

SAN DIEGO BUSINESS JOURNAL



MAKING A DIFFERENCE  
SAN DIEGO



# Making a Difference

In this issue, the San Diego Business Journal presents its inaugural SD 50. Here you will find 50 of San Diego’s most influential leaders who have made a significant difference during these unprecedented times, in a year that has turned out to be far from ordinary.

The SD 50 showcases those executives from businesses and organizations who have made a positive impact during the COVID-19 crisis by leading their companies to adapt quickly to the changing environment as well as those who rose to the occasion to help the community. Many are philanthropy leaders, in charge of nonprofits who took immediate action to serve those most in need.

There are plenty of recognizable names who have made the list and several that you may not recognize who you will now get to know. It was definitely a challenging task in selecting these recipients because so many leaders in our community are making positive contributions.

We are a community of action where we understand what leadership really means and we want to take this opportunity to applaud everyone’s efforts. We also want to thank you, the readers, who continue to support the San Diego Business Journal, because of your support we are able to work diligently to provide coverage that gives us hope and optimism as our community continues to rebuild.



*Barb Chodos*  
Barb Chodos, President & Publisher



*J. C. Harn*  
Jay C. Harn, Editor-in-Chief

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## 50 MAKING A DIFFERENCE

### SD 50

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#### Leadership From A to Z

Here are the people that readers will find while paging through the inaugural SD 50:

**John Alessio**, managing partner at **Procopio, Cory, Hargreaves & Savitch LLP**, approached the COVID-19 pandemic as it hit his office. He protected the health of over 350 attorneys and staff by shifting them to remote work, making the transition look seamless. At the same time, he recognized the economic threat faced by clients and worked to meet their needs.

That stands in contrast to **James (Jamie) Awford**, principal at **BNBuilders, Inc.** Awford had to consider both the office environment and the construction site. He oversaw a senior management team responsible for maintaining operations on nearly all San Diego construction projects during the pandemic, keeping staff employed with minimal disruption.

**Steve Bernstein**, San Diego market executive at **Wells Fargo Commercial Banking**, led an effort to reach out to 100% of Wells Fargo customers to check on their safety. Bernstein also serves as chairman of the board for the **Jacobs & Cushman SD Food Bank** and helped raise money to serve more than 700,000 meals per week.

**Gerry Borja**, diversity and inclusion head of veteran and military spouse programs at Oracle, started thinking differently about his work. He was able to open a military internship program to civilian military spouses and immediately had to switch to a 100 percent virtual program. He added free certification programs and multiple networking opportunities for the interns. At the end, 90% of the interns received offers to remain at Oracle.

Speaking of veterans, **Stephanie Brown**, CEO and founder of **The Rosie Network**, launched a COVID-19 online Small Business Resource Center and provided no-cost business financial management/cash projection software to over 3,000 veteran and military family-owned small businesses.

Finances play a large role in how people are dealing with COVID-19. **Teresa Campbell**, president & CEO of **San Diego County Credit Union**, worked to help people by extending relief to customers on March 20. That included a 90-day deferral option on all consumer loans, including real estate, auto, credit card and personal loans. Business loan and commercial real estate deferment relief was also offered.

**Adela de la Torre**, president, **San Diego State University**, took a leadership stance to close the campus to on-campus classes and moved rapidly to enable faculty to teach virtually. These decisions were costly, but helped to preserve the health of students, faculty, and staff in this critical period in March 2020.

**Paul Downey**, president & CEO, **Serving Seniors** was instrumental in ensuring that hundreds of low-income and homeless seniors continue getting the free meals they need to survive during this pandemic.

One of the more unique relief efforts came from the medical device sector. **Michael "Mick" Farrell**, CEO of **ResMed**,

led his company in quickly responding to the global demand for ventilators and shifted manufacturing resources in January to triple its ventilator output and scale up mask production tenfold.

**Mike Fasulo**, president & COO, **Sony Electronics** was the champion sponsor of an initiative whereby Sony was able to distribute 21,000+ N95 masks to first responders at hospitals in California, New Jersey, New York, and Baja California.

**Bradley Feldmann**, chairman, president and CEO, **Cubic Corporation**, helped Cubic repurpose its manufacturing capabilities to produce face coverings for customers and also donated them to hospitals, employees and their families. In response to a shortage of ventilators, Cubic developed a prototype ventilator and a game-based training program for ventilator operators.

**Jim Floros**, president & CEO, **The Jacobs & Cushman San Diego Food Bank** has led the San Diego Food Bank and its North County chapter to meet the huge demand from families impacted by the pandemic.

Taking the more scientific approach was **Pradipta Ghosh**, director and professor with the **Center for Network Medicine, UCSD**. She immediately deployed two of the center's assets to conduct research that provides a computational framework to identify targets and human-like lung models for real-time outcomes to validate predicted compounds that can potentially reduce the loss of lives.

**Guy Halgren**, chairman of **Sheppard Mullin** authorized the development of a COVID-19 task force to help clients deal with the many issues created by COVID-19 and he encouraged pro bono service and authorized financial contributions to help battle the pandemic.

**Tony Hall**, founder and CEO, **Torrey Holistics**, has donated over 10,000 N95 face masks and over 20,000 hand sanitizers to various health centers, local organizations, customers and staff since mid-March.

**Vince Hall**, CEO, **Feeding San Diego**, leads the organization in holding emergency drive-through food distributions every Saturday for families affected by COVID-19.

**James T. Harris**, president, University of San Diego collaborated with county leaders to establish USD as a free COVID-19 testing site, an action centered around supporting underserved and underrepresented populations in the local community.

**Rob Henderson**, senior VP of operations, **Westmont Living**, used his leadership skills to adopt all measures by the staff so that the company has had extraordinary results including the fact that both San Diego County Westmont communities of La Mesa and Escondido experienced no COVID-19 infections from residents or staff. Overall, company-wide they experienced cases at two communities but were immediately identified and isolated so to not create any further harm.

**Ingo Hentschel**, VP of field operations, **Cox Communications** helped Cox Communications adapt the Connect2Compete program for families and students by offering free internet and computers

to households while remote learning is in affect during the pandemic.

**Baron Herdelin-Doherty**, president & CEO, **YMCA of San Diego County** led the team to create a "Virtual YMCA" almost overnight which has been serving thousands of San Diegans -with free enriching programs for children, social activities and physical and mental health programs for all ages, and a special focus on engaging the vulnerable senior population.

"Leadership is creating the conditions for others to accomplish great things in the face of uncertainty," said **Kathryn Lembo**, the president and CEO of **South Bay Community Services**. Lembo led her organization in providing emergency COVID response in the South Bay. Notably, she secured hotel rooms to temporarily house families and transition-age youth affected by the virus.

The next several people helped San Diegans and their extended families. They include **Alessandra Lezama**, CEO and founder of **TOOTRiS**. The business is the first and only technology service provider that enables parents to reintegrate into the workforce, particularly after COVID-19, knowing that their child is safe and enjoying high-quality, curriculum-based Child Care in small group settings.

**Betsy Lynch**, CEO, **Lawrence Family JCC | JACOBS FAMILY CAMPUS**, reimagined a new business model, restructuring agency to position for sustainable future. Vision and proactive management lead to expedited receipt of SBA PPP loan. Successful fundraising strategy and implementation helped fully employ staff two additional months.

**Kevin Mattson**, president and CEO, **San Ysidro Health**, transformed its system of care to telehealth visits for all, especially their most vulnerable neighbors.

Helping clients pivot quickly was one of the most pressing jobs for **Neal McFarlane**, president and CEO, **McFarlane Architects, Inc.** He had to expand design and production capabilities to assist several of its clients grow their manufacturing and R&D facilities because they are at the forefront of the scientific fight against the COVID-19 virus. Multiple clients have received FDA approval of their products and McFarlane Architects has had to lead the design efforts at record speed to get these new facilities built.

**Miles McPherson**, lead pastor, **The Rock Church** and The Rock Church mobilized thousands of volunteers to refurbish 300,000 N95 masks, which needed the elastic replaced, for frontline workers. His heart for the frontline workers led to partnerships with restaurants to donate 1,350 meals for law enforcement and nearly 10,000 meals for hospital workers around the city.

**Brian Milton**, head of retail banking and deposits, **Union Bank** and the Union Bank leadership team drove significant fee waivers, mortgage loan forbearance and other assistance for clients in need.

**A.J. Moyer**, president and CEO, **C3bank**, created and led C3bank's CARES team, which was formed to help our local businesses secure pivotal SBA PPP loans. Under A.J.'s leadership, C3bank funded PPP loans for around 500 local businesses.

**Larry Nishnick**, corporate and securities partner at **DLA Piper LLP**, was part of the national DLA task force assigned with assisting clients with the CARES Act programs including advising and counseling on available government programs such as the Main Street lending program and the Paycheck Protection Program (PPP).

**Eric Northbrook**, managing director /partner, **Voit Real Estate Services** helped the local Voit office raise more than \$3,000 to provide more than 250 lunches from Freshii to workers at Scripps Memorial Hospital La Jolla, Sharp Grossmont Hospital and Sharp Memorial Hospital.

**Keith Olmo**, CEO, **Jan-Pro of San Diego** began supplying the office and independently owned franchisees with Electrostatic sprayers and hospital grade disinfectants. He kept all full time employees on payroll even with a 30% decrease in revenue due to shutdowns.

**Lisa Ordóñez**, dean, **Rady School of Management UCSD**, spearheaded The Rady School Business Recovery Coalition, which provides consultation, education, and insights to local entrepreneurs and helps businesses in the San Diego region navigate the unprecedented challenges faced by COVID-19.

**Mark Payne**, VP, division manager, **Swinerton** hired a full-time employee to clean/sanitize high traffic areas, common spaces, conference rooms, touch points, restrooms, etc. during business hours, 5 days a week. There have also been office protocols in place to keep all employees safe.

**Cheri Pierre**, CEO, **Computers 2 Kids, San Diego** engaged the help of and forged relationships with community leaders and businesses to ensure C2K had the resources to meet the 12,000+ applications from families who need a computer to minimize the educational disruption and facilitate the continuity of learning.

**Victor Ramsauer**, CEO, president, shareholder, **LevitZacks, Certified Public Accountants** has been transparent by starting virtual employee meetings with a "state of the firm" discussion. His leadership has given the staff has strong feelings that the firm is doing right in dealing with the pandemic.

**Robert Robinson**, managing partner, **Hickman Robinson Yaeger LLP** recognized there was a dire need for his firm's assistance among small business owners. He opened up his schedule, largely on a pro bono basis, for small business owners, spending hours each day on the phone counseling small business owners on how to survive, adapt to and/or thrive through the Covid-19 crisis.

**Nathan Rogge**, president and CEO, **Bank of Southern California** saw an opportunity to support local businesses and help get the economy back on track. The bank opened its doors to both customers and non-customers and provided PPP loans for 2,200 businesses.

**Nancy Sasaki**, president & CEO, **United Way of San Diego County** created the Workers' Assistance Initiative for low-wage workers who experienced job loss or wage reduction due to the COVID-19 crisis.

**Jim Schmid**, founder/CEO, **Chelsea**

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## 50 MAKING A DIFFERENCE



**John D. Alessio**, Managing Partner  
Procopio, Cory, Hargeaves & Savitch LLP

San Diego native and philanthropist **John D. Alessio** leads **Procopio**, the city's largest law firm, as its Managing Partner. His legal practice focuses on complex class action, business and employment litigation with particular experience in trade secret misappropriation, unfair competition, real estate, shareholder and contractual disputes to include cross-border issues.

**DAY JOB:** John is both Procopio's CEO and a practicing attorney. He's always available to his clients as he helps them navigate complex legal challenges. He's also in daily conversation with the firm's Management Committee, COO and Directors to ensure the current stability and future prospects of an AmLaw 200 law firm.

**MAKING A DIFFERENCE:** John protected the health of over 350 attorneys and staff in a seamless shift to remote work while seeking to minimize any financial impact on them. He's remained approachable with regular firm-wide and one-on-one communications. Recognizing the economic threat faced by clients, he assembled a COVID-19 team to coordinate assistance. Under his guidance, Procopio is also providing a trove of free COVID-19 legal education in the form of dozens of articles, webinars and podcasts.

**NOTABLE:** John's great-grandfather brought the family to settle in San Diego approximately 100 years ago, before the Great Depression, estimated total population at the time: 75,000.

**QUOTABLE:** "Everyone wants to be a person of value in a world of meaning. We need to remember this and try to make it a reality for others and ourselves."



**John D. Alessio**, a man with a heart as big as a carry-on bag, at the Case for Character event, benefiting the Forever Kids Foundation.



**James (Jamie) Awford**, Principal  
BNBuilders, Inc.

**Jamie Awford** is a 30-year construction veteran and Principal for **BNBuilders'** Southern California region. He has worked on some of the West Coast's most recognizable and influential projects, playing a key role in shaping the growth of companies throughout the region.

**DAY JOB:** As part of BNBuilders senior management team, Jamie helps to lead the strategic growth in Southern California, manages select projects, and helps oversee the operations and financial success of the company. He is deeply involved with business development and fostering the inclusive, open, and entrepreneurial culture that characterizes BNBuilders.

**MAKING A DIFFERENCE:** During this COVID-19 pandemic, Jamie has overseen the senior management team responsible for maintaining operations on nearly all San Diego construction projects and keeping staff employed with minimal disruption. He was also instrumental in the development of comprehensive company-wide and regional pandemic protocols. His efforts have helped the company maintain operational and financial stability, implement updated safety protocols, and ensure employee retention.

**NOTABLE:** Jamie helped grow BNBuilders' Southern California revenue ten-fold from \$30M in 2014 to \$300M in 2020, with plans for an additional Los Angeles office.

**QUOTABLE:** "As we navigate this current pandemic, it is time to remain calm, not let fear guide our actions, and innovate and connect in new ways."



**BNBuilders** purchased 50 lunches from a local San Diego restaurant, **The Promiscuous Fork**, to serve the staff at the **Scripps MD Anderson Cancer Facility**.



**Steve Bernstein**, Market Executive  
Wells Fargo Commercial Banking

**Steve Bernstein** leads a team of more than 30 employees who serve the financial needs of business banking and middle market banking customers in San Diego County. A 17-year veteran of the company, Steve previously served as division manager for Southern California Business Banking, and business deposit consultant area manager.

**DAY JOB:** Steve's job is to serve his team, customers and community. In his role as Wells Fargo Market Executive for San Diego, Steve takes this mission to heart, helping his team provide financial services for commercial banking customers.

**MAKING A DIFFERENCE:** To keep employees safe, Steve mobilized >30 team members to work from home within seven days. He made sure his team reached out to 100% of their customers to check on their safety. For the community, as Chairman of the Board for Jacobs & Cushman SD Food Bank, Steve helped raise money to serve >700k meals per/week, up from 450k per/week pre-COVID. At home, Steve's partnered with his wife to homeschool their three children.

**NOTABLE:** Steve serves on 5 boards: SD Chamber of Commerce, San Diego State, National University, Jacobs & Cushman SD Food Bank, and Ronald McDonald House.

**QUOTABLE:** "The best investment you can make in life, is the investment in becoming your best self."



**Steve and his family** navigating COVID-19



**Gerry Borja**, Diversity and Inclusion Head  
of Veteran & Military Spouse Programs, Oracle

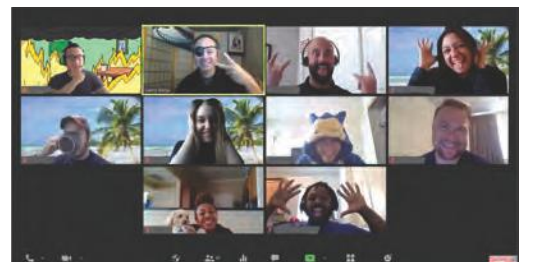
**Gerry Borja** oversees Oracle HR Diversity's Veteran and Military Spouse programs. Gerry graduated a Distinguished Military Graduate with a B.S. degree. In addition to various military and civilian schools, he has completed numerous HR, Diversity and Recruiting related professional assessments and trainings. Gerry served in the U.S. Army.

**DAY JOB:** Gerry leads Veteran and Military Spouse initiatives for Oracle HR Diversity. He is also responsible for Diversity's community engagement events nationwide through Oracle volunteers. His programs impact underrepresented students, the disabled and the company's employee resource groups. He recently was invited to the White House for Oracle's Military Spouse initiatives.

**MAKING A DIFFERENCE:** During the Spring 2020 Oracle Veteran Internship Program, Gerry was able to open the military internship program to civilian military spouses. Immediately after the start, he had to switch to a 100 percent virtual program. To maintain active participation and engagement, Gerry was successful in adding free certification programs and multiple networking opportunities for the interns. At the end, 90% of the interns received offers to remain at Oracle; during an especially challenging limited hiring climate.

**NOTABLE:** Oracle is proud that over 65 percent of its veteran and military spouse interns come from diverse backgrounds and almost 60 percent (of its participants) receiving offers (to remain at Oracle.)

**QUOTABLE:** "I cannot stress enough the value and quality these veteran and military spouse interns provide organizations who are fortunate to have such talent in critical roles. (At Oracle, investing in veterans and military spouses is a win for our company.)"



**OVIP Spring 2020 - "Graduation Celebration"**



# Make a Difference with C2K

*"In these challenging times, when addressing the digital divide is more urgent than ever, your leadership of Computers 2 Kids is truly making a difference in so many kids' lives."*

- Tammy and Larry Hershfield, C2K Co-Founders

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## CONGRATULATIONS CHÉRI PIERRE

For your leadership & impact on San Diego during COVID-19

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Computers 2 Kids, San Diego | 8324 Miramar Mall, San Diego, CA 92121



## 50 MAKING A DIFFERENCE



**Stephanie Brown**, CEO & Founder  
The Rosie Network

**Stephanie Brown** is a nationally recognized subject matter and advocate expert on military families and entrepreneurship. Stephanie has been awarded the Commander's Award for Civilian Service, the U.S. Chamber HillVets 100 Award, the SDRCC Small Business of the Year and has been named the SBA Veteran Small Business Champion of the Year.

**DAY JOB:** Brown's day is a mix of one-on-one mentoring sessions, class attendance, meetings, research and writing.

**MAKING A DIFFERENCE:** Launched COVID-19 online Small Business Resource Center in partnership with Fred Parrish, co-author of The E-Myth CFO, including a series of interactive webinars and online resources. Provided no-cost business financial management/cash projection software to over 3,000 veteran and military family-owned small businesses. Stood up 'call-in' center with experts for veteran/military family small business owners which has fielded over 600 one-on-one financial counseling, PPP/EIDL application assistance, and onboarding sessions with struggling military small business owners since April 2020.

**NOTABLE:** Stephanie grew up in the military, married into the military, raised two children in the military and employs military veterans and spouses.

**QUOTABLE:** "We Can Do It!" -Rosie the Riveter. These simple yet powerful words represent what our country is truly capable of, especially during times of crisis. She transcends time, ethnicity, social status, and gender. At her core, Rosie represents the strength of individuals rising together for the betterment of our nation.



Service2CEO graduate receives \$10k Pitch Contest Award in San Diego.



**Teresa Campbell**, President & CEO  
San Diego County Credit Union

**Teresa Campbell** is President and CEO of SDCCU®, San Diego's largest locally-owned financial institution with over 425,000 customers and \$9 billion in assets. Prior to SDCCU, she held positions as President and CEO of Golden 1 Credit Union, and President and CEO at State Employees Credit Union of Maryland.

**DAY JOB:** Campbell serves as President and CEO of San Diego County Credit Union® (SDCCU®). Under Campbell's leadership, SDCCU continues to provide breakthrough banking products and deliver banking services that save customers money and remains a top financial performer in the industry while balancing service and convenience and driving efficiency in operations.

**MAKING A DIFFERENCE:** Recognizing that the pandemic had adversely impacted many within the community, SDCCU extended relief to customers on March 20. Loan payment relief included a 90-day deferral option on all consumer loans, including: real estate, auto, credit card and personal loans. Business loan and commercial real estate deferment relief was also offered. Since the onset of the pandemic, SDCCU has deferred more than 50,000 loans totaling more than \$1 billion in balances. In 2019, SDCCU continued its focus on improving the communities where it operates. It did this in part through the support of more than 75 nonprofits and participation in over 500 community events. It also remained committed to improving the financial future of individuals through its financial wellness initiatives — delivering nearly 150 presentations to over 2,600 members of the community. As one of Southern California's top credit unions, San Diego's largest locally owned financial institution and a Live Well San Diego partner, SDCCU is committed to helping the community make educated financial decisions by delivering the best financial education, products and services.

**NOTABLE:** In the 10 years Campbell has served as President and CEO, membership has more than doubled and SDCCU has grown from \$5 to \$9 billion in assets.

**QUOTABLE:** "SDCCU remains committed to the communities that we proudly serve. The health and well-being of our staff and members is our first priority."



**Adela de la Torre**, President  
San Diego State University

Dr. **Adela de la Torre** was appointed as the new president of San Diego State University in June 2018. She is the ninth permanent president of SDSU and the first woman to serve in that role. She brings with her 30 years of service in leadership roles within institutions of higher education. Her research focuses on aspects of Latino community health—an area in which SDSU is a national leader.

**DAY JOB:** Leadership of a major university in San Diego. She is responsible for thousands of jobs, incredible facilities, planning, and financial health of this institution.

**MAKING A DIFFERENCE:** She took a leadership stance to close the campus to on-campus classes and moved rapidly to enable faculty to teach virtually. These decisions were costly, but helped to preserve the health of students, faculty, and staff in this critical period in March 2020. She has since established tiger teams for critical planning, worked closely with county health department officials and leaders, and took an active stance with other CSU presidents to act in the best interest of her constituents. Through her leadership, the university made laptop computers and related equipment available to students, faculty, and staff so they could work from home, established shutdown policies to limit on-campus activities, and cleaned every space on campus in preparation for reopening. Her leadership was critical in maintaining the viability of SDSU during this crisis.

**NOTABLE:** San Diego State University continues to gain recognition as a leader in higher education. It ranks No. 60 among public universities, and in the top 130 overall in U.S. News & World Report's annual ranking of America's Best Colleges. SDSU also placed No. 45 nationally on the U.S. News list of "most innovative schools." San Diego State University students are graduating at record high rates across all seven colleges, and SDSU now ranks No. 1 nationally in graduation rate performance, based on U.S. News & World Report's most recent college rankings. This top rank for graduation rate performance acknowledges the university's success in serving students of many different economic, racial, ethnic and gender affiliations.

**QUOTABLE:** "I will never, ever, stand down in my assertion that we must each condemn the systemic racism that both enables and protects these vile acts of violence and disregard for human life."



**Paul Downey**, President & CEO  
Serving Seniors

Since being appointed to the role of President and CEO of **Serving Seniors** in 1995, **Paul Downey** has guided the organization's efforts to support low-income and homeless seniors, helping the organization grow to serve more than 640,000 meals annually. He has been a longtime advocate for senior issues at the national, regional and local levels.

**DAY JOB:** Paul is responsible for overseeing the organization's wrap-around wellness services, nutrition program and advocacy efforts. He works closely with donors, foundations and government officials to continue expanding services and reach even more seniors in need throughout the county.

**MAKING A DIFFERENCE:** Paul has been instrumental in ensuring that hundreds of low-income and homeless seniors continue getting the free meals they need to survive during this pandemic. After closing all congregate dining sites in March, Paul led the charge to quickly transition operations to home meal delivery, successfully quadrupling meal capacity. Paul has been working nonstop with the leadership team to implement appropriate procedures to ensure the health and safety of staff and volunteers on the frontlines.

**NOTABLE:** Paul officially celebrated his 25th anniversary with the organization in May 2020.

**QUOTABLE:** "Seniors need us now more than ever before. We're dedicated to meeting those needs and expanding our services to reach as many seniors as possible, regardless of income."



Pre-packaged to-go meals during COVID-19 pandemic.

# Thank you Betzy for your visionary leadership in our community during these unprecedented times.



## AMPLIFY BETZY'S VISION

Here's your opportunity to make an impact in the lives of children, families, and seniors in need. Thanks to the generosity of the Potiker Family Foundation's 1-to-1 matching gift up to \$50,000, your donation counts twice! We're counting on you.

**MAKE YOUR GIFT NOW!**

**LEARN MORE AND DONATE AT [LFJCC.ORG/APPEAL](https://lfjcc.org/appeal)**



## 50 MAKING A DIFFERENCE



**Michael "Mick" Farrell, CEO**  
ResMed

**Mick Farrell** was appointed ResMed's CEO in March 2013. He joined ResMed in 2000, building on a career in manufacturing and biotechnology. Mick served as ResMed's Americas president from 2011 to 2013, senior vice president of its sleep business 2007 to 2011, and other senior marketing and business development roles.

**DAY JOB:** As CEO, Mick Farrell leads over 7,500 ResMedians in pioneering innovative solutions that treat and keep people out of the hospital, empowering them to live healthier, higher-quality lives. He and President/COO Rob Douglas co-lead a 14-person "CEO Operations" management team that establishes and executes company-wide strategies in service of its 30-year mission to improve quality of life, reduce the impact of chronic disease, and lower costs for consumers and the healthcare system in more than 140 countries.

**MAKING A DIFFERENCE:** As a global leader in the development and production of a range of respiratory care devices, under Mick's leadership, ResMed quickly responded to the unprecedented global demand for critical lifesaving ventilators and bilevel devices. In January, the company shifted manufacturing resources to triple its output of ventilators, and scale up ventilation mask production more than tenfold. ResMed produced over 52,000 ventilators from January through March, and is building many thousands more of these lifesaving devices while demand remains high around the world.

**NOTABLE:** ResMed has changed over 110 million lives in the past year, providing a ResMed medical device, full mask system, or digital health solutions for out-of-hospital care.

**QUOTABLE:** "We helped save lives with tens of thousands of ventilators during this crisis, while also helping millions of people with sleep apnea, COPD, asthma, and out-of-hospital care."



**Mike Fasulo, President & COO**  
Sony Electronics

**Mike Fasulo** values building and supporting diverse work environments where qualities are recognized and celebrated. He and his management team hire individuals across generations, socioeconomic/educational backgrounds and sexual orientations. His leadership style creates safe spaces for employees' honest conversations, resulting in cohesion, innovation and successes.

**DAY JOB:** Mike's leadership across management teams drives company-wide initiatives through consumer electronics and professional markets (R&D, engineering, sales, marketing, distribution, CSR). Sony is the leading manufacturer of end-to-end solutions from 4K professional broadcast equipment to 4K and 8K HD TVs. Mike's expertise is instrumental in Sony's continued innovation and success.

**MAKING A DIFFERENCE:** Mike's frequent and honest company-wide communications have been a tremendous support for Sony employees across the nation, offering consistency and a sense of calm during a time of uncertainty. In addition, Mike was the champion sponsor of an initiative whereby Sony was able to distribute 21,000+ N95 masks to first responders at hospitals in California, New Jersey, New York, and Baja California.

**NOTABLE:** Sony Corporation established "Sony Global Relief \$100 million Fund for COVID-19" to provide support to those impacted by the pandemic around the world.

**QUOTABLE:** "We are in difficult times. I've seen our employees offer their best. 74 years of Sony's global leadership isn't easily shaken, neither are our employees."



Sony has donated from their own supply of N95 masks to several hospitals in California, New York, New Jersey and Baja California.



**Bradley Feldmann, Chairman,**  
President & CEO, Cubic Corporation

**Bradley Feldmann** has served as president and CEO of Cubic Corporation since July 2014. He was appointed to the board of directors in May 2014 and was elected as chairman of the board in February 2018. Prior to becoming CEO, Feldmann was president and COO.

**DAY JOB:** Feldmann leads the operations of Cubic Corporation, including its global transportation and defense businesses. He dedicates himself to serving customers while driving corporate strategy and execution; ensuring financial performance, growth and shareholder value. He champions Cubic's culture, encourages growth through innovation while always prioritizing employees' health and well-being.

**MAKING A DIFFERENCE:** Feldmann's proactive, empathetic and transparent leadership during the COVID-19 pandemic has allowed Cubic to anticipate and quickly implement measures to care for employees, meet customer commitments and support the community. Cubic repurposed its manufacturing capabilities to produce face coverings for customers and also donated them to hospitals, employees and their families. In response to a shortage of ventilators, Cubic developed a prototype ventilator and a game-based training program for ventilator operators.

**NOTABLE:** Feldmann strives to empower employees with a clear vision and purpose. He is incredibly compassionate and will always take a stand for what is right.

**QUOTABLE:** "Care for your people and customers; stay true to your purpose. Deliver on what is needed, the rest can wait until we recover from COVID-19."



Cubic team with UAH College of Nursing staff at the school's Learning and Technology Resource Center, testing an emergency ventilator device on a human patient simulator called iStan.



**Jim Floros, President & CEO, Jacobs**  
& Cushman San Diego Food Bank

**Jim Floros** joined the San Diego Food Bank from the Burn Institute where he served as executive director and CEO from 1992 to 2012. He has presided over a major expansion of Food Bank programs, facility improvements & an increase in the number of people served by the Food Bank every month to 350,000.

**DAY JOB:** During these challenging times, a typical day for Jim includes collaborating with key officials on how to support our community, working with partnerships to meet the increasing needs of the unemployed/furloughed and children no longer receiving subsidized meals, and working with our Programs staff on food distribution opportunities and challenges.

**MAKING A DIFFERENCE:** Jim has led the San Diego Food Bank and its North County chapter to meet the huge demand from families impacted by the pandemic. The Food Bank is distributing 67% more food and feeding nearly 600,000 people monthly. Under Jim's leadership, the Food Bank will continue to provide a vital safety net for San Diegans in need.

**NOTABLE:** Since COVID-19, the Food Bank has distributed 10 million pounds of food and purchased \$3 million of food to meet the demand for help.

**QUOTABLE:** "We are the right organization at the right place and the right time. The San Diego Food Bank will support our community throughout this crisis."



Representative Scott Peters (left) and Food Bank CEO Jim Floros (right) as the community to support the Food Bank through volunteering during the COVID-19 crisis.



## THANK YOU, PRESIDENT JAMES T. HARRIS III

for being an inspirational leader during difficult times — and for showing Toreros around the world how the University of San Diego's Changemakers confront humanity's urgent challenges! #TorerosTogether

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 University of San Diego®



## 50 MAKING A DIFFERENCE



**Pradipta Ghosh**, Director & Professor  
Center for Network Medicine, UC San Diego

Dr. **Pradipta Ghosh** is a physician-scientist with dual training in medicine and basic science (cell biology). She started a career in science as a research associate in 2001. In 2008 she graduated from the Gastroenterology fellowship program and joined as an Assistant Professor, and became a full Professor in 2016.

**DAY JOB:** Dr. Ghosh oversees the research and staff of the Center's three pillars. In addition, she is a practicing Gastroenterologist at the VA San Diego. She leads and teaches with compassion and vigor, bringing a new level to transdisciplinary research.

**MAKING A DIFFERENCE:** Along with leading her research and administrative staff with compassion and strong course during these trying times, her agility has brought together a multidisciplinary team for a new mission of combatting COVID-19. Dr. Ghosh immediately deployed two of the Center's assets to conduct research that provides computational framework to identify targets and human-like lung models for real-time (Phase '0' trials) outcomes to validate predicted compounds that can potentially reduce the loss of lives.

**NOTABLE:** In disseminating innovative disruptive solutions rapidly to users within the UCSD campus, the local SD biotech and pharma, and by training the next generation on how to use them, the Center seeks to be the kind of tide that lifts all boats.

**QUOTABLE:** "This too shall pass, and rebuilding is always faster/easier if we never stopped building at all, or did whatever we could to stop a complete collapse."



Combatting COVID-19 at Phase '0'.



**Guy Halgren**, Partner & Chairman  
Sheppard Mullin

**Guy Halgren** is Chairman of the firm's Executive Committee. Since Guy became Chairman in 2001, **Sheppard Mullin** has grown strategically to meet the needs of its clients. Under his leadership, the firm has opened offices in Brussels, Century City, Chicago, Dallas, London, New York, North County San Diego, Palo Alto, Seoul, Shanghai and Washington, D.C.

**DAY JOB:** Guy Halgren has been Chairman of the firm since 2001. He joined the firm in 1986 and for 15 years had an active labor and employment practice. Under Guy's leadership, Sheppard Mullin has experienced 19 consecutive years of revenue increases, attorney headcount growth and office expansions. Guy is a hands-on leader. Whether it be taking the lead on establishing a race, inclusion and equality task force, meeting with potential lateral partner candidates, or making the hard choices to cut expenses, Guy is focused on ensuring the health and well-being – both financial and spiritual – of the firm.

**MAKING A DIFFERENCE:** When it became clear that coronavirus pandemic was gaining speed, Guy wasted no time in ensuring the safety of the firm's employees and their families. Within just three days, the entire firm moved to a Work From Home environment. He also authorized the development of a COVID-19 Task force to help clients deal with the many issues created by COVID-19 and he encouraged pro bono service and authorized financial contributions to help battle the pandemic.

**NOTABLE:** Since Guy became Chairman in 2001, Sheppard Mullin's attorney headcount has tripled and opened 11 offices, including two offices in Europe and two in Asia.

**QUOTABLE:** "Real change requires us to engage, let down our defenses, listen, do our best to put ourselves in the shoes of others, take action and persevere."



**Tony Hall**, Founder & CEO  
Torrey Holistics

**Tony Hall** is **Torrey Holistics'** Founder and CEO. He created Torrey Holistics and has been involved in all aspects of business development, facility design, operations, security and regulatory compliance. Tony first entered the cannabis industry in 2014 - shortly after the City of San Diego developed and released their regulations for medical marijuana outlets.

**DAY JOB:** Tony is involved in the day to day business and practices of Torrey Holistics. He focuses primarily on long-term business strategy, business growth and team expansion.

**MAKING A DIFFERENCE:** Tony Hall has donated over 10,000 N95 face masks and over 20,000 hand sanitizers to various health centers, local organizations, customers and staff since mid-March. With shortages of medical supplies around the country caused by the COVID-19 international health crisis, Hall saw an opportunity to directly help his community, the medical workers on the frontlines, and those most vulnerable. Hall decided to expand his efforts by supporting senior populations and their caretakers during the COVID-19 crisis. Hall donated a portion of April sales from Torrey Holistics to St. Paul's Senior Services and the Senior Adult Department at the Lawrence Family JCC.

**NOTABLE:** As California has continued to develop cannabis regulations, Tony has worked diligently to navigate the ever-changing landscape and rules to keep Torrey Holistics ahead of changes so that they can maintain business operations and continue providing consistent service and products to their customers.

**QUOTABLE:** "Now is the time to demonstrate we are one, united community and that we will overcome this pandemic by helping each other out in any way we can," said Hall. "We feel very fortunate to have met some amazing people, albeit under these circumstances, and are confident that our community will continue coming together to serve one another."



Tony Hall donating N95 masks to UCSD La Jolla.



**Vince Hall**, CEO  
Feeding San Diego

**Vince Hall** is the CEO of **Feeding San Diego**, the leading hunger-relief and food rescue organization in San Diego County and the only affiliate of Feeding America in the region. Under Vince's leadership, Feeding San Diego is innovating creative approaches to rescuing healthy food which would otherwise go to waste and providing more than 26 million meals every year to people in need.

**DAY JOB:** Vince has implemented changes to food distribution to protect staff against transmission, and has taken steps to acquire significantly more food than normal, to meet the demand caused by widespread unemployment. He has turned to the community for additional financial assistance, helping raise \$11M, just during the last two and half months. Vince anticipates Feeding San Diego's total revenue for fiscal year ending June 30, will be over \$18M, doubling from \$9M generated last fiscal year. Feeding San Diego has provided 6.5 million prepared meals since start of pandemic in San Diego County.

**MAKING A DIFFERENCE:** In partnership with San Diego & Imperial Counties Labor Council, Feeding San Diego holds emergency drive-through food distributions every Saturday for families affected by COVID-19. Feeding San Diego distributes more than 26 million meals a year across San Diego County in partnership with more than 300 local charities, schools, faith communities, meal sites and food pantries.

**NOTABLE:** Feeding San Diego rescues food from 225 farms all along the coast of California, bringing fresh fruits and vegetables to those in need.

**QUOTABLE:** "Prior to the pandemic, Feeding San Diego produced 3 thousand prepared meals for kids. Now, that number is over 25,000. Children are the most innocent among us and we cannot fail to protect their health and invest in their future."



The San Diego Food Bank's Emergency Food Assistance Program distributes emergency food packages at 90 different locations across San Diego County every month.



## 50 MAKING A DIFFERENCE



**James T. Harris**, President  
University of San Diego

Originally from Ohio, **James T. Harris III**, DEd, is the fourth president of the **University of San Diego**. He recently served as chair of the board of trustees of the Council for Advancement and Support of Education (CASE), and was previously the president of Widener University and Defiance College.

**DAY JOB:** As president, Dr. Harris organizes his day to be accessible to members of the campus community and has a reputation for being visible across campus. He leads the university's Envisioning 2024 strategic plan, which boldly positions USD at the forefront of Catholic higher education by our 75th anniversary in 2024.

**MAKING A DIFFERENCE:** Throughout the crisis, Dr. Harris has exemplified calm resilience and compassion, especially for students. Together with tireless faculty and staff, he has worked to ensure academic continuity and communicate the challenges ahead with transparency. Dr. Harris also seeks out ways the university can serve the greater community. Under his leadership, USD collaborated with county leaders to establish our campus as a free COVID-19 testing site, an action centered around supporting underserved and underrepresented populations in our local community.

**NOTABLE:** For the past 24 years, Dr. Harris has annually traveled with students internationally, most recently visiting Uganda for a project focused on improving water quality.

**QUOTABLE:** "Times like these can produce feelings of hopelessness, but they can also give us hope for humanity as we see people take extraordinary measures to be of service to others."



To support underserved populations in the local community, the University of San Diego worked with county leaders to establish the USD campus as a free drive-up testing site for COVID-19.



**Rob Henderson**, SVP of Operations  
Westmont Living

**Rob Henderson** has spent his entire 22+ year career serving seniors. In 2019 Rob joined **Westmont Living** as the SVPO. Rob holds a Skilled Nursing Administrator license along with a RCFE Certification and is also a Certified Director of Assisted Living. He is a graduate of SDSU and is a proud father of three wonderful children.

**DAY JOB:** Rob leads the overall operations of the organization by directly supporting the regional teams who support our Senior Living communities directly. Rob focuses on growing the business from both a profitability and a cultural perspective. Rob leads many of the growth initiatives that allow us to constantly improve our care and services to the seniors we serve.

**MAKING A DIFFERENCE:** The COVID-19 crisis did not affect all industries equally, in fact, the senior services industry was hit harder than most. It took great skill and leadership by Rob Henderson to navigate the instituting of life-saving preventions and new operational norms to protect the residents of Westmont Living Communities but to also protect the staff and essential medical workers that go into the communities on a daily basis. Rob's leadership skills were seen by an enthusiastic adoption of all measures by the staff so that the company has had extraordinary results including the fact that both San Diego County Westmont communities of Chula Vista, La Mesa and Escondido experienced no Covid-19 infections from residents or staff. Overall, company-wide they experienced cases at two communities but were immediately identified and isolated so to not create any further harm.

**NOTABLE:** Westmont Living is a company with a strong work ethic and entrepreneurial approach to senior living. Even though Rob is a Senior Vice President, he is a true servant leader by being humble, friendly and approachable to all staff. His management style is participative and team focused. And, he has a great sense of humor.

**QUOTABLE:** "I don't believe in top-down management; I believe in more of a 'knights of the round-table' approach. I think it is important that everyone on the team has a say, regardless if it is outside of their department." Rob Henderson, Senior Vice President, Operations, Westmont Living."

**CONGRATULATIONS ON  
BEING NAMED ONE OF  
SAN DIEGO'S 50 LEADERS  
MAKING A DIFFERENCE!**



**Nathan Rogge, President and CEO of Bank of Southern California, leads with passion and purpose and is committed to supporting our local communities.**

On behalf of Bank of Southern California, we congratulate you on this honor and are proud to celebrate one of the most influential leaders in San Diego.



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## 50 MAKING A DIFFERENCE



**Ingo Hentschel**, VP of Field Operations  
Cox Communications

**Ingo Hentschel** is a senior operations leader with 30+ years of progressive experience in the military and telecommunications industry. He has an exceptional record in leading large, complex operational groups to high performance during competitive and high change periods with a special strength in developing and deploying field operations strategies.

**DAY JOB:** Ingo oversees every service truck in California, and strives to provide high-quality cable and internet installations for customers. He ensures Cox Communications not only provides excellent service but service built on the trust of human connection. Ingo sets the tone for his staff by finding the best solution for each customer, every time.

**MAKING A DIFFERENCE:** Ingo and Cox Communications adapted an 8-year-old program for the emerging needs of a community facing COVID-19, and worked hard to deliver it.

Cox launched Connect2Compete in 2012 in San Diego to bring low-cost high-speed internet service to K-12 students. For \$9.95 per month, customers receive in-home Wi-Fi and free professional installation from Cox techs. When COVID forced schools to close in March and students had to learn from home, it showed how much there is still a digital divide because not all students had a computer or internet access at home. During the pandemic, there was an increased need from schools to ensure their low-income students had internet access at home for distance learning. Cox created a fast-track sign-up process for Connect2Compete. Cox had a huge volume of families wanting to enroll in Connect2Compete, so Ingo and his team of techs worked hard to get families installed as soon as possible as they switched to distance learning. In addition, to help students without home internet, Cox offered up to four months of free internet through Connect2Compete through July 15 so they could finish the school year from home.

**NOTABLE:** Cox Communications is a fourth-generation family owned company, a feat only about 3% of family owned businesses achieve.

**QUOTABLE:** “Always challenge yourself to find new ways to serve others. You will never be disappointed with the outcome.”



**Kathryn Lembo**, President & CEO  
South Bay Community Services

**Kathryn Lembo** has served as President and CEO of **South Bay Community Services** since 1982. She is known and respected for her willingness to forge innovative alliances among multi-sector partners to serve the most vulnerable in our communities. She has spearheaded many lasting initiatives and received numerous awards for her work in the non-profit sector.

**DAY JOB:** Kathie implements the policies of SBCS' Board of Directors and is responsible for overall administration of the agency, which includes managing a \$40M budget, networking and fundraising within the community, advocating for youth and family issues at City, County, State, and Federal levels, and building County-wide collaborations. She has direct oversight of SBCS' Management Team which oversees over 50 different programs that provide supportive services to children, youth and families throughout San Diego.

**MAKING A DIFFERENCE:** Ms. Lembo has led SBCS in providing emergency COVID response in the South Bay: securing hotel rooms to temporarily house families and transition-age youth affected by the virus; collaborating with the City of Chula Vista on the innovative usage of RVs to house the homeless; providing emergency food for over 10,000 families per month; and working closely with Alpha Project on outreach in the South Region.

**NOTABLE:** SBCS began in 1971 as a tiny drop-center for drug-abusing teens, and under Ms. Lembo's leadership has grown into one of the largest social service and community development agencies in the County, and touches the lives of 50,000 people each year.

**QUOTABLE:** “Leadership is creating the conditions for others to accomplish great things in the face of uncertainty.”



**Mi Escuelita Therapeutic Preschool Expansion Ribbon-Cutting ceremony.**



**Baron Herdelin-Doherty**, President  
& CEO, YMCA of San Diego County

With more than 35 years of YMCA executive experience, **Baron Herdelin-Doherty** currently serves as President & CEO of the **YMCA of San Diego County**. Since 2010, Baron has led the largest Y in the nation, where nearly 500,000 San Diego County residents are receiving the support, guidance and resources needed to achieve greater health and well-being.

**DAY JOB:** Herdelin-Doherty is a passionate, mission-driven leader who is dedicated to the needs of San Diego families - and lives this every day in his work. He recognizes that for our communities to succeed, everyone must be given the opportunity to be healthy, confident, connected and secure. His focus is on serving more people, in more locations, in an equal way. Baron is constantly connecting with colleagues, volunteers, donors and the community - all things that make the YMCA what it is.



**While branches were closed during the pandemic, the Y hosted a dozen Red Cross blood drives at its empty facilities, potentially saving more than 1,000 lives.**

**MAKING A DIFFERENCE:** In light of losing most of the Y's earned revenue, Baron never lost focus on the vision of ensuring the Y's viability 100 years from now. He led the team to create a “Virtual YMCA” almost overnight which has been serving thousands of San Diegans - not just Y members - with free enriching programs for children, social activities and physical and mental health programs for all ages, and a special focus on engaging our vulnerable senior population.

**NOTABLE:** While Baron leads the largest YMCA in the nation, it's his personable, approachable persona that really shines. Monday happens to be his favorite day of the week - a testament to his positive outlook in all situations.

**QUOTABLE:** “The YMCA has been serving our community for 138 years, and will continue for another 100 by focusing on addressing our society's most pressing needs.”



**Alessandra Lezama**, Founder  
& CEO, TOOTRiS

**Alessandra Lezama** is an entrepreneur and PE backed CEO, advocate for women pursuing careers in tech and other STEM fields, angel investor to San Diego-based early-stage companies, and Founder and CEO of **TOOTRiS**, an on-demand technology platform that is reinventing how parents access and pay for affordable, high-quality Child Care.

**DAY JOB:** With 20 years of experience building companies from the ground up, Alessandra is hands-on when it comes to developing relationships with investors and strategically directing TOOTRiS, from technology design to marketing. Every day, she is heavily engaged in Policy Change Advocacy through the various committees and councils she sits on.

**MAKING A DIFFERENCE:** Alessandra founded TOOTRiS, the first and only technology service provider that enables parents to reintegrate into the workforce, particularly after COVID-19, knowing that their child is safe and enjoying high-quality, curriculum-based Child Care in small group settings. TOOTRiS provides virtual tours, contactless enrollments and scholarship grants for parents, as well as free access to ECE materials, Safety-First cleaning kits and financial assistance for verified TOOTRiS providers - all at no cost to the parent or provider.

**NOTABLE:** As a minority immigrant and single mom striving for a better future, Alessandra shattered glass ceilings and made her way through a male-dominated industry (Technology).

**QUOTABLE:** “We believe in the strength that comes from unity, and the extraordinary that comes from diversity.”



**Using web or mobile applications, parents can find, vet, tour and enroll their children in a program that meets their location, scheduling and budgetary requirements.**



## 50 MAKING A DIFFERENCE



**Betzy Lynch**, CEO, Lawrence Family JCC | JACOBS FAMILY CAMPUS

**Betzy Lynch** has held leadership roles at JCC's around the country and is currently LFJCC CEO. She serves(ed) on many boards including Planned Parenthood and JCC Association. Some of her accolades include; SD Magazine Celebrating Women Awards nominee, SDBJ's Business Women of the Year Award and SD500 Most Influential People.

**DAY JOB:** I have had the gift of working for 20 years in the Jewish Community Center movement in five amazing communities across the country. I am so grateful to have the opportunity to impact the Jewish community of the present and carry out its mission to provide social, cultural, educational, and recreational programs to individuals and families of all ages, religions, races, financial abilities, and physical and mental abilities.

**MAKING A DIFFERENCE:** Betzy has lead a strategic fundraising effort, and implemented a crisis response task force to re imagine the center's business model. With vision and proactive management, she has expedited a Small Business PPP loan and convened essential conversations with other community leaders. Betzy also ensured outreach to isolated seniors and lead a book drive for the Boys and Girls Club. Throughout these tumultuous last few months, Betzy has maintained engagement with the community through free virtual programming, and helped address mental health preparedness in the community.

**NOTABLE:** Betzy went out of her way to direct traffic herself and personally welcome families back when the preschool reopened on May 26.

**QUOTABLE:** "The world has become a different place. What remains constant is the LFJCC's dedication to helping you live your best life, welcome new guests, and connect to the community at-large."



Engaging children and families during the pandemic and bridging generations through a virtual cooking class.



**Kevin Mattson**, President & CEO San Ysidro Health

**Kevin Mattson** has more than 35 years of leadership experience in the healthcare field. He is proud to serve in his capacity as CEO, and is committed to the mission of **San Ysidro Health**. Ensuring quality healthcare for those that need it has always been part of his career.

**DAY JOB:** Kevin oversees a staff of over 1,600 team members located at 41 sites throughout San Diego County that are dedicated to the 107,000 lives in their care. Under his tenure, SYHealth has exponentially grown in volume and expansion of innovative healthcare services (medical, dental and behavioral health) for the entire family.

**MAKING A DIFFERENCE:** Through Kevin's leadership, San Ysidro Health transformed its system of care to telehealth visits for all, especially our most vulnerable neighbors. Essential health services including behavioral health remain accessible in the safest manner during this pandemic through telehealth. SYHealth is also offering COVID-19 testing, food distribution and enhanced in-home services for seniors and their families through its Program for All Inclusive Care for the Elderly (San Diego PACE).

**NOTABLE:** San Ysidro Health was founded by 7 mothers looking for medical care for their children over 50 years ago in a little white house.

**QUOTABLE:** "Improving the well-being of our struggling neighbors is more than our mission statement, it's what guides us in everything we do now more than ever."



Kevin Mattson, San Ysidro Health president and CEO, welcomed California Surgeon General Dr. Nadine Burke Harris for a community conversation in May 2019.



*BNBuilders congratulates our **Principal, James Awford** on making SDBJ's 50 Leaders Making a Difference list for 2020!*

James has been at the forefront of our growth in the Southern California region and truly personifies our motto – **Collaborative People. Progressive Builders.**



Vertex Pharmaceuticals, San Diego Research Center



Scripps MD Anderson Cancer Center TI



UC San Diego, Design + Innovation Building Groundbreaking



County of San Diego, Borrego Springs Library



## 50 MAKING A DIFFERENCE



**Neal McFarlane**, President & CEO  
McFarlane Architects, Inc.

**Neal McFarlane** is responsible for the success, design, and management of each project at **McFarlane Architects**. He personally supervises each project manager to ensure the client's goals are achieved. He has designed more than 8,000,000 square feet of life science and advanced technology facilities.

**DAY JOB:** McFarlane is a daily resource to all clients by answering their emails and returning their phone calls concerning facility design, planning, and operations. Other daily tasks include meeting with clients, reviewing project status with project managers, conceptualizing new designs, executing contracts, and mentoring the firm's young professionals.

**MAKING A DIFFERENCE:** In a short period of time under a new operating norm, McFarlane had to expand design and production capabilities to assist several of its clients grow their manufacturing and research and development facilities because they are at the forefront of the scientific fight against the Covid-19 virus. Multiple clients have received FDA approval of their products and McFarlane Architects has had to lead the design efforts at record speed to get these new facilities built.

**NOTABLE:** McFarlane earned his California Architect's license in record time, 27 months after earning his architectural degree due to having earned 9 months experience during college.

**QUOTABLE:** "Now is not a time for panic, it's a time to utilize our resources to find solutions so we can improve our lives and communities."



Recent award winning biotech manufacturing facility for TriLink Biotechnologies designed by McFarlane Architects.



**Miles McPherson**, Pastor  
Rock Church

**Miles McPherson** began his trek out to Southern California as a defensive back from 1982-1985. After giving his life to Christ, in 2000, he started the Rock Church in San Diego, with the purpose to serve the city of San Diego as a "Do Something Church."

**DAY JOB:** Miles seeks to bring pervasive hope to the city of San Diego by mobilizing Rock Church attendees to use their gifts and talents to help others. A cornerstone of the San Diego community and reaching over 18,000 people every week, the Rock seeks to reach, equip, and send people to impact their community and beyond. Recently, in his latest book, *The Third Option*, Miles has become a national leader in spurring on racial reconciliation in our communities.

**MAKING A DIFFERENCE:** Miles and the Rock Church mobilized thousands of volunteers to refurbish 300,000 N95 masks, which needed the elastic replaced, for frontline workers. His heart for the front line workers led to partnerships with restaurants to donate 1,350 meals for law enforcement and nearly 10,000 meals for hospital workers around the city.

**NOTABLE:** Since its start, the Rock Church has provided over 5 million hours of community service, valued at nearly \$40 million to the city of San Diego.

**QUOTABLE:** "God can heal all of the unrest, he can bring good out of evil and good out of pain. We're going to see, I believe, a transformation of San Diego and our country as we go through this. As long as it's us versus them we're going to have conflict and division. We need to learn how to serve and love each other instead of everyone fighting for their way."



300,000 N95 masks are repaired by volunteers of The Rock church, alongside Pastor Miles McPherson (Right), Mayor Kevin Faulconer (Middle), and Supervisor Greg Cox (Left).

Congratulations to  
**Ingo Hentschel**  
Vice President of Field Operations

Your leadership, caring and innovative approach to serving our customers and your team during the challenges of 2020 are an inspiration to us all.

**COX**  
Bringing us closer





## 50 MAKING A DIFFERENCE



**Brian Milton**, Head of Retail Banking & Deposits, Union Bank

**Brian Milton** leads Retail Banking for **Union Bank**, including its 340-branch network throughout the West Coast. He is responsible for overall business strategy and execution, working closely with product, data, marketing, digital banking, and branch banking teams to develop client-focused solutions.

**DAY JOB:** Brian led efforts of putting client and colleague safety and well-being first in adapting bank branch operations through the pandemic, including adjusting hours, providing PPE, and stepping up cleaning protocols and communication. He also implemented providing \$2,000 in crisis relief pay to assist all branch employees through this challenging time.

**MAKING A DIFFERENCE:** Brian and the Union Bank leadership team drove the following: fee waivers, mortgage loan forbearance and other assistance for clients in need; 2,500 PPP loans made to San Diego businesses, totaling \$350 million, with a local focus and average loan size of \$143K; \$3 million commitment to respond to the crisis in our communities; issuing 12 grants, with \$300,000 in small business grants and \$90,000 for social safety net organizations in San Diego thus far.

**NOTABLE:** Union Bank has been engrained in the San Diego community since 1883. Today, we have 55 branches in San Diego with more than 1,400 employees.

**QUOTABLE:** "Banking is a purpose-filled profession and our mission and duty is clear: to help our communities survive in order to thrive again in the future."



On May 30, Union Bank's La Mesa branch in San Diego was destroyed by a fire during a protest that turned destructive. Brian Milton, far right, meets with La Mesa Branch Manager Carlton Hill, second from right, at the Lake Murray branch, one of three local branches where displaced La Mesa branch colleagues and clients were redirected after the fire.



**A.J. Moyer**, President & CEO C3Bank

**A.J. Moyer** has been CEO of **C3bank** since March 2016. A CPA with over 13 years of experience in financial planning and analysis, A.J. served as the Vice President of Financial Planning and Business Development at Behr Paint before joining C3bank. A.J. graduated Valedictorian of his class at USD.

**DAY JOB:** A.J.'s day job as CEO of C3bank really depends on the day. He wears several hats, from meeting with current and prospective customers to help them create efficiencies and achieve their business goals to making sure his employees have everything they need to succeed. A.J. is a true leader.

**MAKING A DIFFERENCE:** A.J. created and led C3bank's CARES team, which was formed to help our local businesses secure pivotal SBA PPP loans. Under A.J.'s leadership, C3bank funded PPP loans for around 500 local businesses. A.J. even walked down the streets of Encinitas on the weekends going door to door introducing himself and making sure these businesses were able to get funding. A.J. worked around the clock to ensure C3bank helped every business that needed assistance.

**NOTABLE:** A.J. was the Captain of the Surf Team at the University of San Diego.

**QUOTABLE:** "We will have more challenging weeks ahead, but with strong resiliency and by working together as a team, we will prevail."



A.J. goes door-to-door helping local Encinitas businesses secure PPP loans.



# Congratulations!

As a proud supporter of Computers 2 Kids, San Diego, Cox congratulates **C2K CEO Cheri Pierre** for this well-deserved award.

Her work to provide families with affordable devices is making a difference in our region. We applaud her efforts to bridge the digital divide.





## 50 MAKING A DIFFERENCE



**Larry Nishnick**, Corporate & Securities Partner, DLA Piper LLP

**Larry Nishnick** is a corporate and securities partner at **DLA Piper LLP**. He represents and counsels both local and national companies, investors and investment banks. Recently, Nishnick acted as lead corporate counsel for Maxwell Technologies' sale to Tesla, Coca-Cola's investment into Suja Life and helped NuVasive access over \$1.4 billion in debt transactions.

**DAY JOB:** During COVID-19, Larry has been advising his clients from his home office and participating in virtual board and other client meetings. Mr. Nishnick primarily assists with corporate transactions that range from capital markets transactions, mergers and acquisitions, fund-raising transactions and general corporate representation that involves attending Board meetings and client meetings on behalf of his various companies. Mr. Nishnick also represents underwriters and placement agents in corporate transactions.

**MAKING A DIFFERENCE:** Mr. Nishnick was part of the national DLA task force assigned with assisting clients with the CARES Act programs including advising and counseling on available government programs such as the Main Street lending program and the Paycheck Protection Program (PPP) which provided access to a forgivable loan under the SBA 7(A) loan program. Mr. Nishnick counseled over 100 companies as part of their decision making to apply for PPP and other relief programs. Mr. Nishnick also advised numerous companies on the California and San Diego stay-at-home orders and assisted with company determinations on whether they could remain open based on being an essential business. Moreover, now that San Diego is moving towards less restrictive measures, Mr. Nishnick is advising companies on steps to re-open their doors to workers, customers and others and restrictions that need to remain in place during these times. Mr. Nishnick also helps advise a number of local San Diego life science companies that are developing testing and vaccinations for COVID-19.

**NOTABLE:** DLA Piper (formerly Grary Cary) was established locally in 1927 and is the largest law firm in greater San Diego

**QUOTABLE:** "You can only control what is within your control. Therefore, continue to do those things you control and do them to the best of your ability. Do not concentrate on those actions that are outside your control as they will only cause you to be distracted from those that you can control."



**Eric Northbrook**, Managing Director & Partner, Voit Real Estate Services

**Eric Northbrook** is managing director and partner with **Voit Real Estate Services** in San Diego. He is knowledgeable in all aspects of real estate and is an expert in representing institutional owners in the marketing and leasing of quality Class A real estate. Prior to joining Voit in 2014, he was with Cushman & Wakefield for 10 years.

**DAY JOB:** Northbrook handles business development at Voit Real Estate Services and oversees a workforce of about 50. He also mentors and coaches the brokers in his office. He collaborates with the capital markets team and provides market information and assumptions essential to achieving a maximum sale price at execution. In addition, he specializes in tenant and corporate representation in San Diego and throughout the United States.

**MAKING A DIFFERENCE:** Northbrook rallied the troops in the office to help others. The local Voit office raised more than \$3,000 to provide more than 250 lunches from Freshii to workers at Scripps Memorial Hospital La Jolla, Sharp Grossmont Hospital and Sharp Memorial Hospital. Other efforts brought treats from the Donut Bar as well as water to medical personnel. The office avoided layoffs, and Northbrook stays connected with employees through videoconferencing. It's not all work. The team gets together for virtual happy hours.

**NOTABLE:** Northbrook is no stranger to personal loss. He tells a harrowing tale of a motorcycle accident in 2006 in Baja California, which left him paralyzed. In an effort to make lemonade out of lemons, he founded the HeadNorth Foundation to offer hope and support to San Diegans with catastrophic spinal cord injuries.

**QUOTABLE:** "In challenging times, there is lots of opportunity. Make the mental shift to opportunity and do it immediately. Those who do will prosper and win the day. Life is about relationships. Even more so today, relationships are very, very important. You may need to get creative to form new relationships."



**Eric Northbrook** at an athletic event with a friend.

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**Congratulations to our own Robert P. Robinson for being named to the San Diego 50!**



**"In the midst of chaos, there is also opportunity."**

- Art of War

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AV Preeminent Rating by Martindale-Hubbel • Top Lawyers in San Diego Magazine • Rising Stars in SuperLawyers Magazine

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## 50 MAKING A DIFFERENCE



**Keith Olmo, CEO**  
Jan-Pro of San Diego

**Keith Olmo** is the CEO at **Jan-Pro of San Diego**, a commercial janitorial franchising company serving 1,000 accounts and 120 franchisees in San Diego County. He is a leader nurturing organizations, developing solutions by visualizing possibilities that are both innovative and ethical, and taking advantage of market trends to better serve San Diego County businesses.

**DAY JOB:** Oversee and support the San Diego office in all aspects from marketing, sales, franchise development, franchise support, customer service, accounting and HR, while building a strong culture and leading the company to new standards of excellence.

**MAKING A DIFFERENCE:** After taking ownership of the office Q4 2019, Olmo began supplying his office and independently owned franchisees with electrostatic sprayers and hospital grade disinfectants.

He kept all full-time employees on payroll even with a 30% decrease in revenue due to shutdowns. To help local companies combat the COVID-19 virus, he immediately began building stronger digital presence and advertising to help educate the community on how to combat the virus and maintain clean and healthy work environments.

**NOTABLE:** Jan-Pro has been voted #1 by Entrepreneur Magazine 12 years in a row, has an A+ accredited BBB rating and 4.9 stars on Google. The San Diego office has one of the highest customer retention rates out of the 100+ national Jan-Pro offices.

**QUOTABLE:** "We will not turn panic into profit. We will offer assistance wherever and however we can to help protect San Diego businesses and our residents."



Award winning independently owned and operated Jan-Pro of San Diego Franchisee Ricardo and Nayade Canales.



**Lisa Ordóñez, Dean**, Rady School of Management - UC San Diego

**Lisa Ordóñez** became Dean of the **Rady School of Management** at **UC San Diego** beginning September 2019. As dean of the Rady School, Ordóñez applies her operational skills to lead the school's growth and further cement the school's global business research prominence as an innovation-focused, economic engine within the San Diego business community and beyond.

**DAY JOB:** Lisa is dedicated to enacting the school's strategic planning effort that focuses on preparing the next generation of scientists, doctors and entrepreneurs who will make a social impact. The Rady School of Management is a premiere business school and Lisa guides the institution in supporting San Diego businesses.

**MAKING A DIFFERENCE:** Lisa spearheaded The Rady School Business Recovery Coalition, which provides consultation, education, and insights to local entrepreneurs and helps businesses in the San Diego region navigate the unprecedented challenges faced by COVID-19. This new initiative draws on expertise from the UC San Diego community to provide immediate pro bono assistance to businesses, like navigating PPP loan assistance programs, during these extraordinary times. Lisa plans to continue developing the coalition and maintain its support for local businesses well after COVID-19 subsides.

**NOTABLE:** The 17-year-old school has produced 2,500 master's graduates, helped launch 2,000 start-ups, included 6 IPO's, and raised \$2B in funding for San Diego-based entrepreneurs. 42% of all University of San Diego students will take a class in the Rady School of Management.

**QUOTABLE:** "The Rady School of Management itself was founded as a response to a need expressed by the San Diego business community. I am so proud that our staff, faculty, students and alumni have focused their creativity and assertion in developing the Rady School Business Recovery Coalition to assist local business during this time of need. It is during times of adversity that we often perform at our best, and I am thankful to all for embracing our core values of innovation and impact."

"I am a Promise Maker because every child deserves to be safe, feel wanted and loved."

Tonya Torosian  
Chief Executive Officer



## CONGRATULATIONS TO PROMISES2KIDS CEO TONYA TOROSIAN!

Tonya has been selected as one of San Diego's 50 Leaders Making A Difference! As an advocate for foster youth throughout her entire career, Tonya is committed to *creating a brighter future for foster children®*. She is an exceptional visionary leader who inspires community members to join Promises2Kids' efforts in providing hope, support and opportunities to San Diego foster children, especially during this unprecedented time.



[www.promises2kids.org](http://www.promises2kids.org)

(858) 278-4400 | [info@promises2kids.org](mailto:info@promises2kids.org)



## 50 MAKING A DIFFERENCE



**Mark Payne**, VP, Division Manager  
Swinerton

**Mark Payne**, a native of Ohio came to San Diego in 1989 and joined **Swinerton** 10 years later. He is a father to three sons and grandfather to four grandkids. He is an avid fisherman and golfer. He's also a big fan of THE Ohio State Buckeyes.

**DAY JOB:** Mark has extensive experience in commercial building, with proven expertise in all phases of project management, from inception and pre-construction to construction and completion. As Division Manager, he is responsible for the overall management and success of the division. He is responsible for the establishment of policies, procedures, and performance standards required of each project team. The Division Manager provides an important check and balance with the project team by reviewing the project cost analysis, schedule, and quality of the work performed.

**MAKING A DIFFERENCE:** Mark has hired a full-time employee to clean/sanitize high traffic areas, common spaces, conference rooms, touch points, restrooms, etc. during business hours, 5 days a week. There have also been office protocols in place to keep all employees safe; i.e. face coverings required when moving about the office, 6 ft of social distance at all times, occupancy maximums for conference rooms, sanitizing stations throughout the office, etc.

**NOTABLE:** Mark is serving the American Heart Association as a first-time Chairperson this year. From his outreach thus far, there has been over \$200,000 in pledges to the AHA. This year's Heart Walk will undoubtedly be a "virtual walk"—but Mark is working vigorously to stand behind the cause and the dollars that keep the research going.

**QUOTABLE:** "Our employees' health and safety is the highest priority and concern during these trying times. Together, we will navigate through these unique situations to provide a safe workplace for all of you."



Swinerton group at the annual American Heart Association Heart Walk.



**Cheri Pierre**, CEO  
Computers 2 Kids, San Diego

**Cheri Pierre**, CEO of **Computers 2 Kids**, is a specialist in organizational sustainability. A leader in the nonprofit world, her ability to develop and cultivate a strong sense of what is essential, and core to the mission, allows her team to thrive. Her foundation for good leadership is based on insight, empathy, engagement, and determination.

**DAY JOB:** As CEO, Ms. Pierre oversees the overall operations and resources of the organization, managing finances, fundraising, and marketing. Throughout COVID-19, Ms. Pierre actively identifies the communities most vulnerable to ensure C2K's resources are available to them, while working alongside her staff in the refurbishing warehouse to help meet the needs.

**MAKING A DIFFERENCE:** With school closures due to COVID-19, Ms. Pierre engaged the help of and forged relationships with community leaders and businesses to ensure C2K had the resources to meet the 12,000+ applications from families who need a computer to minimize the educational disruption and facilitate the continuity of learning. She secured additional funding, hired additional IT staff, and implemented a PPE program to ensure C2K remained open during the Shelter-in-Place Order to meet the communities need.

**NOTABLE:** Under Ms. Pierre's leadership, C2K operates efficiently with a combined 6% fundraising/management cost, earning C2K the 2014 San Diego County Taxpayer Association's Golden Watchdog Award.

**QUOTABLE:** "COVID-19 has highlighted the importance of donating electronics, allowing us to bridge the digital disparity gap at a quicker rate. This will ensure educational equity."



C2K staff has been working hard to refurbish more than 20,000 computers during COVID-19.

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Congratulations to  
**Ronson J. Shamoun**  
and all those recognized by  
San Diego Business Journal as  
**San Diego's 50 Leaders  
Making a Difference.**



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accomplishments and  
inspired by your  
leadership during these  
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## 50 MAKING A DIFFERENCE



**Victor Ramsauer**, CEO, President & Shareholder, LevitZacks, CPAs

As Shareholder, President and now CEO, **Victor Ramsauer** advises **LevitZacks'** clients on the sale, acquisition and divestiture of businesses with values exceeding \$175M. He enjoys solving clients' problems and sees a similar drive in his colleagues across the firm. Ramsauer holds an accounting degree from California State Polytechnic University.

**DAY JOB:** Ramsauer provides senior leadership regarding business development and strategic planning, advising clients on deal structuring and negotiation, financial reporting research, and designing due diligence procedures. With skills in auditing, mergers and acquisitions and business consulting, Ramsauer has a comprehensive understanding of the government contracting market and Federal Acquisition Regulations.

**MAKING A DIFFERENCE:** Ramsauer has been transparent by starting virtual employee meetings with a "state of the firm" discussion. When he asked, "What's the firm doing right?" the response was unequivocally the way the firm handled the pandemic, by instituting manager check ins with the staff. Everyone loves the culture; that's why they work at LevitZacks and why they stay. By continuing that culture in a WFH setting, Ramsauer's leadership is successful in keeping spirits and productivity high.

**NOTABLE:** LevitZacks holds the honor of being named the 2019 #1 Best Small Accounting Firm to Work For in the United States by Accounting Today.

**QUOTABLE:** "As we lock arms virtually and try to help one another in the ways we can, our vast world now feels a lot more connected."



Focused on Giving Back to Our Community, Victor Leads the Team at Feeding San Diego Volunteer Day.



**Robert Robinson**, Managing Partner Hickman Robinson Yaege LLP

**Robert Robinson** is the Managing Partner at **Hickman Robinson Yaege LLP**. He received his BS in accounting from SDSU. JD, Law Review, California Western School of Law. Before opening his own firm, he worked at a large downtown firm, then a boutique La Jolla firm. Robinson is devoted to his firm and his family and has dedicated himself to ensuring success at both.

**DAY JOB:** Robert is a professional problem solver. As an attorney representing small businesses, business owners, real estate professionals, and property owners, he serves as an important part of his client's management team, to help them problem solve, adapt and thrive.

**MAKING A DIFFERENCE:** Although litigation work dried up due to the Court closures, and transactional work withered due to financing holds and market instability, Robert recognized there was still a dire need for his firm's assistance among small business owners. He opened up his schedule, largely on a pro bono basis, for small business owners, spending hours each day on the phone counseling small business owners on how to survive, adapt to and/or thrive through the Covid-19 crisis.

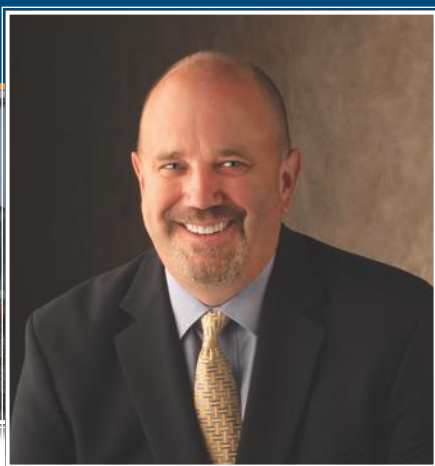
**NOTABLE:** Hickman Robinson Yaege LLP's team members are 60% minority, 30% women, and 100% driven.

**QUOTABLE:** "In chaos, in change, there exists opportunity. It's those that best adapt that most thrive. So let's be best at adapting."



Robert providing important information to small businesses on Real Talk San Diego, 1700 ESPN.

## Congratulations to our President & CEO KEVIN MATTSON



For being selected as one of  
**San Diego's 50 Leaders Making a Difference in 2020**  
by the *San Diego Business Journal*

Improving the well-being of our struggling neighbors is more than our mission statement, it's what guides us in everything we do now more than ever.

With special appreciation to our staff and donors who help us provide vital health services to the 107,000 lives in our care during this pandemic.

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## 50 MAKING A DIFFERENCE



**Nathan Rogge**, President & CEO  
Bank of Southern California

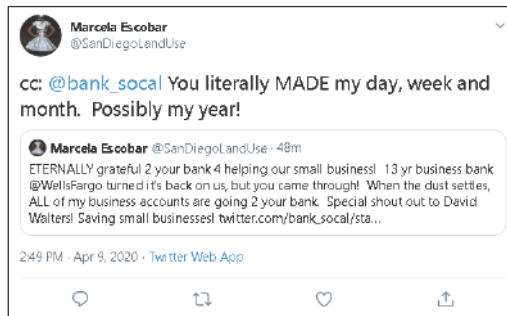
**Nathan Rogge**, President and CEO of **Bank of Southern California**, has 30 years industry experience. He has successfully grown the Bank organically as well as through several mergers and acquisitions, including the 2020 acquisition of CalWest Bank. The Bank now operates in five major Counties and has assets over \$1B.

**DAY JOB:** Rogge is responsible for the overall direction and administration of programs, products, and services provided by Bank of Southern California. This includes the company's financial performance, credit quality, business development, operations, regulatory compliance, and risk management. He also leads the Bank's strategic growth by engaging in mergers and acquisitions.

**MAKING A DIFFERENCE:** With the passing of the CARES Act, Rogge saw an opportunity to support local businesses and help get the economy back on track. The Bank opened its doors to both customers and non-customers and provided PPP loans for 2,200 businesses, totaling \$471.6M. This was just the start. He made significant donations to two Southern California organizations, providing meals for families during COVID-19. These funds were then matched by the FHL Bank, totaling \$7,000 in contributions.

**NOTABLE:** Committed to supporting the business community, employees worked around the clock providing 2,200 businesses with PPP loans to retain/ restore jobs for over 53,000 individuals.

**QUOTABLE:** "We will get through this, together! We must support our employees, customers and communities and do our part to help those in need."



**Making a difference is what we do. We were able to save a business impacted by COVID-19 by providing a PPP loan.**



**Nancy Sasaki**, President & CEO  
United Way of San Diego County

**Nancy Sasaki**, President and CEO of **United Way of San Diego County**, has a strong track record of working with diverse communities and building sustainable solutions through collaboration and strategic partnerships. She demonstrates this passion through her work at UWSD so that every child is prepared to succeed in school and in life.

**DAY JOB:** Sasaki currently serves as the CEO of United Way of San Diego County, a nonprofit organization which works to spark breakthrough community action that elevates every child and family toward a brighter future.

**MAKING A DIFFERENCE:** UWSD created the Worker Assistance Initiative for low-wage workers who experienced job loss or wage reduction due to the COVID-19 crisis. Funds provide financial relief through assistance with rent/ mortgage and utility payments. Their Unions United team has continued to provide families in need with access to food. UWSD also offers opportunities for community members to give back to frontline nonprofits by volunteering through the San Diego COVID-19 Volunteer Hub, a partnership with HandsOn San Diego.

**NOTABLE:** United Way of San Diego County is celebrating 100 years of partnership and impact in the community.

**QUOTABLE:** "UWSD's 100 year history inspires our adaptability and perseverance as we face this challenge, in partnership with our community, for a brighter future for all."



**Union Workers Partner with United Way of San Diego County to Help Families Struggling to Make Ends Meet.**



# Congratulations!

Serving Seniors congratulates **Paul Downey**, President & CEO of Serving Seniors on being recognized for his leadership and impact during the COVID-19 crisis. Since 1995, Paul Downey has guided Serving Seniors' innovative efforts to provide supportive services focused on keeping low-income seniors healthy and independent. Paul has continued these efforts throughout the COVID-19 pandemic ensuring continued support for older adults during this global crisis.

*"The way you lead your team, especially through this crisis, is inspirational to all of us! Serving Seniors and our clients are very fortunate to have you at the helm."*

- Mary Gendron, Sr. Vice President & CIO of Qualcomm and Serving Seniors Board Member

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[www.servingseniors.org](http://www.servingseniors.org)



## 50 MAKING A DIFFERENCE



**Jim Schmid**, Founder & CEO  
Chelsea Investment Corp.

Experienced in project acquisition, financing and design, **Jim Schmid** has focused for the past 25 years on affordable housing development. In addition to growing **Chelsea Investment Corp.** to a company of 85 employees and a portfolio of \$2.5 billion, Schmid is an attorney with an advanced degree in tax law.

**DAY JOB:** On a day to day basis, Jim oversees the strategic direction of Chelsea and its affiliates. He meets with the executive team to manage resources, evaluate business development opportunities, and implement long- and short-term objectives.

**MAKING A DIFFERENCE:** People experiencing homelessness have a disproportionately high mortality rate from COVID-19, which emphasizes the urgent need for Permanent Supportive Housing in San Diego. As a result of Jim's relentless commitment to PSH, Chelsea is on track to deliver nearly 800 apartments for San Diegans experiencing homelessness in the next 2 years. Jim has reduced his salary by 50% to help the Company weather the downturn and he continues to work closely with the Building Industry Association, which met with Governor Newsom's team to immediately revise the March stay-at-home order to include homebuilding on the list of critical, exempt industries, thereby allowing thousands of construction workers in San Diego County to continue at their jobs while so many in other industries were being laid off.

**NOTABLE:** Under his leadership, Chelsea is the only company to have been recognized as the Building Industry Association's Builder of the Year twice (2015/2018).

**QUOTABLE:** "Many people are suffering and recovery will be a difficult process; in the long run, the consequences of this period, like other major downturns in the economy, will lead to opportunities for innovation in how we work, interact, and address the housing crisis."



Jim Schmid, far right, at the recent St. Theresa of Calcutta Villa ground breaking in downtown San Diego.



**Ronson J. Shamoun**, CEO & Principal  
Attorney, RJS LAW

**Ronson J. Shamoun**, JD, LL.M. is a tax controversy attorney with over twenty years of tax experience. He is the CEO and Principal Attorney at **RJS LAW**, a boutique tax and estate planning law firm. Mr. Shamoun is an adjunct professor at USD School of Law and School of Business.

**DAY JOB:** Ronson is not only a competent and skillful attorney, but a smart businessman also! He manages his law firm with over 20 members, teaches at USD School of Law and School of Business and oversees the management of his several commercial properties throughout San Diego.

**MAKING A DIFFERENCE:** During the COVID-19 crisis, Ronson was able to acquire a large amount of hand sanitizer when it was a scarce. He donated several boxes to nonprofits throughout the community. One of them being the Center for Employment Opportunities (CEO), a local nonprofit organization that gives jobs to hundreds of people who were formerly incarcerated. Ronson owns several commercial properties and in an effort to help his tenants that were directly affected, he waived rent payments for many of them in order for them to be able to stay in business and survive.

**NOTABLE:** Ronnie is a mentor to many of all age groups and is always willing to give free advice and help anyone who needs it in any way he can! Solicited or unsolicited! Besides donating his time and advice, he donates essential necessities such as sleeping bags, blankets, lights and food to the homeless with his three daughters in the mornings before school on their homeless crusader missions!

**QUOTABLE:** "You gotta believe!"



Practicing Social Distancing after donating several boxes of hand sanitizer to a local nonprofit, the Center for Employment Opportunities



CONGRATULATIONS  
TO SWINERTON'S

VP AND DIVISION MANAGER

MARK PAYNE

FOR BEING SELECTED AS SAN DIEGO BUSINESS JOURNAL'S

50 LEADERS  
MAKING A DIFFERENCE



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## 50 MAKING A DIFFERENCE



**Beth Sirull**, President & CEO, Jewish Community Foundation of San Diego

**Beth Sirull**, President and CEO of the **Jewish Community Foundation of San Diego**, is a published author and an accomplished public speaker, having addressed several social venture organizations. Beth received the 2015 James Irvine Foundation California Leadership Award, was named to Forbes' list of 30 Top Social Entrepreneurs in 2012.

**DAY JOB:** Sirull oversees all areas of the operation including managing approximately \$500 million in philanthropic assets, providing top-notch consulting services and education to donors, new business development and processing 7,000 unique grants to 2,000 organizations annually.

**MAKING A DIFFERENCE:** Working with many of the foundation's over 850 donors, Beth has helped to increase grants into the community by over 25%, to address the needs resulting from the pandemic. Along with her team, she has provided technical assistance to myriad nonprofits, helping them acquire PPP loans and manage the challenges brought on by the pandemic. Beth also spearheaded the effort that raised nearly \$2.5 million in emergency response funds.

**NOTABLE:** JCF is San Diego's largest philanthropic grantor, having distributed over \$1.2 billion into the county, the vast majority in the last decade.

**QUOTABLE:** "Every individual has the power to make a difference; together we can change the world."



Beth offering guidance to San Diego nonprofits on KUSI News.



**Mark Stuart**, President & CEO  
The San Diego Foundation

**Mark Stuart**, President and CEO of **The San Diego Foundation**, is a fundraising and community-building professional with 30 years of experience in all aspects of operations and leadership. Throughout his career, Mark has been devoted to helping donors realize their hopes, dreams and aspirations.

**DAY JOB:** As President, Mark Stuart collaborates with the Board of Governors and is responsible for developing and managing relationships with a wide range of stakeholders to support the health of The Foundation and serve the San Diego County community.

**MAKING A DIFFERENCE:** In mid-March, as the needs stemming from the pandemic were becoming clearer, Mark joined with partners including Supervisor Nathan Fletcher, SDG&E and others to establish the COVID-19 Community Response Fund at The San Diego Foundation. The fund receives donations and rapidly grants 100% of contributions to organizations on the frontlines of COVID-19. To date, Mark has helped raise more than \$16 million and granted over \$11 million to support San Diegans in need.

**NOTABLE:** For more than 45 years, The Foundation and its donors have granted more than \$1.2 billion to support nonprofit organizations and strengthen our San Diego community.

**QUOTABLE:** "Every one of us can be a hero for others and tangibilize hope for our fellow County residents who are hurting."



Mark Stuart announces the launch of the COVID-19 Community Response Fund at a March 16 press conference.



Congratulations to TOOTRIS CEO & Founder  
**ALESSANDRA LEZAMA**  
for being selected as San Diego's  
**50 Leaders Making a Difference in 2020**

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## 50 MAKING A DIFFERENCE



**Tony Teravainen**, CEO & Co-Founder,  
Support the Enlisted Project (STEP)

After nine years in the U.S. Navy, **Tony Teravainen** was suddenly medically discharged. While traumatic at the time, the experience eventually led him to starting **STEP**. He has a Bachelor of Science in Nuclear Engineering, a Master's in Non-Profit Executive Leadership (USD) and is currently working on a PhD in Public Policy. He considers himself a "life-long learner."

**DAY JOB:** Teravainen's day can consist of driving a box truck to a food bank for clients in crisis and then jumping into his role as Commissioner on the County's Citizen Equal Opportunity Commission. He is the Chairman of Coast Guard City Executive Group and also a member of SD Regional Chamber Veteran and Military committee. Tony provides the strategic vision for serving 800+ families a year in crisis toward financial self-sufficiency.

**MAKING A DIFFERENCE:** Teravainen immediately shifted gears to serve families unable to leave their homes for groceries and spouses losing their jobs, critical second income to survive in San Diego. Within the first few days of shelter-in-place we received dozens of requests for food, diapers, baby items and more from local military leadership. And we jumped into action. Since March 19 STEP has served 5,419 San Diego military family members through urgent food distributions. And will continue to if needed.

**NOTABLE:** Since 2012 STEP has granted \$2 million to stop the loss of a basic need, serving over 5,500 families.

**QUOTABLE:** "I know what it's like to struggle and it's always been my vision to find a way to help young military families navigate tough financial times. The uncertainty right now has highlighted the need for our program and we are committed to serving even more families in crisis. We will never give up on them, just as they are committed to serving our country."



STEP volunteers loading a brand-new mattress for local military families.



**Paul Thiel**, President  
Northern Trust - San Diego Region

**Paul Thiel** leads and manages **Northern Trust's** San Diego region, with a team of 32 highly skilled professionals. Paul's team includes bankers, lenders, financial planners, portfolio managers, trust officers, business development officers and marketing professionals and oversees \$4B in assets and nearly \$1B in loans for about 225 families, individuals and organizations.

**DAY JOB:** Paul leads and manages Northern Trust's San Diego region, with 32 thoughtful and highly skilled professionals in banking, investment management, financial planning, trust/fiduciary services and international wealth management. Paul's team includes bankers, lenders, financial planners, portfolio managers, trust officers, business development officers and marketing professionals. The team oversees more than \$4 billion in assets and nearly \$1 billion in loans for about 225 families, individuals and organizations. Deeply involved in the community, Paul is Chairman/CEO of Chairmen's Roundtable and is active with the San Diego Regional Economic Development Corp., and is a member of the board and chair of the Audit Committee of the La Jolla Institute for Immunology.

**MAKING A DIFFERENCE:** Working with a new and energized Board of Directors, Paul pivoted CRT to meet rapidly developing community needs in helping businesses survive the pandemic in a radically restrained economy by expanding services to include non-profit as well as smaller businesses that would not normally qualify for CRT mentoring, assisting them in securing financing through the Payroll Protection Act and by advising with employment, staffing, manufacturing and service challenges unique to the lockdown environment. Additionally, Paul also is serving as a board member and audit committee chair of the La Jolla Institute for Immunology, which was selected in March by the Bill and Melinda Gates Foundation to be the global clearinghouse for assessing antibodies to the novel coronavirus, and has worked through his position at Northern Trust to bring resources to those in the San Diego community adversely affected by the pandemic.

**NOTABLE:** Paul is an accomplished racquetball and paddleball player, and is a member of the renowned Pacific Paddleball Association.

**QUOTABLE:** "It is imperative that we don't dwell on the disaster that is 2020, but be thankful we find ourselves in a position to support our community."



## ELEVATING COMMUNITY

Congratulations to Torrey Holistics  
CEO and Founder, **Tony Hall**, for  
Making a Difference in  
the San Diego community.

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## 50 MAKING A DIFFERENCE



**Tonya Torosian, CEO**  
Promises2Kids

**Tonya Torosian** has worked at **Promises2Kids** for 12 years. Tonya began as a social worker, then served as an executive charged with developing strategic alliances and implementing processes, systems, and policies. As CEO, Tonya has continued her mission to create a brighter future for foster youth.

**DAY JOB:** Tonya serves as Promises2Kids' visionary leader. Her responsibility includes operations, developing and implementing programs and services needed to support the unique needs of current and former foster youth. She's charged with raising awareness of foster care and engaging the community in supporting these efforts with time, talent and treasure.

**MAKING A DIFFERENCE:** Promises2Kids focused on creating stability for current and former foster youth during the crisis. Promises shifted to tele-visit and virtual meetings for youth to support them. To prevent homelessness and meet other critical needs, we implemented immediate gap funding for youth in college who were displaced or lost their jobs. Promises also hosts visits for siblings living apart in care to ensure they can safely visit one another and receive family support to get through this stressful time.

**NOTABLE:** More than 80% of youth in Promise2Kids' Guardian Scholars program have completed their higher education, compared to national averages as low as 10-30%.

**QUOTABLE:** "We have faith that our community will rise together to help our most vulnerable, as we always have, even as all of us struggle to thrive in these extraordinary times."



**Participants in Promises2Kids' Guardian Scholars Program.**



**Elizabeth Valenzuela-Banker, CEO**  
Shore Solutions Inc.

**Elizabeth Valenzuela-Banker's** passion along with her combination of strength, experience, and love of the military community is what drove her to buy **Shore Solutions** in 2016 and lead a rapid turnaround program. The effect of has been to improve cost efficiency, customer satisfaction, employee morale and cohesion to the highest levels in the company's history.

**DAY JOB:** Elizabeth is a hands-on chief executive, who is always the first to come into the office in the morning and the last to leave. She dedicates time to managing all areas of the business, from contracting and sales to marketing and business development. Elizabeth has an open door policy, so any of Shore Solution's 16 local employees within the company can approach her for guidance. As CEO, Elizabeth is instrumental in providing logistical and procurement services at the federal, state and local levels.

**MAKING A DIFFERENCE:** Under Elizabeth's leadership during this pandemic, Shore Solutions has made 10,000 reusable masks available for community members, and has donated 250 masks to the Chula Vista Police Department. Shore Solutions has also worked to provide reusable masks to people affected by homelessness in San Diego. In addition to the outstanding work Elizabeth has spearheaded for the community, she also has made sure her employees are properly protected by offering remote working schedules, providing masks and installing air purification filters at the office.

**NOTABLE:** Shore Solutions is a leader in hiring women; 70% of its employees are female. The company is also on track to double its revenue from fiscal year 2019 to fiscal year 2020, with 50% of revenue deriving from new market channels.

**QUOTABLE:** "During times of adversity, always choose the path of compassion, courage, understanding and love."

## Congratulations Brian Milton

Union Bank is honored to congratulate Brian for being recognized as one of San Diego's 50 Leaders Making a Difference. During these unprecedented times, Brian's leadership and dedication to protecting the well-being of our clients and colleagues has been instrumental in empowering our teams to continue serving our communities.

Union Bank's unwavering commitment to the San Diego business community over the past 155 years is exemplified in Brian's dedication to offering businesses solutions to help them rebuild and empower their success.

Learn more at [unionbank.com](https://unionbank.com)



**Brian Milton**  
Managing Director  
Head of Retail Banking  
and Deposits





## 50 MAKING A DIFFERENCE



**Deacon Jim Vargas**, President & CEO, Father Joe's Villages

Deacon **Jim Vargas** is the President and CEO of **Father Joe's Villages**. He has over 30 years of management experience. Today, he oversees all facets of Father Joe's Villages, including their array of housing programs serving over 2,000 people each night, the Village Health Center, Therapeutic Childcare Center, and more.

**DAY JOB:** Vargas provides critical leadership to a staff of over 425 working to meet the basic needs of those living on the streets, as well as provide long-term solutions that help neighbors leave homelessness behind for good. He oversees the organization's programs, operations, finances, and community outreach and leadership.

**MAKING A DIFFERENCE:** Vargas led the frontline efforts of Father Joe's Villages' staff to provide life-saving care during the pandemic. Father Joe's Villages has provided over 5,000 screenings and tests to people in need, offered a safe place to sleep in its shelter and housing programs, including up to 486 beds in the Convention Center shelter, and helped over 100 neighbors in need move into permanent housing since the COVID-19 crisis began.

**NOTABLE:** Deacon Jim Vargas is a Deacon of the Catholic Church and sees his position at Father Joe's Villages as his ministry.

**QUOTABLE:** "I've seen the community come together in ways that I never expected. The efforts of our staff, community leaders, and supporters have truly saved lives."



At the Convention Center, Father Joe's Villages has collaborated with the City of San Diego, County of San Diego, the San Diego Housing Commission and other service providers to stand up additional shelter beds for the most vulnerable in our community.



**Caitlin Wege**, President Tech Coast Angels - San Diego

**Caitlin Wege** is an experienced angel investor and advisor to several early-stage companies. She is President of **Tech Coast Angels**. Caitlin is passionate about the planet, social causes and fostering entrepreneurial education and learning. She is a board member at Startup San Diego, among other San Diego county boards.

**DAY JOB:** Caitlin is responsible for shaping the mission, vision, operations and governance of Tech Coast Angels - San Diego, in addition to actively managing her investment portfolio.

**MAKING A DIFFERENCE:** Caitlin has been a steady and inspiring leader through the COVID crisis. She crafted and implemented TCA's 5-point plan: continuing investing activity, supporting portfolio companies, donating to vendors, advocates for the CARES act nationally, and spreading TCA's message of HOPE - Hold On, Pain Ends. Additionally, she published the highly lauded video to the community: <https://vimeo.com/417426671>

**NOTABLE:** Caitlin is the first woman President of Tech Coast Angels in the organization's 20+ year history!

**QUOTABLE:** From a recent SDBJ article by Fred Grier: "Startups were key to the economic recovery after the great recession of 2008. It is entrepreneurs and nimble thought leaders who don't give up hope that will drive innovation and growth in the coming months and years, effectively replacing lost jobs and birthing new critical technologies."



Caitlin issuing a hopeful message to San Diego's startup community on Vimeo.

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## CONGRATULATIONS KEITH OLMO

San Diego's 50 Leaders Making a Difference in 2020



For local information please contact: JAN-PRO of San Diego

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## UC San Diego

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**Thank you** to the innovative and caring professionals at the Rady School of Management at UC San Diego for the launch of the Rady School Business Recovery Coalition. This new initiative is designed to provide pro bono assistance to regional businesses to help them respond, recover and innovate during these unprecedented times.

**Lisa Ordóñez**

Dean, Rady School of Management



## 50 MAKING A DIFFERENCE



**David Wellis, CEO**  
San Diego Blood Bank

**David Wellis** is a cell biologist with over 25 years experience in the life science industry and currently serves as the CEO of the **San Diego Blood Bank (SDBB)**. He joined SDBB following his tenure at a variety of biomedical companies including Illumina, GenVault and Axon Instruments.

**DAY JOB:** David's primary daily duties ensure that Southern California patients have the blood they need, including red blood cells for accident victims and platelets for cancer patients. David's vision is to have even greater impact in our community's health through offering of additional health and wellness services, as well as engaging donors in research and clinical trials.

**MAKING A DIFFERENCE:** David made it possible for SDBB to collect convalescent plasma from recovered COVID-19 patients (CCP), currently the only FDA-approved therapy for COVID-19. CCP may help patients fighting the virus because it contains antibodies against the virus. SDBB has delivered 500+ units of CCP to local hospitals. David also partnered with a local antibody testing company and the County of San Diego to help identify potential donors of CCP.

**NOTABLE:** Thanks to the U.S. Navy, the San Diego Blood Bank was the first blood bank to fly 380 pints of blood to New York City on September 11, 2001. As time went on, SDBB was designated by the California Emergency Medical Services Authority as the Southern California Regional Operations Center for the distribution of blood to Southern California in the event of a major disaster or act of terrorism in the State of California.

**QUOTABLE:** "Over the last few weeks, our community and communities across the country have felt deep pain and conviction over the death of George Floyd. As we all grieve and take action in our individual ways, I am reminded of a comment a donor once made as to why they donate: "Blood is the great equalizer." The need for blood knows no race and connects us all. The work we do reminds us of our humanity every day"



**Steven Yeng, Co-founder**  
Skrewball Spirits

A Cambodian-born immigrant and polio survivor, **Steven Yeng** is the co-founder of **Skrewball Spirits**, which he launched alongside wife Brittany in July 2018. As co-founder, he is responsible for the business development of the brand.

**DAY JOB:** Steven maintains business development and manages the sales force. He makes sure that the company stays true to its roots of fun, hard work, and good people.

**MAKING A DIFFERENCE:** Steven helped spearhead the SKREW COVID-19 campaign, which used social media to generate awareness of the impact of COVID-19 on the hospitality industry workers affected by layoffs. Through this campaign, Skrewball received over 215K shares across social platforms and donated \$500K to multiple organizations, including the United States Bartenders Guild and Children of Restaurant Employees. Steven diverted efforts to make hand sanitizers to donate to frontline workers. He also participated in compiling food and essential care packages to distribute to San Diego families in need.

**NOTABLE:** Steven has played an integral role in Skrewball's impressive success, being categorized as one of the country's fastest-growing spirits brands in 2020.

**QUOTABLE:** "I believe that if you help people when they need you, in time, you will receive it back ten-fold. Also, always be kind and humble."



A batch of Skrewball Spirits' 'SKREW COVID-19' hand sanitizer.



Thank you Mark Stuart for bringing joy to San Diegans and inspiring us each day.

[SDFoundation.org](http://SDFoundation.org)



**The San Diego Foundation**  
Growing a Vibrant Region

The attorneys in Sheppard Mullin's  
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## 50 MAKING A DIFFERENCE

### SD 50

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**Investment Corp.**, has led the Chelsea team to be able to continue financing and completing affordable housing on schedule, despite the market uncertainty and delays associated with the COVID-19 pandemic.

**Ronson Shamoun**, CEO and principal attorney, **RJS LAW** owns several commercial properties throughout San Diego. Many of his tenants were immensely affected by COVID. In an effort to assist his tenants, he waived rent payments for many months in an effort to help them stay in business and keep their heads above water.

**Beth Sirull**, president and CEO, **Jewish Community Foundation of San Diego** has helped to increase grants into the community by over 25%, to address the needs resulting from the pandemic.

**Mark Stuart**, president & CEO, **The San Diego Foundation** joined with partners including Supervisor Nathan Fletcher, SDG&E and others to establish the COVID-19 Community Response Fund at The San Diego Foundation.

**Tony Teravainen**, CEO & Co-Founder, **Support the Enlisted Project (STEP)** had his organization immediately shift gears to serve families unable to leave their homes for groceries and spouses losing their jobs, critical second income to survive in San Diego.

**Paul Thiel**, president, **Northern Trust - San Diego Region** pivoted Chairman's Roundtable to meet rapidly developing community needs in helping businesses survive the pandemic in a radically restrained economy by expanding services to include non-profit as well as smaller businesses that would not normally qualify for CRT mentoring.

**Tonya Torosian**, CEO, **Promises2Kids** -focused on creating stability for current and former foster youth during the crisis.

**Elizabeth Valenzuela-Banker**, CEO, **Shore Solutions Inc.** has led Shore Solutions in making 10,000 reusable masks available for community members, and has donated 250 masks to the Chula Vista Police Department. Shore Solutions has also worked to provide reusable masks to people affected by homelessness in San Diego.

Deacon **Jim Vargas**, president and CEO, **Father Joe's Villages** led the

frontline efforts of Father Joe's Villages' staff to provide life-saving care during the pandemic.

**Caitlin Wege**, president, **Tech Coast Angels - San Diego**, has crafted and implemented TCA's 5-point plan: continuing investing activity, supporting portfolio companies, donating to vendors, advocating for the CARES act nationally, and spreading TCA's message of HOPE - Hold On, Pain Ends.

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**Steven Yeng**, co-founder, **Skrewball Spirits** helped spearhead a campaign, which used social media to generate awareness of the impact of COVID-19 on hospitality industry workers affected by layoffs. Through this campaign, Skrewball received over 215K shares across social platforms and donated \$500K to multiple organizations.

#### Finding Incentives to Keep Moving

Many of these leaders lifted their communities' spirits, particularly when it seemed that progress was ephemeral.

"Rebuilding is always faster/easier if we never stopped building at all, or did whatever we could to stop a complete collapse," said honoree **Dr. Pradipta Ghosh**, director and professor with the **Center for Network Medicine** at **UC San Diego**.

There is still plenty left to do. Every new day has a way of challenging assumptions.

"We will have more challenging weeks ahead, but with strong resiliency and by working together as a team, we will prevail," said honoree **A.J. Moyer**, CEO of **C3 Bank**.

Members of the SD 50 are helping their communities see the silver lining in the clouds.

Honoree **Victor Ramsauer**, president of the **LevitZacks CPA** firm, said it well: "As we lock arms virtually and try to help one another in the ways we can, our vast world now feels a lot more connected."

The work of these 50 leaders has been invaluable. Their dedication is obvious, and their extra effort benefits all of San Diego. As we continue to move through this crisis and reopen our cities, we have confidence in a bright future for our region. ■

### South Bay Community Services applauds President and CEO Kathie Lembo

for her leadership in supporting San Diegans hardest hit by COVID-19.

Together with community partners, **SBCS** has distributed healthy food to more than 50,000 in need and provided housing assistance, distance learning support, mental health and violence prevention services to thousands more since the start of the pandemic.

Learn how you can partner with us to feed, protect and support the most vulnerable by visiting [SouthBayCommunityServices.org](https://SouthBayCommunityServices.org).



## Inspired Living

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The residents and staff at Westmont Living congratulate Rob Henderson, Senior Vice President, for his leadership in keeping us safe during the COVID-19 pandemic.

**You have really made a difference!**

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