

# SAN DIEGO BUSINESS JOURNAL

THE COMMUNITY OF BUSINESS™

# MEDIA KIT 2023

**Qualcomm Posts \$9.5B in Q1 Revenues**  
TECH: CEO: 'We're in Strongest Position in Our History'

**Debra Rosen Retiring From NSDBC**  
ORGANIZATIONS: CEO Retiree Celebrates Chamber

**K&K Finds 'Soft Landing' at Baker Tilly**  
ACCOUNTING: A Merger of Matching Cultures

**Mulligan Lands \$100M Deal**  
FINANCE: Lending Firm Serves SMBs

**Faro Health Raises \$20M**  
SAAS: Platform Simplifies Clinical Trials

**Economic Trends: Experts Offer Outlook for '23**  
ECONOMY: Seven Share Perspectives on the Challenges and Prospects Ahead

**Renovated Symphony Hall to Open in November**  
ARTS: \$12M Project Gives Popular Venue 'Fresh' Look, Feel

**NuVasive, Globus Merge in \$3.1B Deal**  
MEDICAL DEVICES: Focus on \$50B Market

**New Steward for 'Top Gun' Technology**  
DEFENSE: Paul Shaw's Charge Is to Grow Business at Cable, Mission & Performance Solutions

**Delawie Acquires Long Beach Firm**  
ARCHITECTURE: Industrial Focus Grows

**Microtona Breaks Through With Biome**  
BIOTECH: FDA Distribution a Milestone

**CSDBCC Launches Urban Business Resource Center**  
NONPROFITS: Programs Support Underrepresented Businesses

**2022 SD 500**  
SPECIAL EDITION • THE MOST INFLUENTIAL PEOPLE IN SAN DIEGO

**2022 GIVING GUIDE**  
We can change the world.

**BOOK OF LISTS**  
THE REFERENCE TOOL FOR SAN DIEGO'S COMMUNITY OF BUSINESS™ 2022

**SAN DIEGO RETREAT FOR EXECUTIVE ASSISTANTS**  
SHOW YOUR APPRECIATION & REGISTER YOURSELF FOR ADMINISTRATIVE PROFESSIONALS DAY

**SAN DIEGO RETREAT FOR EXECUTIVE ASSISTANTS**  
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# SAN DIEGO INDUSTRIES

Defense



**HealthCare** Technology

**Aerospace** North County Law Offices Fastest Growing Companies

Manufacturing **Banking** Construction Accounting



**Largest Public Companies** Hospitals Universities

Craft Breweries



Biotech Insurance **Venture Capital**

**Conventions & Tourism**



Maquiladoras

**Engineering**

Development South County



Information & Communications Technologies

Minority-Owned Businesses **Non Profit Agencies**



Research Baja **Commercial Real Estate**

Telecoms LEED Certified Buildings



Mortgage Lenders Airlines

**Life Sciences** Title Companies Cyber-Security **Luxury**

**Residential Real Estate** Maritime Top CFOs

Business Associations East County Architectural Firms Cleantech Medicine

**Women Owned Businesses** Credit Unions



Military Bases Defense Contractors



**Biotechnology** Alternative Energy Suppliers

Most Admired CEOs Data Center Providers **Philanthropy**



# DISPLAY ADVERTISING

## RATES

### SAN DIEGO BUSINESS JOURNAL WEEKLY PUBLICATION NET RATES EFFECTIVE JANUARY 2023

AD SIZE	1X	4X	13X	26X	52X
FULL PAGE	\$6,500	\$5,200	\$4,875	\$4,550	\$4,225
HALF PAGE	\$3,450	\$2,775	\$2,575	\$2,425	\$2,250
QUARTER PAGE	\$1,800	\$1,450	\$1,350	\$1,275	\$1,175

COVER RATES	1X	4X
Front Page Banner	\$3,750	\$3,250
Full Wrap (Cover, pg 2 & Inside Back pgs)	\$15,500	\$12,500

Add 25% for premium placement

**SAN DIEGO BUSINESS JOURNAL**  
THE COMMUNITY OF BUSINESS-HONORS BLACK HISTORY MONTH  
February 9 - 19, 2023-10:00

**Qualcomm Posts \$9.5B in Q1 Revenues**  
TECH CEO: "We're in Strongest Position in Our History"

**Debra Rosen Retiring From NSDBC**  
ORGANIZATIONS: CEO Revitalized Chamber

**Mulligan Lands \$100M Deal**  
FINANCE: Lending Firm Serves SMBs

**K&K Finds 'Soft Landing' at Baker Tilly**  
ACCOUNTING: A Merger of Matching Cultures

**THE LISTS**  
COMMERCIAL REAL ESTATE BROKERS RATES Pg. 38, 41, 42, 44

**P6 SPECIAL REPORT: An Pandemic Recession**  
Small Business Outlook Is Uncertain

**P.13 BLACK HISTORY MONTH: Daughter**  
Covers Her Father's Legacy Forward

**THURSDAY, MARCH 9, 2023**  
4:30 PM to 7:00 PM  
3977 La Jolla Village Dr., San Diego

**SFO OF THE YEAR 2023 AWARDS**  
THURSDAY, MARCH 9, 2023  
4:30 PM to 7:00 PM  
Hacienda Regency La Jolla at Avenida, 3977 La Jolla Village Dr., San Diego

**SAN DIEGO BUSINESS JOURNAL**  
THE COMMUNITY OF BUSINESS-HONORS BLACK HISTORY MONTH  
February 30 - 2023-10:00

**Faro Health Raises \$20M**  
SaaS: Platform Simplifies Clinical Trials

**Economic Trends: Experts Offer Outlook for '23**  
ECONOMY: Seven Star Perspectives on the Challenges and Prospects Ahead

**Renovated Symphony Hall to Open in November**  
ARTS: \$125M Project Gives Popular Venue 'Fresh' Look, Feel

**THE LISTS**  
LIFE SCIENCE: Startup Professor Awarded \$10M Prize in Chemistry  
BLACK HISTORY MONTH: Ceremony Continues Through February

**ENGINEERING FIRMS**  
Pages 57-58

**SFO OF THE YEAR 2023 AWARDS**  
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4:30 PM to 7:00 PM  
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**SAN DIEGO BUSINESS JOURNAL**  
THE COMMUNITY OF BUSINESS-HONORS BLACK HISTORY MONTH  
February 19 - 2023-10:00

**New Steward for 'Top Gun' Technology**  
DEFENSE: Paul Shea's Change Is to Grow Business at Cubic Mission & Performance Solutions

**Delaware Acquires Long Beach Firm**  
ARCHITECTURE: Industrial Focus Grows

**Micronoma Breaks Through With Biome**  
BIOTECH: FDA Disruption a 'Milestone'

**CSDBBC Launches Urban Business Resource Center**  
NONPROFITS: Programs Support Underrepresented Businesses

**THE LISTS**  
SPECIAL REPORT: Life Sciences Sector Shows Resilience  
ENTREPRENEURSHIP: SDBJ Honors Black History Month

**THE LISTS**  
PUBLISHERS TO COMMERCE  
BUSINESS & TRADE ASSOCIATIONS  
RATES Pg. 45, 46, 47

**Two San Diego Locations to Serve Your**  
Specialty printing services (DPU)  
Scanning services  
Environmental graphics

# DISPLAY ADVERTISING

## SPECIFICATIONS

### FULL PAGE

- Full Page - 10in width X 13.5in height
- Full Bleed - 11.375 width X 15.5in height

### HALF PAGE

- Horizontal - 10in width X 6.5in height
- Vertical - 4.92in width X 13.5in height

### QUARTER PAGE

- 4.92in width X 6.5in height

### BANNERS

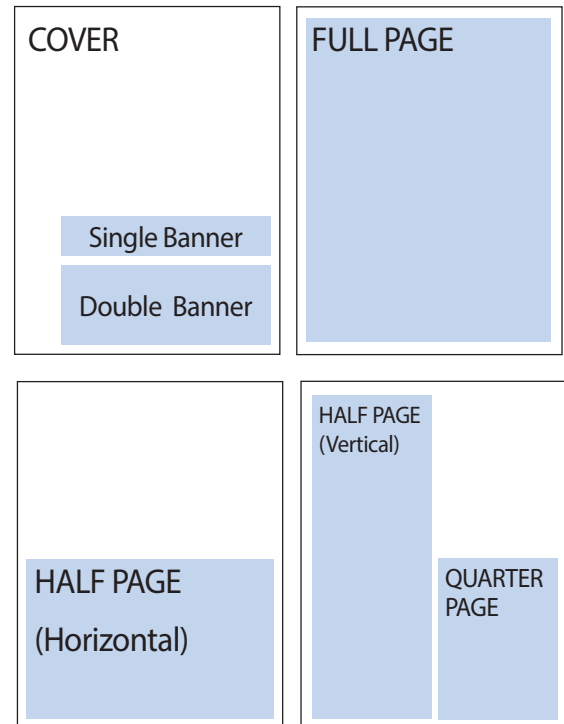
- Single Cover - 8.75in width X 1.75in height
- Double Cover - 8.75in width X 2.85in height

### COVER WRAP

- Front Cover Bleed - 11.375in width X 13.5in height - Please allow room for mailing indicia
- Front Cover Trim - 10.875 width X 15in height
- Inside Front Cover Bleed - 11.375in width X 15.5in height
- Inside Front Cover Trim - 10.875 width X 15in height

### PRINTING & PRODUCTION REQUIREMENTS

- The San Diego Business Journal is printed web offset on 40 lb. #4 coated gloss stock
- Ads should be supplied as high-resolution PDF files
- Four-color blacks not accepted. Files will be returned for color correction
- Deadlines Space reservation 10 working days prior to publication date





# SPECIAL PUBLICATIONS

## SD500 & BOOK OF LISTS

The San Diego 500 and the Book of Lists serve as the definitive source guides for the San Diego business community. SD 500 is a book of key business leaders who are active in the business community and the Book of Lists is a company-based book that covers all of the key sectors of the local economy.



### BOTH SD500 + BOOK OF LISTS

AD SIZE	SD500 + BOL
FULL PAGE	\$6,750
HALF PAGE	\$4,500
BOOK SPONSOR : (2) FULL PAGES + COVER LOGO	\$10,125

### BOOK OF LISTS ONLY

AD SIZE	BOOK OF LISTS
BOTTOM BANNER	\$1,500
LIST HIGHLIGHT	\$300
INDEX LOGO	\$500

### INDIVIDUAL EDITIONS

AD SIZE	SD500 OR BOL
FULL PAGE	\$3,750
HALF PAGE	\$2,450
QUARTER PAGE	\$1,750
BOOK SPONSOR: (2) FULL PAGES + COVER LOGO	\$6,000

### AD SPECS

AD SIZE	BOL	SD500
FULL PAGE	7.75"w x 10"h	10"w x 13.5"h
HALF PAGE	7.75"w x 5"h	10"w x 6.5"h
QUARTER PAGE	3.75"w x 5"h	7.75"w x 10"h
BOTTOM BANNER	1.375"w x 7.75"h	1.75"w x 10"h

# SDBJ.COM

WE CONNECT **SAN DIEGO'S COMMUNITY OF BUSINESS**



## DELIVER YOUR MESSAGE TO SAN DIEGO'S BUSINESS COMMUNITY

We help you tailor your digital campaign. Choose from a variety of advertising units.

- Run-of-Site
- Branded content
- Interstitials
- Dedicated Email Marketing
- Homepage Takeover
- Daily Digital Newsletters

# HOMEPAGE TAKEOVER

SHOWCASE YOUR BRAND ACROSS OUR WEBSITE FOR THE DAY. **100% SOV.**

The screenshot displays the San Diego Business Journal homepage layout. At the top is the masthead with the title "SAN DIEGO BUSINESS JOURNAL" and the tagline "THE COMMUNITY OF BUSINESS™". Below this is a navigation bar with links for Lists, Finance, Life Science, Real Estate, Manufacturing, Travel/Leisure, Events & Nominations, Special Editions, and Advertise With Us. A large advertisement placeholder is positioned below the navigation bar, labeled "YOUR AD HERE (970 x 250)".

The "LATEST NEWS" section features a grid of article thumbnails. The largest thumbnail on the left is for a technology article titled "SoCal Startup Offers 10-Minute Brain Scan for Better Health" by Jennifer Rastner, dated April 5, 2023. Other thumbnails include a real estate article about cemeteries expanding, a technology article about an e-waste facility, and a tourism article about a hotel remodel. A circular logo for "fit" (Fit Athletic Club) is also visible.

Below the news section is another advertisement placeholder labeled "YOUR AD HERE (970 x 250)".

The "THIS WEEK'S ISSUE" section is divided into two columns. The left column features a large image of an industrial building and a headline: "Escondido Industrial Building Sold for Nearly \$4M" by Ray Huard, dated April 5, 2023. The right column contains several smaller article teasers, including "FTC Orders Illumina to 'Unwind' \$7.1B Grail Acquisition" (April 3, 2023), "Manchester United to Play at Snapdragon in July" (April 2, 2023), "Communities Use Technology to Live, Learn, and Thrive Together: Building a Sustainable Digital Inclusion Ecosystem in San Diego" (March 31, 2023), and "Feeding San Diego Needs Good Neighbors to Help Provide Food to Families Facing Hunger" (March 28, 2023). A small "SDBJ" logo is placed between the second and third teasers.

On the right side of the "THIS WEEK'S ISSUE" section is a large advertisement placeholder labeled "YOUR AD HERE (300 x 600)".

- 2,000+ Daily Unique Visitors

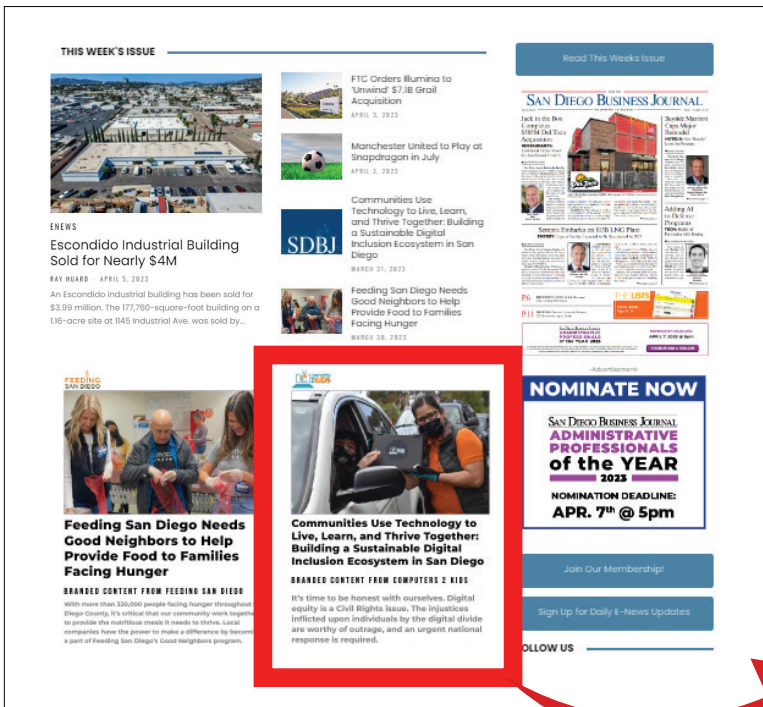
- 4,500 daily page views

- Limited to one advertiser per day



# BRANDED CONTENT

A COMPLETELY **CUSTOM-BUILT PAGE** WITHIN THE SAN DIEGO BUSINESS JOURNAL'S WEBSITE



**BRANDED CONTENT** allows for articles either written by your web content experts to appear alongside our editorial headlines.

Branded Content also provides opportunities to drive SEO to company and content.

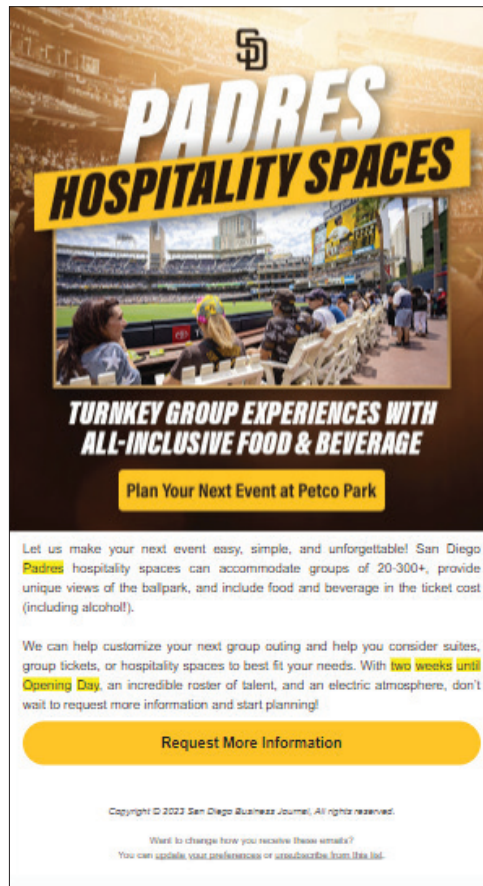
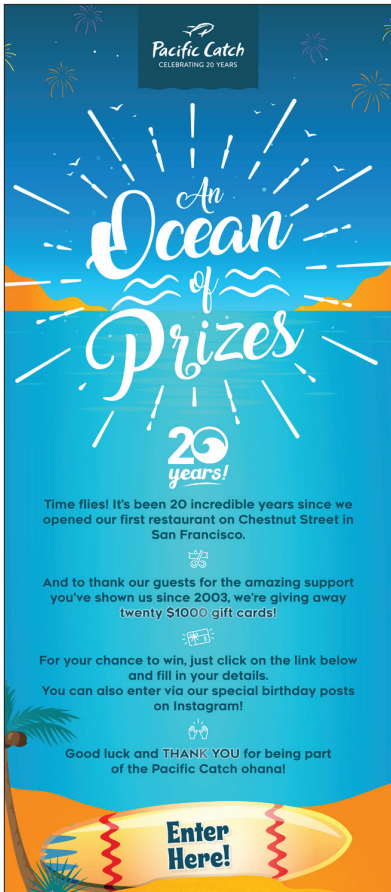
- Up to 2 articles in a 30-day period
- 2-3 photos

### Branded Content positions include:

1. Headline and article will be posted among the editorial well.
2. Art and headline noted on homepage clicks through to article on website. Campaign will be live for 30 days.

# DEDICATED EMAIL MARKETING

SPREAD YOUR COMPANY'S MESSAGE TO OUR **35,000+** E-NEWS SUBSCRIBERS



- Size: No wider than 800 pixels, length of your choice
- Creative for Body: JPEG, PNG or GIF
- Subject Line: provide text and label it "Subject line"
- Materials are due 7 business days prior to blast date
- File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers' inboxes.
- Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.

# DAILY DIGITAL NEWSLETTERS

KEEPING THE BUSINESS COMMUNITY UPDATED ON ALL **BUSINESS NEWS** IN THE REGION

**SAN DIEGO BUSINESS JOURNAL**  
THE COMMUNITY OF BUSINESS®  
San Diego Business Journal Daily eNews

Give the Gift of Food Every Month  
**DONATE MONTHLY**

Click on a headline below for the full story

**Chula Vista Gains Affordable Housing Development**  
Wakeland Housing and Development Corp. has opened a Chula Vista affordable housing project with 96 apartments for low income working families and people with special needs, including people diagnosed with a serious mental illness. Casa Anita, 700 Anita St., includes five three-story garden style apartment buildings and a one-story community center arranged around a 1,100 square foot central [...] [April 6, 2023](#)

**Report: Buyer Demand for CA Hotels Remains Strong**  
After a record year in 2022 with 510 hotels transacted, buyer demand for hotels in California remains strong. The Newport Beach headquartered Atlas Hospitality Group reports in its 2022 Year End California Hotel Sales Survey, that last year marked the second highest number of individual hotel sales at 483, down just 5.3% over 2021. Alan Roy, president of [...] [April 6, 2023](#)

**Miramar Manufacturer Goes Green Using Recycled Materials**  
Half sisters, George Smith and Hilary Giblin couldn't have picked a worse time to start their own company – just as the COVID-19 pandemic hit in 2020. "It coincided perfectly with the first lockdown, which was a bit of a curveball for us," Smith said. Their company, LVDEN, makes wall and floor tiles out of recycled [...] [April 6, 2023](#)

**HUGS Embraces Expanded Role Helping Students Obtain Housing**  
Throughout their high school years, college bound students rack up points in their sports endeavors, receive recognition for their arts activities and earn the grades needed to head off to a postsecondary education institution. What they don't earn in those formative high school years is a credit score needed to find an apartment. For [...] [April 6, 2023](#)

**Escondido Industrial Building Sold for \$4M**  
An Escondido industrial building has been sold for nearly \$3.9 million. The 177,760 square foot building on a 1.16 acre site at 1143 Industrial Ave. was sold by Lantzburg Trust to Eleven45 [...] [April 6, 2023](#)

**NOMINATE NOW**  
SAN DIEGO BUSINESS JOURNAL  
OF THE YEAR AWARDS  
2023  
NOMINATION DEADLINE:  
**MAY 1<sup>st</sup> @ 5pm**

**Major Cam is assembling a fabulous team for his biggest mission yet**  
overgeeked's EARTH DAY 2023  
NOMINATION DEADLINE:  
**APR. 10<sup>th</sup> @ 5pm**

**NOMINATE NOW**  
SAN DIEGO BUSINESS JOURNAL  
ASIAN PACIFIC BUSINESS LEADERS OF INFLUENCE  
TOP 50  
NOMINATION DEADLINE:  
**APR. 10<sup>th</sup> @ 5pm**

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Give the Gift of Food Every Month  
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Click on a headline below for the full story

**Real Estate**

**Chula Vista Gains Affordable Housing Development**  
Wakeland Housing and Development Corp. has opened a Chula Vista affordable housing project with 96 apartments for low income working families and people with special needs, including people diagnosed with a serious mental illness. Casa Anita, 700 Anita St., includes five three-story garden style apartment buildings and a one-story community center arranged around a 1,100 square foot central [...] [April 6, 2023](#)

**Escondido Industrial Building Sold for \$4M**  
An Escondido industrial building has been sold for nearly \$3.9 million. The 177,760 square foot building on a 1.16 acre site at 1143 Industrial Ave. was sold by Lantzburg Trust to Eleven45 Industrial, LLC. The building is divided into 10 units. Trent Francis of East & Pacific represented Eleven45 [...] [April 6, 2023](#)

**Bonita and San Diego Cemeteries Expanding**  
Two San Diego County cemeteries – Wilson Abbey Memorial Park in Bonita and El Camino Memorial Park in Sorrento Valley – are undergoing a \$14 million expansion. "We're really looking for the needs of the community," said Ryan Samaraspis, San Diego market director of Dignity Memorial. Dignity Memorial is a brand of Houston based Service Corporation [...] [April 6, 2023](#)

**Fit Athletic Club Goes Private in 3Roots**  
Fit Athletic Club, based in downtown San Diego, has opened its first private fitness club in the Sorrento Mesa community of 3Roots in what the company's founder and owner said will be his reinvigorated business model. The club is open only to people who live in 3Roots, a new housing development under construction by [...] [April 6, 2023](#)

**Scrapps Ranch Investment Firm Sees Housing Market Adjusting**  
Presidio Residential Capital, a housing development and management firm based in Scrapps Ranch, had a stellar year in 2022, closing on 813 homes – up from 572 in 2021. "That was a record [...] [April 6, 2023](#)

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San Diego Business Journal Daily eNews

Click on a headline below for the full story

**TECHNOLOGY**

**SoCal Startup Offers 10-Minute Brain Scan for Better Health**  
Leaders at SoCal biohacking startup Wave Neuroscience recently returned from the 2023 SXSW tech conference in Austin, Texas, where the company was showcased as part of a panel promoting the use of measuring brain data as a means of optimizing mental health. "When we're done, we hope to be able to mitigate a large percentage [...] [April 6, 2023](#)

**Camston Wrather Opens 'First of its Kind' E-Waste Facility**  
Camston Wrather co-founders Aaron Kamonash and Mark Evans didn't set out to revolutionize electronic waste recycling. The original idea was to bring sustainability practices to the mining industry. "We wanted to clean up the southwest and do all the reclamation and everything," Kamonash said. "But then we realized much more of a problem e-waste was [...] [April 6, 2023](#)

**SDSU AI Lab Renamed After Landing \$5M Grant**  
With the support of a \$5M grant, San Diego State University (SDSU) hopes its artificial intelligence lab will become one of the leading AI research labs in the country. Faculty, staff and students celebrated the newly renamed James Silbertat Brown Center for Artificial Intelligence during a ceremony that was held earlier this year. Following the [...] [April 6, 2023](#)

**Workhuman Specializes in Social Recognition**  
Emotional validation is vital. Since the beginning of time, humans have been hard wired with the need to be validated, supported and celebrated. A natural extension of those needs happens in the workplace, and that's where Workhuman, a Software as a Service (SaaS) company founded by Eric Mostly, comes into play. Founded as [...] [April 6, 2023](#)

**Adding AI to Defense Programs**  
Aerospace giant Boeing will collaborate on current and future defense programs with local defense tech firm Shield AI, which builds AI pilots for aircraft. The partnership announcement came after [...] [April 6, 2023](#)

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## DAILY DIGITAL NEWSLETTERS

- Up to 35,000+ recipients, sent Monday - Friday at 7am
- Choose from either 1 banner (728 x 90) or 1 island (300 x 250) opportunity
- Delivered to subscribers in the morning and in the afternoon



# DIGITAL ADVERTISING

## RATES & SPECIFICATIONS

### WEBSITE ROS

WEBSITE ROS	CPM OPEN RATE (PER 1,000 IMPRESSIONS)
SQUARE	\$40
BANNER	\$40
TOWER	\$40

### DAILY ENEWS RATES

DAILY ENEWS RATES	OPEN RATE (PER DAY)
SQUARE / BANNER	\$475
TOWER	\$575

All rates are subject to change depending on publishers stats. Please check with your account executive to get the most up-to-date pricing.

## SPECIFICATIONS

### FILE SIZES: RUN OF SITE

#### SQUARE:

- 320px x 250px

#### TOWER:

- 970px x 250px

#### BANNERS:

- 320px x 50px
- 728px x 90px
- 970px x 250px

Maximum File Size: 125kb

### INTERSTITIAL

- Maximum size: 1280px x 960px

### ALTERNATE GIF

Animated GIFs must be provided for all Flash creatives.

### THIRD PARTY SERVING

The Business Journal allows third party serving of creative within IFrametags. Fourth party serving of creative is not allowed.

### STANDARD CREATIVE

GIF, JPEG, PNG, Flash, Dynamic HTML, HTML Banners, HTML5, Image map, Java Script (Flash-based creative not available for e-News update)

### RICH MEDIA

DFA, Atlas, Bluestreak, Eyeblaster, Point Roll

- See Digital Advertising Rates

### RICH MEDIA SPECS

We support rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

### BRANDED CONTENT

Format: DOC, JPG, HTML code

### VIDEO

- aspect ratio - 16:9
- preferred video format - h.264 mp4
- audio (optional) - mp3 or aac

# SDBJ EVENTS

## 2023 EVENTS CALENDAR



**Event Date:** Tuesday, January 31, 2023  
**Location:** Deloitte, 12830 El Camino Real, #600, San Diego



**Event Date:** Thursday, March 9, 2023  
**Location:** Hyatt Regency La Jolla At Aventine, 3777 La Jolla Village Dr, San Diego



**Event Date:** May 23, 2023  
**Location:** California Center of the Arts, Escondido 340 N. Escondido Blvd., Escondido



**Event Date:** Tuesday, June 27, 2023  
**Location:** Hyatt Regency La Jolla At Aventine, 3777 La Jolla Village Dr, San Diego



**Event Date:** Tuesday, July 18, 2023  
**Location:** University Club atop Symphony Towers, 750 B St #3400, San Diego



**Event:** August 2023



**Event Date:** Tuesday, September 26, 2023  
**Location:** University Club atop Symphony Towers, 750 B St #3400, San Diego



**Event Date:** Tuesday, October 17, 2023  
**Location:** University Club atop Symphony Towers, 750 B St #3400, San Diego



**Event:** November 2023

## 2023 DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY EVENTS CALENDAR



**Event Date:** Tuesday, February 28, 2023  
**Location:** University Club atop Symphony Towers, 750 B St #3400, San Diego



**Event Date:** Wednesday, May 24, 2023  
**Location:** University Club atop Symphony Towers, 750 B St #3400, San Diego



**Event:** June 2023



**Event Date:** Monday, October 2, 2023  
**Location:** University Club atop Symphony Towers, 750 B St #3400, San Diego

# PEOPLE & COMPANIES ON THE MOVE

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

People on the Move and Companies on the Move are weekly features in the San Diego Business Journal seen by the most influential leaders in San Diego business community. Announcements can include new hires, promotions, award recipients, board appointments, staff recognitions, expansions, moving locations, anniversaries and retirements. Announcements will appear in SDBJ's weekly publication and SDBJ.com.

## PEOPLE ON THE MOVE

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



1

**ARCHITECTURE PROMOTION**



**David Irelan, LEED AP**, a Senior Associate since 2020, joined the firm in 2013. He is the architectural project manager for healthcare projects including the San Diego Veterans Affairs Medical Center, a five-story life science building, set for completion this year. Irelan also spearheads the Perich Development Corporation tenant improvements to the Great Oak Steakhouse and Paisano's restaurants at Perich Resort & Casino. He has been integral to a variety of Delawie projects including the Perich Resort & Casino Expansion, encompassing the 700,000-square foot high-rise hotel tower, and the Naval Special Warfare Basic Training Command on Naval Amphibious Base Coronado. <https://www.linkedin.com/in/david-irelan-leed-ap-84232131/>

We know the advancements of these valuable members of Delawie leadership to Principal will continue our success as one of San Diego's premier architecture and interior design firms.



**Alison N. Morita, LEED AP** was promoted to Associate in 2021 and has been with Delawie since 2005. She is the project manager of a variety of hospitality projects, including the Eldorado County Club Spa and Fitness Center in Indian Wells, Calif. and the Rancho La Quinta Sports & Fitness Center in La Quinta, Calif. Morita also lends her project manager expertise to the Helen Woodward Animal Center Education Building in Rancho Santa Fe, Calif. During her Delawie tenure, Morita saw to the successful execution of the Montage Healdsburg, a five-star resort in Healdsburg, Calif., the residence Inn Maui Wailea in Maui, Hawaii and the 8-acre Biologid campus, including the 135,000-square foot main campus building. <https://www.linkedin.com/in/alison-morita-58656106/>



**Michael McGuire**, an Associate since 2012, supports several science and technology projects at the firm, including a 44,000-square foot laboratory tenant improvement for Biologid and an 80,000-square foot research and development lab conversion. In his decade with Delawie, McGuire's design experience spans corporate, education and hospitality having been instrumental to several Qualcomm projects, the Andaz Scottsdale (Scottsdale, Ariz) and a 2,000-seat performance venue – "The Show" – at Agua Caliente Casino in Rancho Mirage, Calif. <https://www.linkedin.com/in/michael-mcguire-5444b184/>

## COMPANIES ON THE MOVE

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

### sunrise management

SUNRISE MANAGEMENT ADDS THE WARWICK TO SAN DIEGO PORTFOLIO



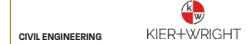
San Diego-based Sunrise Management has taken over the day-to-day management of The Warwick, a newly renovated Class A project in San Diego's vibrant Hillcrest neighborhood. Previously a hotel, the 80-unit apartment community – distinguished by a bright turquoise stripe on the front of the building – is adjacent to Scripps Health Mercy Hospital at 600 Washington St.

Now boasting a wide array of high-end amenities – including a resort-style pool, a sun deck with cabanas, a top-of-the-line fitness center, technology-enabled package lockers, an enclosed dog run, LEED-Certified entry and an outdoor social lounge – The Warwick was converted from a hotel into apartments in 2017. Operating as Somerset Suites Hotel for 20 years, it was originally constructed in 1986 as apartments. Fully modernized apartments are now available in a mix of studio, one-bedroom and two-bedroom floor plans with private terraces.

"We are proud to oversee day-to-day management of this longtime San Diego community, an appealing and upscale example of the growing trend toward apartment conversions," said Theresa Cochran, chief operations officer at Sunrise Management. "The community also fills an important and growing need for highly amenitized, centrally located urban living."

In recent months, Sunrise has added 18 multifamily communities totaling 1,000 units to its growing portfolio of California multifamily properties, among them: Area Pacific Beach, Area Sancho Cucamonga, Arte West Santa Ana, Lakeshore Villa Apartments in Lakeside, El Capitan Madison Court Apartments, Elvie Apartments in San Diego's Clairemont neighborhood and The Courtyard in El Centro.

Founded in 1978, Sunrise Management is a privately-owned San Diego-based firm specializing in the management of residential real estate properties. For more information, visit [www.sunrisemgmt.com](http://www.sunrisemgmt.com).



### CIVIL ENGINEERING

NEW OFFICE LOCATION

Kier+Wright is excited to announce the opening of a new office in Escondido, California, spearheaded by Casey Lynch, P.E., who has joined the firm as Lead Land Surveyor and Associate. This solidifies the firm's surveying presence in the region by engaging a high-level surveyor intimately familiar with the Southern California market.

"The opening of K+W's new Escondido office wouldn't be possible without Casey and his vast experience in the surveying world," announces Chief Executive Officer, Chuck McCallum, P.E. "The Escondido office and its remarkable team will open a lot of doors in Southern California and is a shining example of K+W's continuous growth."

K+W's new Escondido office is strategically placed to better serve our clients as it will offer civil engineering, land surveying and construction staking services in Southern California and is a shining example of K+W's continuous growth.

"I'm looking forward to growing our services in Southern California by offering the K+W model of surveying and engineering services," says Casey. "This model represents an informative, collaborative, and responsive effort to ensure our clients maximize their return on investment while constructing designs in an efficient and cost-effective manner."

K+W looks forward to tapping into Casey's experience and utilizing his expertise as the firm expands its land surveying and construction staking services in Southern California. Please join K+W in congratulating Casey and his team on this exciting new adventure.

WE'RE GROWING!



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**ARCHITECTURE & URBANISM**

Announcement



Arcadis is thrilled to announce the appointment of Kyle Schertzberg as its new Architecture Practice Lead in San Diego. A Native American from Michigan, he holds a The Little Traverse Bay School of Oboe degree. With over 18 years of experience in international and California projects, Kyle has a proven track record of successful leading award-winning projects and dynamic architectural teams. Kyle has practiced in San Diego for 6 years, focusing on UC San Diego and a variety of other project types. He was a key team member of the North Torrey Pine Living and Learning Neighborhood, Project Managed the public realm improvement of the Blue line extension Central Campus station, and most recently was the Principal to lead the completion of the Epstein Family Amphitheater.

This is a significant milestone for Arcadis' acquisition of B Group, CRTM, and DPS with the ongoing mission to expand its local presence and expertise in San Diego. Kyle will work closely with local consultants, city leaders, developers and builders to foster relationships with local communities, ensuring that Arcadis' sustainable designs enhance the rich cultural heritage of greater San Diego.

Arcadis is a firm with a deep commitment to sustainable growth in San Diego. Arcadis' Architecture is a unique practice that combines the strengths of Arcadis' Buildings sector with Arcadis-owned B Group, CRTM, and DPS to become a broadly capable architecture practice. This convergence of expertise with these globally respected and recognized firms along with Arcadis' business, will create a unified entity that can deliver client outcomes that surpass market expectations.

For more Arcadis info, go to [www.arcadis.com](http://www.arcadis.com)

**FINANCE**

Promotions



**Blake Rosenberg**

JPMORGAN CHASE & CO.

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Blake Rosenberg was promoted to Vice President and Commercial Banker for Middle Market Banking and Specialized Industries at JPMorgan Chase. Since joining the firm two years ago, Blake has proactively supported some of the region's most complex relationships, helped champion new business opportunities, and managed relationships with the firm's credit and risk partners. Blake supports the firm's Business Development team cultivating prospects and securing new relationships.

**FINANCE**

Promotions



**Marcus Vogel**

JPMORGAN CHASE & CO.

Marcus Vogel was promoted to Executive Director for Middle Market Banking and Specialized Industries at JPMorgan Chase. He will take on the new role of Business Development Executive for the San Diego region. Marcus is a San Diego native with an extensive network throughout the county. He has been a key contributor to the firm's growth in San Diego since joining JPMorgan Chase in 2020. Marcus is an active volunteer and participant with The Honor Foundation, an organization that helps veterans transition into the private sector.



MULTIFAMILY REAL ESTATE

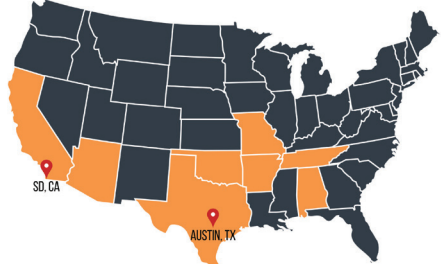
Expansion to Austin, TX



**Justin Brennan**



**Christopher Pohl**



Congratulations to **The Brennan Pohl Group** for its recent expansion into Austin, TX, where the company has been acquiring midwest multifamily properties since 2019. BP is a San Diego, CA & Austin, TX based private real estate firm focused on offering investment partners, accredited investors and institutional firms, access to multifamily real estate opportunities throughout the United States.

CEO, **Justin Brennan**, has helped spearhead the expansion into the Midwest over the last 3 years setting up the infrastructure in MO, TX, OK, AZ, AL and AR. The company recently closed on a 121 unit class B value-add in NW San Antonio. BP and its partners are planning to hit a milestone of 1,000 units in 2022, followed by 10,000 units over the next 10 years.

For more information visit [www.brennanpohl.com/invest-with-us](http://www.brennanpohl.com/invest-with-us)

### 3 SIZE OPTIONS AVAILABLE

**1 HALF PAGE SHOWCASE - \$1750 - Up to 500 words of text with 4 photos + company logo**

Includes print publication, SDBJ.com and enews Monday-Friday

**2 QUARTER PAGE SHOWCASE - \$1000 - Up to 250 words of text with 1 photo + company logo**

Includes print publication, SDBJ.com and enews Monday-Friday

**3 EIGHTH PAGE SHOWCASE - \$725 - Up to 100 words of text with 1 photos + company logo**

Includes print publication, SDBJ.com and enews Monday-Friday

**DEADLINE: MONDAY PRIOR TO PUBLICATION**