 million square feet of space and has invested more than \$600 million.

Ware Malcomb

WARE MALCOMB

FOUNDED: 1972

CEO: Ken Wink

SAN DIEGO HEADQUARTERS: Sorrento Valley

BUSINESS: Architectural design and engineering firm

EMPLOYEES: 550+

WEBSITE: www.waremalcomb.com

NOTABLE: With office locations throughout the U.S., Canada and Mexico, the firm specializes in the design of commercial office, corporate, industrial, science and technology, healthcare, retail, auto and public/institutional facilities and renovation projects.

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COMPASS

Holographic

➔ from page 1

Holographic Software

“With the introduction of RYZ we are excited to show the world a completely new way of interacting with holographic technology right in the palm of their hands,” said Ward. “We firmly believe that the launch of RYZ will lead to significant advances in visual technology and will impact how both consumers and businesses leverage it.”



Ikin
Chief Technology
Officer
Taylor Scott

The company's patented holographic technology works in ambient light, is compatible with both Android and iOS operating systems, and does not require goggles or headwear.

IKIN's technology will enable anyone to create personalized 3D holograms which can be made using a smartphone.

The free-standing holograms can be recorded, replayed, and even manipulated by the user. In practice, this means the user can interact with the 3D images as if they were real life objects.

“IKIN is pioneering new visual technologies. We're taking a unique stance on AI manipulated visual rendering environments and then utilizing 5g frameworks to create holographic experiences,” said Scott. “We've created an API and software system which gets embedded onto your devices and then can create this entire production system

for really any device on the planet.”

Preparing for Launch

IKIN is scheduled to have its official launch to developers in December this year, and is expected to roll out its consumer-facing solution in early May of next year.

The company sees opportunity across multiple verticals, said Ward, noting that the mobile gaming industry alone is in the “multi-billions” which IKIN plans to capitalize on. Other verticals include healthcare and telemedicine, IoT and industrial, and mobility solutions.

“We're in the process of talking to a number of potential partners on both the content side and the distribution side. Those conversations are going very well,” said Ward. “There's a huge amount of positive energy around what we're doing.”

In terms of the business model, the company plans to monetize through manufacturing, licensing and through a subscription model.

In addition, IKIN will offer a revenue sharing model to encourage a wider audience of both consumer and business users.

Ken Wilbur, associate professor of business analytics and quantitative marketing at **UC San Diego's Rady School of**



The San Diego-based company is developing the first holographic technology that can sit in the palm of your hand without requiring additional headwear.

Photo Courtesy of Ikin.

Management, provided his perspective on the growing holographic software trend and overall market.

“Technologies like this typically evolve in unexpected ways. Virtual reality and augmented reality bets go back to the 1980s with major improvements recently. It might be really exciting if IKIN can render without goggles,” said Wilbur. “There are some interesting challenges involved.”

Prior to IKIN, Ward served as vice president global channel strategy at **ShoreTel**. A seasoned technology executive, he also held senior positions at **Vertical Communications** (acquired **Fulton Communications**), **Inter-Tel Technologies Inc.** and **Mitel**.

Scott, formerly worked as a private biochemical researcher for 12 years. **Doug Garnhart** is the chief financial officer, **Cody Oakland** is the vice president of marketing and **Al Loaiza** is the executive vice president at IKIN.

So far, the company has raised over \$10 million from investors, with plans to raise additional capital around the end of 2021. Headquartered in La Jolla, the company employs 22 local staffers.

“We're absolutely committed to expanding our footprint within the San Diego Community. We believe we can keep top talent and build a successful company here in San Diego,” said Ward. ■

Ikin	IKIN inc.
FOUNDED: 2017	
CEO: Joe Ward	
HEADQUARTERS: La Jolla	
BUSINESS: Maker of holographic hardware and software	
EMPLOYEES: 22	
WEBSITE: www.ikininc.com	
NOTABLE: Co. plans to launch its holographic solution to developers in December this year.	

Cue

➔ from page 1

Cue Health to the point where it can produce 100,000 of its unique COVID-19 test kits per day.

“We are excited to be part of this historic, first-of-its-kind initiative led by the U.S. government to deploy point-of-care molecular testing to protect the health of Americans,” said **Ayub Khattak**, founder and CEO of Cue, in a statement distributed by the company. “Our vision in designing the Cue Health Monitoring System was to enable individuals to have more control over their health and lives by providing access to actionable, accurate health data in real time. The U.S. government's support has and will allow us to fulfill this vision in this particularly critical moment.”

Test Identifies RNA

The Cue COVID-19 test is a molecular test that detects the RNA of SARS-CoV-2 in about 20 minutes using a swab sample taken from the lower part of the nose.

Cue's COVID-19 test runs on the compact and portable Cue Health Monitoring System. A single-use COVID-19 test kit includes a COVID-19 test cartridge as well as a sample-collection wand.

The single-use Cue test cartridge contains all the biochemistry needed to perform the molecular test. The reusable, battery-operated Cue cartridge reader runs the test cartridge and communicates results to the Cue Health App in about 20 minutes. The Cue Health App on the user's mobile smart device is the user interface for test information,



Photo courtesy of Cue Health Inc.

Key components of Cue Health's COVID-19 test include a cartridge, swab and a reusable cartridge reader, which sends test results to a smartphone. Federal funds will increase Cue's ability to turn out more point-of-care tests.

instructions and display of test results.

Emergency Use Granted

In June, the **U.S. Food and Drug Administration** gave Cue Emergency Use Authorization, which allows the Cue COVID-19 test to be used in patient care settings under the supervision of qualified medical personnel.

The Defense Department awarded the \$481 million sum on behalf of the **U.S. Department of Health and Human Services**.

The Pentagon announcement described the award as an expansion of the domestic

industrial base. Cue said the move will help it onshore its supply base.

Cue has been working on its test for 10 years. Prior to COVID-19, company leaders envisioned that their test would detect influenza as well as other respiratory pathogens.

In June 2020, the business announced that it closed \$100 million in Series C funding.

Mayo Clinic conducted a prospective study to evaluate the accuracy of the Cue COVID-19 test. Preliminary information was made available to the Health

and Human Services Department. Mayo Clinic and its collaborators plan to publish results in the future.

Not the Typical Defense Contract

The government funding effort was led by the Pentagon's Joint Program Executive Office for Chemical, Biological, Radiological and Nuclear Defense, in coordination with the DOD Defense Assisted Acquisition Cell and funded through the Health and Human Services Office of the Assistant Secretary for Health to enable and support domestic production of critical medical resources.

A Pentagon announcement described the grant as an “other transaction.”

Such transactions “are legally binding instruments that may be used to engage industry and academia for a broad range of research and prototyping activities,” said a general summary of the financial instrument on a **U.S. Air Force** website. “OTs are typically defined by what they are not: they are not standard procurement contracts, grants or cooperative agreements.” ■

Cue Health Inc.	CUE
FOUNDED: 2010	
CEO: Ayub Khattak	
HEADQUARTERS: Sorrento Valley	
BUSINESS: Producer of medical devices for the home and clinical settings	
PRE-REVENUE FUNDING: Cue received \$100M in series C funds in June	
EMPLOYEES: 100	
WEBSITE: www.cuehealth.com	
NOTABLE: In 2018, Cue received \$30 million from the Biomedical Advanced Research Development Authority (BARDA) to develop its technology	

Knockaround

► from page 4

Price Point

Moyer, who founded the company in 2005, attests the growth to a handful of elements.

“One big one being our price point,” he said. “People are not sure of the economy. They are conserving money more than they were before. They are less likely to spend \$150 on a pair of sunglasses and more likely to spend \$30 on them, which is our price point. Also, people are spending more time outside. There is less to do indoors, so, people end up playing more in the park, outside, and they need a pair of sunglasses. And then, of course, we sell most of our glasses on the site, as we sell predominately online, so people don’t have to go to the store to get the product.”

All of those reasons have helped the company turn things around pretty quickly after the initial COVID hit, said Moyer. Now, the company is on track to have its best year-to-date, he said.

Custom Shop

Tony Martinez, director of marketing, said, aside from the quality and value of the Knockaround product, the company’s success is also due to the amount of

options it offers.

“Beyond functionality, the cool part of our company is the design, the creativity and colors,” he said. “We offer tons of options, not just off the shelf, but through our custom shop. Anyone can pop up there and design their own pair of glasses that are unique to them, with polarized lenses, for \$35, which is a fraction of the price you would spend on other brands.”

Moyer said the custom shop portion of the website is one of the fastest growing segments of the company. He said it is equivalent to that of **Nike ID**, for example, where customers could go and customize their own pair of sneakers. On the Knockaround custom shop, visitors can design their sunglasses that are then built by hand in the Knockaround warehouse in Barrio Logan. Once the order is received, he said the glasses, which are sourced from China, are built and shipped out within two or three business days.

Wholesale Segment

Going into 2020, the initial plan for Knockaround was to continue to sell through e-commerce (via its site and on **Amazon**) while simultaneously grow its



Knockaround, LLC
CEO
Adam Moyer

wholesale segment, meaning selling into brick and mortar stores. But, because of COVID, that retail part has fallen off somewhat, he said, from 20% to 10% in sales. Moyer said he hopes to put more focus on this sector in the coming year, adding that some of the company’s current partners include smaller mom and pop shops as well as 100 **West Marine** boating shops around the country and 50 **Kohl’s** stores.

Knockaround also continues to do partnerships with other companies and organizations, including the **San Diego Zoo** and **Shark Week**, the latter which is on its sixth



Knockaround, LLC
Director of Marketing
Tony Martinez

or seventh year of collaboration. The way it works is the company seeks out other corporations it would like to partner with and designs a limited-edition product. That product is then sold on Knockaround’s website as well as by the contracted company.

He said the benefit for Knockaround is that it allows the brand to be seen by an audience that might not otherwise know of it. This summer, the company sold over 10,000 pairs of **Shark Week** sunglasses,

Moyer said, more than ever before.

In addition to the collaborations, Knockaround also markets via digital advertising, said Moyer, like paid **Google** search and **Facebook** and **Instagram** ads.

Small Investment

Moyer, who attended art school at **UC San Diego**, founded Knockaround with \$500 from his own savings after losing an expensive pair of **Ray Ban** sunglasses. In 2009, he received a small, undisclosed investment amount from **SeedInvest**, an equity crowdfunding platform headquartered in New York City. It was exactly what he needed to kick business into high gear, he said.

In 2021, Moyer said Knockaround will continue to be in full growth mode. He said he will continue to focus on growing its wholesale sector as well as landing more joint ventures. ■

Knockaround, LLC

Knockaround

FOUNDED: 2005

CEO: Adam Moyer

HEADQUARTERS: Old Town

BUSINESS: sunglasses company.

REVENUE: \$8.7M in 2019; projected to reach \$12.5M in 2020

EMPLOYEES: 30

WEBSITE: www.knockaround.com

NOTABLE: most of the company’s customers are repeat.

Two Roots

► from page 8

“It is truly inspiring to see the strong entrepreneurial spirit of this year’s participants,” she said. “Despite the challenges small businesses have faced this year, they’ve brought incredible energy, innovation and ingenuity to their product pitch meetings, and we are excited about what this means for our customers, our communities and our commitment to source an additional \$250 billion in U.S. manufactured products that support American jobs.”

Added Walmart CEO **Doug McMillon**: “We want to help small business owners weather the current situation and take care of their employees, so that after this

pandemic, they and the communities they serve can thrive.”

Gold and Bronze Medals

Van de Mortel said aside from having a strong product and audition, it worked in their favor that Two Roots secured a gold medal at the **Great American Beer Festival** in 2019. Earlier this month, the company found out it won the bronze medal at the 2020 event, he said. What’s even more exciting is that, while there was a separate non-alcoholic beer category last year, which received 17 submissions, this year it was consolidated with the session beer grouping, or beers with up to 5% alcohol by volume, for a total 89 entries.

“For us to come in third with a non-alcoholic beer against 89 entries, of which the vast majority was alcoholic, we took that as a massive compliment to the product and

the quality we put out in the marketplace,” he said. He adds that the non-alcoholic category is a relatively new segment for Walmart, and Two Roots is honored to be one of the companies to introduce the category to the Walmart customer.

Long-Term Growth Plan

“We are seeing this run with Walmart as a really important test for us to share knowledge and experience for buyers to make really informed, sound decisions on how to best move forward with their consumption,” said Van de Mortel. He said there will be heavy focus placed on signage and promotion as a result. “From there, we hope to show the viability of the category as a whole and start expanding to other parts of the country.”

Two Roots non-alcoholic, non-cannabis infused beer launched in fall 2019, just

months after its non-alcoholic, cannabis-infused beer counterpart was released in the spring. Two Roots products are in a total 350-plus on-premise and off-premise doors, said Van de Mortel. The long-term growth plan for the company includes launching in Southern California in Q4 of this year, followed by the north east region in Q1 and then the south and the Midwest in Q2 of 2021, he added. ■

Two Roots Brewing Co.

TWO ROOTS

FOUNDED: 2018

PRESIDENT: Timothy Walters

HEADQUARTERS: Sorrento Valley

BUSINESS: non-alcoholic beer brewery.

EMPLOYEES: 35

WEBSITE: www.tworootsbrewingCo.com

NOTABLE: subsidiary of Lighthouse Strategies LLC.

Military

► from page 1

take credit for sustaining approximately 342,500 jobs in the county, up 7.7% from the previous year. That makes up 23% of the San Diego economy.

Considering the effects of dollars turning over in the economy, study authors said the military is responsible for one-quarter of the gross regional product, worth \$52.4 billion. The figure is up 5.7% from the previous year.

“San Diego’s regional economy is fueled in large part by the military and defense partnerships we forged over the past century, and the tremendous contributions to our community from the men and women who serve our country and call San Diego home,” San Diego Mayor **Kevin Faulconer** said in a statement. “This report illustrates how they make our city stronger and more resilient, and they will play a major role as we work together to help our economy rebound and recover from this global pandemic.”

Like a Major Corporation

Report authors counted three aircraft carriers as well as 56 other ships and

submarines based in San Diego. Each carrier supports more than 3,000 sailors. San Diego’s count of aircraft carriers fluctuates by the year, and in 2020, the region went from one to three carriers calling San Diego their home port. Report authors compared the presence of three aircraft carriers to the presence of a major corporation.

San Diego County military bases were home to 57,937 uniformed members of the U.S. Navy and 48,240 members of the U.S. **Marine Corps** during the recently ended fiscal year. The numbers exclude reservists. Another 5,465 employees were members of the Navy medicine community.

Sailors, Marines, officers and civilian employees of the military services in San Diego County earned total compensation of \$12.3 billion in fiscal 2020, up 3.5% from \$11.9 billion in fiscal 2019. Those dollars turned over in the economy of San Diego County and beyond.



San Diego
Mayor
Kevin Faulconer

“

“San Diego’s regional economy is fueled in large part by the military and defense partnerships we forged over the past century, and the tremendous contributions to our community from the men and women who serve our country and call San Diego home.”

KEVIN FAULCONER

Retirees collected \$3.68 billion in pensions and benefits from the **Department of Veterans Affairs**, the report stated.

\$17.5B for Contractors

San Diego County defense contractors benefited from \$17.5 billion in contracts and procurement during fiscal 2020. The figure was up 7.9% from the \$16.2 billion in fiscal 2019. The federal fiscal year ends on Sept. 30.

The largest recipient of defense contracts was privately held **General Atomics**, which took in \$3.58 billion. Following behind were **Northrop Grumman Corp.**

(NYSE: NOC), which took in \$1.53 billion in contracts and **General Dynamics Corp.** (NYSE: GD), owner of the **NASSCO** shipyard, which took in \$1.17 billion. Defense contractors typically receive such funding over multiple years.

Some \$5.28 billion in smaller contracts was split among more than 2,000 businesses, including small businesses, in fiscal 2020.

Certain spending outside the Defense Department was also used to calculate numbers in the SDMAC report. For example, the **U.S. Coast Guard**, which is part of the **Department of Homeland Security**, employed 439 people and is credited for supporting 927 jobs overall.

A team from the **Rady School of Management** at **UC San Diego** assembled the report for SDMAC.

The San Diego Military Advisory Council is made up of retired military leaders and defense contractor representatives. They meet with top military officials and civic leaders to discuss issues of mutual concern. Before the COVID-19 pandemic, SDMAC’s monthly breakfast meetings brought several hundred people to a conference center at Naval Base Point Loma. ■

Mesa

➔ from page 3

From that point, Lareau said the renovation was “a complete gutting of the entire building except for the cast-in-place concrete.”

“Everything else was taken out – windows, plumbing, we redid all the electrical work,” Lareau said. “We got rid of all the ceilings so it’s all open to the structure and the classrooms are all open. It has a pretty cool industrial look, which I think art students really like.”

Highlights

A key goal of the renovation was to bring daylight into the building with “a lot of new openings and windows,” Gabriel said.

Large terraces and balconies add daylight and provide outdoor space for students to work on their art.

“The highlight of the building for me is the art on display inside,” Gabriel said. “When you look up into the building and you see all the paint easels, the students working on their drawing, to me that really resonates.”

The interior also reflects the purpose of the renovated structure.

Illuminated or glazed walls throughout the building were designed as art walls where students can display their work or get a peek at the work going on inside.”

“Throughout the building, we brought in this thread of this bright, intense yellow color and these kind of bold chevron graphics,” Gabriel said. The chevron graphics mark the path through the building.

The renovated building was a perfect fit for the college’s arts programs.

“They thrive in these kind of raw, industrial spaces where everything doesn’t have to be prim and proper,” Gabriel said.

A Gateway

Keeping the building also allowed the school to consolidate all of its art programs from woodworking and metal shop to digital design and life-drawing.



Hanna Gabriel Wells
Principal
Jim Gabriel

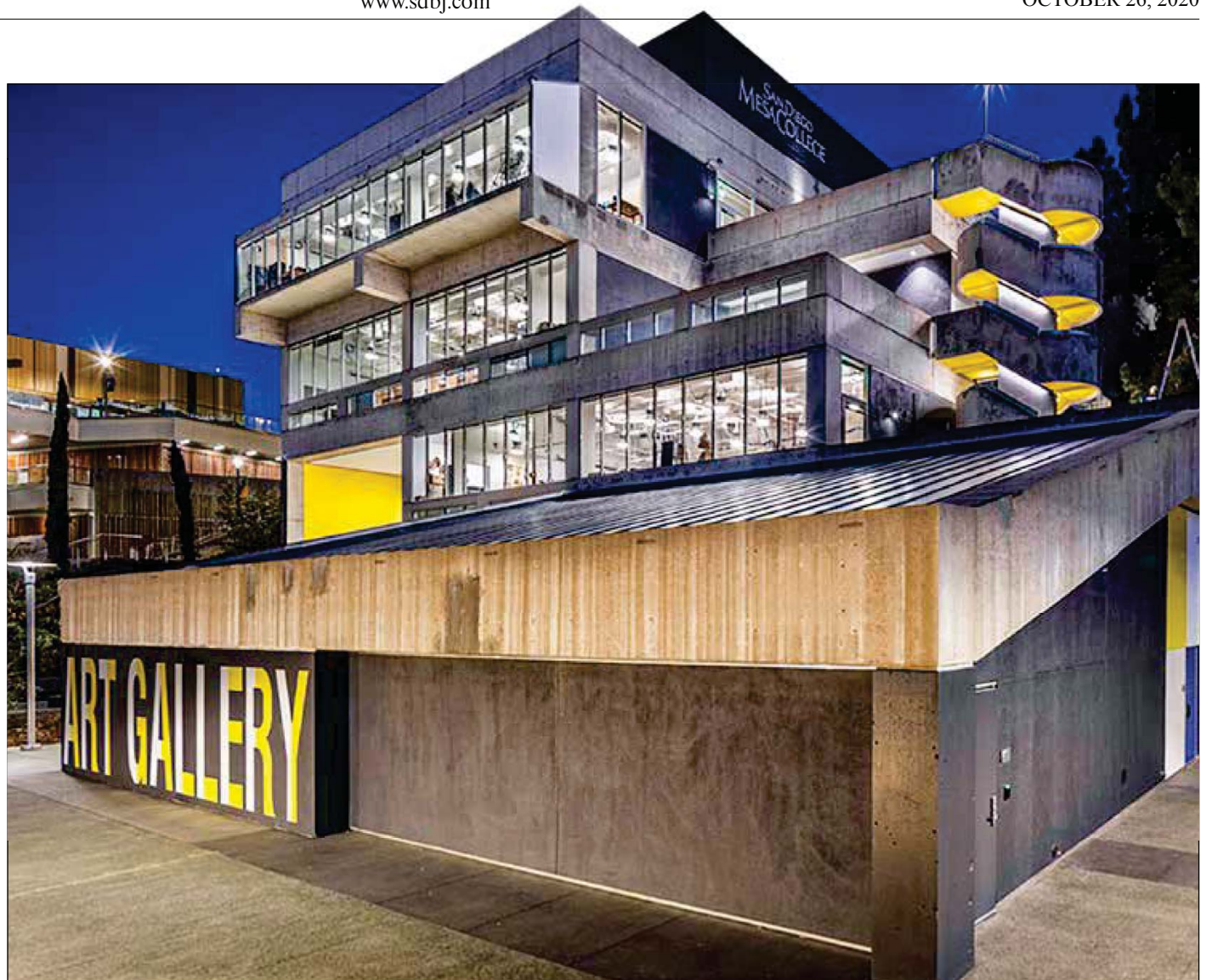


Photo courtesy of Hanna Gabriel Wells

A Mesa College building that was on the list to be demolished was resurrected as a fine arts building.

“We got rid of all the ceilings so it’s all open to the structure and the classrooms are all open. It has a pretty cool industrial look, which I think art students really like.”

LANCE LAREAU

Before moving into the redeveloped building, the arts programs were in classrooms that were deep in the interior of the campus. “You had to really know where you were going,” Gabriel said.

The front of renovated building opens onto a plaza, which is the north gateway into Mesa College.

Combined with a student services building that was constructed in 2004 – also designed by Hannah Gabriel Wells – forms a welcoming plaza on the north side of the campus.

“It really becomes this great greeting for someone coming in,” Gabriel said.

“It’s kind of wonderful,” Lareau said. “As you come onto campus, there it is.”

The bottom floor of the building has a gallery where student art is on display, and the plaza can be used for special exhibits.

At the top of the building, the back of the building is aglow at night and a new graphic sign in bright yellow lettering welcomes visitors. ■

Hanna Gabriel Wells

FOUNDED: 1997

PRINCIPALS: Jim Gabriel, Matthew Wells, Sean Chen, Eric Wendlandt, Amanda Behnke

HEADQUARTERS: Ocean Beach

EMPLOYEES: 20

NOTABLE: the firm’s headquarters are in the first LEED net zero energy building in Ocean Beach

Steel

➔ from page 3

fashioned from steel beams, and upon entering the building.

The lobby exterior has operable steel louvers that provide shade and change the exterior look of the building entrance.

Inside, steel railroad ties create built-in lounge seating with steel benches and swivel tables with an overhead rebar chandelier adding to the industrial feel.

Basile said a unique aspect of the lobby is steel waffle tiles made to emulate a coffered steel ceiling.

“This craftsmanship has never been done before with each tile handmade and cut to form,” Basile said.

An original Kluge printing press that Basile stationed to the left of the front door in the lobby represents the advancement of the industrial revolution, Basile said.

“I found it at an auction one day. It was hard for me to give up. I bought it because I loved it,” Basile said.

A 20 foot-long “infinity hallway”

inspired by the movie “2001: A Space Odyssey” connects the lobby to the parking garage.

“I loved ‘2001: Space Odyssey,’” Basile said. “That’s the future revolution.”

“This craftsmanship has never been done before with each tile handmade and cut to form.”

PAUL BASILE

The black-and-white tunnel is made of steel and acrylics, using glass, mirrors and light to create an “infinity effect,” that makes the tunnel seem far longer than it is.

A staircase made of sculptured steel I-beams and frameless glass guard rails leads from the two-story lobby to a 1,500 square-foot artists’ mezzanine that includes a 600 square-foot sound proof room equipped with electric guitars and a piano.

“It’s kind of a fun room to go into and you can kind of jam,” Basile said. “You can go in there and play as loud as you want. Nobody can hear you.”

A Refuge

The mezzanine includes a fully-functional loom at one end in a portion of the building that pops out from the façade so passers-by can watch people working on the loom or other creative projects.

“The loom was really one of the first computers,” Basile said. “You put a card into it and the machine would find where the hole is in the card and it would tell the machine to use this color fabric.”

Amenities include an outdoor deck on the third floor above the lobby with a kitchen, craft kitchen and a garden to play against the industrial feel of the rest of the project.

“You have this sort of really modern building and we sort of plunked right in the middle of it this English garden,” Basile said. “It’s sort of a refuge. It’s a quiet space. It’s just a fun romantic area to hang out.”

At the heart of the garden is a rusty-looking old greenhouse steel framework that Basile said is “a romanticized version of what it would be like to come across a BASILE project 100 years in the future.”

With a staff of 55 that includes 30 metal workers and two robotic engineers, BASILE Studio makes everything use on its projects.

“We don’t just design, we make everything,” Basile said. “We do structural metal, we do glass and glazing, we do woodwork.” ■

BASILE STUDIO

BASILE STUDIO

FOUNDED: 1994

PRINCIPAL: Paul Basile

HEADQUARTERS: East Village

BUSINESS: design and fabrication firm

EMPLOYEES: 55

WEBSITE: www.basilestudio.com

NOTABLE: interactive art is an integral part of the firm’s projects.

> marketplace

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LEGAL NOTICES

FICTITIOUS BUSINESS NAME STATEMENT

2020-9015395
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sep 15, 2020. FICTITIOUS BUSINESS NAME(S): a. **PLG KING** LOCATED AT: 8395 Blue Lake Dr, San Diego, CA, San Diego, 92119. REGISTRANT INFORMATION: a. **MODESTO GOMEZ** 8395 Blue Lake Dr, San Diego, CA 92119. THIS BUSINESS IS CONDUCTED BY: A. Individual. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 10/5, 10/12, 10/19, 10/26/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9015309
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sep 12, 2020. FICTITIOUS BUSINESS NAME(S): a. **RAMONA EGG RANCH** LOCATED AT: 30150 Briggs Rd., Menifee, CA, Riverside, 92584. MAILING ADDRESS: 10585 Tierrasanta Blvd., San Diego, CA 92124. REGISTRANT INFORMATION: a. **EASY MOON, INC.** 4129 University Ave, San Diego, CA 92105, California. THIS BUSINESS IS CONDUCTED BY: F. Corporation. Registrant first commenced to transact business under the above name(s) as of: 12/01/2013. Pub Dates: 10/5, 10/12, 10/19, 10/26/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9015273
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sep 12, 2020. FICTITIOUS BUSINESS NAME(S): a. **SILVEIRA SERVICES** LOCATED AT: 4173 West Point Loma Blvd, San Diego, CA, San Diego, 92110. REGISTRANT INFORMATION: a. **DANIEL SALGADO SILVEIRA** 4173 West Point Loma Blvd, San Diego, CA 92110. THIS BUSINESS IS CONDUCTED BY: A. Individual. Registrant first commenced to transact business under the above name(s) as of: 02/05/2018. Pub Dates: 10/5, 10/12, 10/19, 10/26/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9015921
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sep 26, 2020. FICTITIOUS BUSINESS NAME(S): a. **TAYLOR DESIGNS CONSTRUCTION** LOCATED AT: 12957 Camino Emparrado, San Diego, CA, San Diego, 92128. REGISTRANT INFORMATION: a. **DAVID ALAN TAYLOR** 12957 Camino Emparrado, San Diego, CA 92128. THIS BUSINESS IS CONDUCTED BY: A. Individual. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 10/5, 10/12, 10/19, 10/26/2020.

burg Jr., Recorder/County Clerk of San Diego County On: Sep 23, 2020. FICTITIOUS BUSINESS NAME(S): a. **MURPHY NELSON MARKETING, INC.** LOCATED AT: 3624 Robinson Mews, San Diego, CA, San Diego, 92111. MAILING ADDRESS: P.O. Box 33368 San Diego, CA 92163. REGISTRANT INFORMATION: a. **MANOLATOS NELSON MURPHY, INC.** 3624 Robinson Mews, San Diego, CA 92103, California. THIS BUSINESS IS CONDUCTED BY: F. Corporation. Registrant has not yet begun to transact business under the name(s) above. Pub Dates: 10/12, 10/19, 10/26, 11/2/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9016105
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sep 26, 2020. FICTITIOUS BUSINESS NAME(S): a. **PRIVATE STOCK BARSBERSHOP** LOCATED AT: 1251 3rd Ave, Ste 104, Chula Vista, CA, San Diego, 91911. REGISTRANT INFORMATION: a. **JUAN ANTHONY CARDOZA** 1829 Isla de la Gaita, San Ysidro, CA 92173. THIS BUSINESS IS CONDUCTED BY: A. Individual. Registrant has not yet begun to transact business under the above name(s) above. Pub Dates: 10/12, 10/19, 10/26, 11/2/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9016247
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sep 26, 2020. FICTITIOUS BUSINESS NAME(S): a. **ORION INTERMEDIARIES INSURANCE SERVICES** LOCATED AT: 1298 Prospect Street #1U, La Jolla, CA, San Diego, 92037. REGISTRANT INFORMATION: a. **ORION INTERMEDIARIES, LLC** 1298 Prospect Street #1U, La Jolla, CA 92037, Delaware. THIS BUSINESS IS CONDUCTED BY: I. Limited Liability Company. Registrant first commenced to transact business under the above name(s) as of: 09/04/2020. Pub Dates: 10/12, 10/19, 10/26, 11/2/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9017023
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Oct 08, 2020. FICTITIOUS BUSINESS NAME(S): a. **FINNEGAN FINANCIAL COACHING** b. **DEB FINNEGAN** c. **DEB FINNEGAN BIEVER** LOCATED AT: 4115 Caminito to Cassis, San Diego, CA, San Diego, 92122. MAILING ADDRESS: P.O. Box 22816 San Diego, CA 92192. REGISTRANT INFORMATION: a. **FINNEGAN FINANCIAL COACHING, LLC** 4115 Caminito Cassis, San Diego, CA 92122, California. THIS BUSINESS IS CONDUCTED BY: I. Limited Liability Company. Registrant has not yet begun to transact business under the above name(s) above. Pub Dates: 10/12, 10/19, 10/26, 11/2/2020.

County On: Oct 12, 2020. FICTITIOUS BUSINESS NAME(S): a. **XTECH AUCTIONS** LOCATED AT: 8655 Production Avenue, Suite B, San Diego, CA, San Diego, 92121. REGISTRANT INFORMATION: a. **R-1 SOURCE, INC.** 8655 Production Avenue, Suite B, San Diego, CA 92121, California. THIS BUSINESS IS CONDUCTED BY: F. Corporation. Registrant first commenced to transact business under the above name(s) as of: 09/08/2020. Pub Dates: 10/26, 11/2, 11/9, 11/16/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9016736
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Oct 08, 2020. FICTITIOUS BUSINESS NAME(S): a. **PACIFIC SOTHEBY'S INTERNATIONAL REALTY** LOCATED AT: 16745 W. Bernardo Drive, Suite 250, San Diego, CA, San Diego, 92127. REGISTRANT INFORMATION: a. **REAL ESTATE OF THE PACIFIC, INC.** 16745 W. Bernardo Drive, Suite 250, San Diego, CA 92127, California. THIS BUSINESS IS CONDUCTED BY: F. Corporation. Registrant first commenced to transact business under the above name(s) as of: 09/08/2020. Pub Dates: 10/26, 11/2, 11/9, 11/16/2020.

FICTITIOUS BUSINESS NAME STATEMENT

2020-9016387
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Sep 30, 2020. FICTITIOUS BUSINESS NAME(S): a. **SIMPLY SARAP** LOCATED AT: 4846 Sea Water Ln, San Diego, CA, San Diego, 92154. REGISTRANT INFORMATION: a. **SHARIZA GUEVARRA BAUTISTA** 4846 Sea Water Ln, San Diego, CA 92154, California. THIS BUSINESS IS CONDUCTED BY: A. Individual. Registrant first commenced to transact business under the above name(s) as of: 09/22/2020. Pub Dates: 10/26, 11/2, 11/9, 11/16/2020.

STATEMENT OF ABANDONMENT OF FICTITIOUS BUSINESS NAME

FBN # 2020-9016735
This statement was filed with Ernest J. Dronenburg Jr., Recorder/County Clerk of San Diego County On: Oct 08, 2020. FICTITIOUS BUSINESS NAME(S) TO BE ABANDONED: a. **PACIFIC SOTHEBY'S INTERNATIONAL REALTY** LOCATED AT: 2850 Womble Rd, Suite 102, San Diego, CA, San Diego, 92106. MAILING ADDRESS: 2727 Camino Del Rio S. #300, San Diego, CA 92108. THE FICTITIOUS BUSINESS NAME REFERRED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: June 30, 2017, and assigned File No. 2017-016876. FICTITIOUS BUSINESS NAME IS BEING ABANDONED BY: a. **PACIFIC REAL ESTATE PARTNERSHIP** 2850 Womble Rd, Suite 102, San Diego, CA 92106. b. **PICKFORD REALTY, INC.** 2850 Womble Rd, Suite 102, San Diego, CA 92106. THIS BUSINESS IS CONDUCTED BY: C. A General Partnership. Pub Dates: 10/26, 11/2, 11/9, 11/16/2020.

County On: Oct 08, 2020. FICTITIOUS BUSINESS NAME(S): a. **PACIFIC SOTHEBY'S INTERNATIONAL REALTY** LOCATED AT: 16745 W. Bernardo Drive, Suite 250, San Diego, CA, San Diego, 92127. REGISTRANT INFORMATION: a. **REAL ESTATE OF THE PACIFIC, INC.** 16745 W. Bernardo Drive, Suite 250, San Diego, CA 92127, California. THIS BUSINESS IS CONDUCTED BY: F. Corporation. Registrant first commenced to transact business under the above name(s) as of: 09/08/2020. Pub Dates: 10/26, 11/2, 11/9, 11/16/2020.

ORDER TO SHOW CAUSE FOR NAME CHANGE

CASE #37-2020-00032939-CU-PT-CTL
SARA LYNN MONTMORENCY
Petitioner of: **SARA LYNN MONTMORENCY** TO ALL INTERESTED PERSONS:
Petitioner: **SARA LYNN MONTMORENCY** ATTORNEY for Petitioner: John Paul Teague, Esq. (SBN 254249)
SMAHA LAW GROUP
2398 San Diego Avenue
San Diego, CA 92110
(619) 688-1557
jteague@smaha.com
TO ALL INTERESTED PERSONS:
Petitioner filed a petition with this court for a decree changing names as follows:
Present name: **SARA LYNN MONTMORENCY**
Proposed Name: **SARA LYNN TARSON**

Due to the COVID-19 pandemic, which poses a substantial risk to the health and welfare of court personnel and the public, rendering presence in, or access to, the court's facilities unsafe, and pursuant to the emergency orders of the Chief Justice of the State of California and General Orders of the Presiding Department of the San Diego Superior Court, the following Order is made: NO HEARING WILL OCCUR ON THE DATE SPECIFIED IN THE ORDER TO SHOW CAUSE. The court will review the documents filed as of the date specified on the Order to Show Cause for Change of Name (JC Form #NC-120). If all requirements for a name change have been met as of the date specified, and no timely written objection has been received (required at least two court days before

the date specified), the Petition for Change of Name (JC Form #NC-100) will be granted without a hearing. One certified copy of the Order Granting the Petition will be mailed to the petitioner. If all the requirements have not been met as of the date specified, the court will mail the petitioner a written order with further directions. If a timely objection is filed, the court will set a remote hearing date and contact the parties by mail with further directions. A RESPONDENT OBJECTING TO THE NAME CHANGE MUST FILE A WRITTEN OBJECTION AT LEAST TWO COURT DAYS (excluding weekends and holidays) BEFORE THE DATE SPECIFIED. Do not come to court on the specified date. The court will notify the parties by mail of a future remote hearing date. Any Petition for the name change of a minor that is signed by only one parent must have this Attachment served along with the Petition and Order to Show Cause, on the other non-signing parent, and proof of service must be filed with the court.

NOTICE OF HEARING: DATE: 11/03/2020 TIME: 8:30 am DEPT: 61
Superior Court of California, County of San Diego
San Diego Superior Court
330 West Broadway
San Diego, CA. 92101
Central Division (Hall of Justice)
A copy of this ORDER TO SHOW CAUSE shall be published at least once a week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county in the San Diego Business Journal, 4909 Murphy Canyon Road, Suite 200, San Diego, CA 92123. Filed: Sept 18, 2020 by the Clerk-Superior Court
By LORNA ALKSNE, Judge of the Superior Court
Dated: Sept 21, 2020
Publication Dates 10/5, 10/12, 10/19, 10/26/2020

NOTICE OF PETITION TO ADMINISTER ESTATE
MICHAEL W. WITT
CASE NO. 37-2020-00031416-PR-LA-CTL
To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate or both, of: **MICHAEL W. WITT**
A PETITION FOR PROBATE has been filed by **KELLY WITT** in the Superior Court of California, County of San Diego.
The petition for probate requests that **KELLY WITT**

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Bruce Meyer, Vice Chairman (left); Peter Mullin, Chairman of the Board (center); David Sydorick, Vice Chairman (right)



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