

# PEOPLE ON THE MOVE

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



## BANKING & FINANCIAL SERVICES

New Hire



**Matt Brayfield**

Enterprise Bank & Trust is excited to announce the addition of industry veteran, Matthew Brayfield, to our growing commercial team in San Diego. As SVP, Relationship Manager, Brayfield will develop and manage new client relationships while enhancing existing relationships through proactive financial strategies and tailored solutions. He is a seasoned professional with more than 22 years of experience in commercial banking, specifically working with real estate investment firms, developers and middle-market companies. His strong history of effective leadership, fostering strong client, team and community engagement, and emphasis on client focus have contributed to his success in commercial lending.



## COMMERCIAL REAL ESTATE

Promotion



**Brook Logan**

### BROOK LOGAN NAMED COO OF GILDRED COMPANIES

Brook Logan began her tenure at Gildred Companies as Chief Financial Officer (CFO) in 2022. Since joining the team, Brook has proven an integral leader demonstrating exceptional management skills and playing a crucial role in guiding the company through significant transitions. Under her guidance, the team has experienced extensive personnel changes, rebuilt an accomplished team, and implemented operational enhancements including the successful implementation of AppFolio, a leading commercial real estate management software platform.

Brook has served in executive leadership roles in both Fortune 500 companies and start-ups during her career. Before joining Gildred Companies, she served as the CFO throughout the establishment, growth, and eventual sale of Emerald Textiles, which was one of the industry's most significant transactions.

Before her time at Emerald, Brook held pivotal accounting and management positions at Lilly, contributing her expertise to a variety of key roles. Earlier, she was with SGX Pharmaceuticals, assisting in the company's successful Initial Public Offering (IPO). She began her career in Ernst & Young's tax department.

A native San Diegan, Logan holds bachelor's and master's degrees from San Diego State University.

## A Year of Support and Impact

PROVIDED BY **CHILD DEVELOPMENT ASSOCIATES (CDA)**

In the heart of San Diego County, non-profit Child Development Associates (CDA) has unveiled its 2023 Annual Report, encapsulating a year marked by remarkable accomplishments and unwavering dedication to its mission. With a team of over 270 committed individuals, CDA continues to be a beacon of hope and support for families and the child care community.

### Empowering Families Through Affordable Child Care Services

At the forefront of CDA's support to low-income working families lies its Alternative Payment Program (APP), funded by the California Department of Social Services (CDSS). This program has been instrumental in providing essential child care reimbursement to families in need across the county which enables parents to work or complete their education, thus strengthening businesses and community. In 2023, CDA took a significant leap forward by championing and implementing a state-wide change in categorical eligibility, simplifying the qualification process for families enrolled in means-tested government programs. This monumental effort has led to increased accessibility,

with CDA serving an impressive 7,664 families and 13,864 children, and reimbursing 3,320 child care providers for child care.

CDA is dedicated to supporting whole-family well-being by connecting clients with community resources to meet their needs collaborating with over 40 different organizations. CDA is a member of the CalEITC Collective led by 2-1-1 San Diego with a mission to reach and educate eligible individuals about tax assistance and available tax credits; promoting financial stability and economic empowerment within the community.

### Nurturing Children's Healthy Nutrition

CDA's commitment to children's well-being extends beyond child care services to encompass nutrition education and support. As the largest Child and Adult Care Food Program (CACFP) in California, CDA administers a vital nutrition program across six southern California counties, increasing the quality of nutrition in over 1,000 family child care homes. Through active participation in the national CACFP Roundtable forum, CDA advocates tire-

lessly for enhanced access to nutritious meals in child care settings, serving a staggering 13,010 children and providing 4.9 nutritious meals last year.

### Comprehensive Support for Child Care Providers

Recognizing the pivotal role and work child care providers offer to our community, CDA was contracted CDSS to distribute supplemental reimbursement payments to child care providers serving subsidized children. CDA's Supplemental Rate Payment Program has made payments to over 5,000 child care providers across 24 counties throughout California.

CDA's commitment to community growth extends beyond traditional avenues. CDA has been assisting child care providers with real estate to expand their business capacity to serve more families. Additionally, CDA has been providing business coaching and support to enhance providers' enrollment, technology usage, revenue generation, and business success.

### Looking Ahead

CDA is celebrating 50 years of support to children, families, and child care pro-

viders. Founded by a single mother who understood the challenges of accessing affordable, reliable, and high-quality care, today CDA has expanded its support to clients to better meet the changing needs of our community. According to CDA CEO Rick Richardson, "We know families and child care providers are struggling. At CDA each of us is committed to creating opportunities so they can reach their goals."

To access CDA's annual report and learn more about their programs, mission, and impact visit [cdasd.org](https://cdasd.org).

