



2013 Emerging Generation: 25 In Their 20's

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Letter From The San Diego Business Journal

When we began discussions on launching a new awards recognition program focusing on our up-and-coming professionals, we knew San Diego held a large population of dedicated and motivated people in the initial stages of their lifetime careers. In tapping into that world, we found an amazing group of individuals whose accomplishments and successes were profound and extended far beyond our local boundaries, often reaching a global scale.

We proudly introduce you to our first Emerging Generation: 25 in their 20s supplement. In these pages, we salute a core group of young San Diegans whose stories will impress and inspire you. From the medical student who left her Nigerian roots to follow her dream of helping to improve health care for disadvantaged populations to the Internet start-up guru who began his career at the age of five with a newspaper route, the desire to go beyond humble, sometimes challenging beginnings and contribute to your community economically and philanthropically is a reoccurring theme.

Though San Diego's reputation as an ideal place for an active, outdoor lifestyle is a factor in attracting these individuals, it is

San Diego's colleges and universities that have become the training ground for so many of these transplants and natives who have tended to stay after graduation — launching locally based businesses, joining local financial and legal firms, contributing to cultural, civic and community endeavors, or bringing a fresh new approach to technology agencies with their social media savvy.

We would like to extend our thanks to the sponsors who helped make this recognition program such a success — gold sponsors Kaiser Permanente, LEAD San Diego and McGladrey. And, a special thank you to Stone Brewing World Bistro and Gardens for providing a great venue and festive atmosphere for the special awards event.



Armon Mills

Armon Mills
President & Publisher

2013 Emerging Generation Judges



Casey Falkner
The University Club

Casey Falkner has been instrumental in the reinvention of San Diego's legendary University Club, now The University Club Atop Symphony Towers. With a background in international business, Falkner came to the University Club when she was 25 with vision and energy to reinvent not only the clubhouse, but the diversity of membership and the progressive nature of programs. Given her successes she recently has been promoted to oversee the membership reinvention of ClubCorp's Southern California business clubs, both in Orange County and the new \$9 million City Club in Los Angeles. Previously Falkner was the director of programs and marketing at the World Trade Center San Diego, leading a California trade mission to China and representing San Diego at the World Trade Center General Assembly in Guadalajara. She is a LEAD San Diego graduate, a global sponsor for Children of the Nation and former NCAA Division 1 soccer player while at Baylor University. Falkner is a San Diego native and lives with her husband Matthew and baby girl Ivy Elizabeth in the heart of downtown San Diego. When she is not walking to work, she drives the classic 1964 Ford Falcon convertible that she bought when she was 16.



Eric Rockwell
centrexIT

Eric Rockwell is president and CIO of centrexIT. Founded in 2002, the company provides outsourced CIO services for more than 60 companies in San Diego including technology service, support, and security. His client list includes the USS Midway, Balboa Nephrology Medical Group and Psychiatric Centers at San Diego. Rockwell has created technology roadmaps for all 60 of the companies and aligned these with their business plans. Among Rockwell's notable achievements are the design and oversight of all of the technology for the 2012 "Battle on the Midway" NCAA basketball game and the successfully migration of more than 100,000 paper medical records to electronic health records at several large medical groups. Rockwell and centrexIT support local community technology efforts and donated more than 500 recycled computer parts last year. Rockwell led centrexIT to numerous prestigious business awards including Cisco Small Business Security Award, Cisco Small Business Voice Award, Microsoft Cloud and Virtualization Competency Award, N-Able Innovator of the Year Award and the HTG Innovator Award.



Greg Rogers
Pacific Building Group

Greg Rogers, a San Diego native, founded the locally-based Pacific Building Group as a one-man operation out of the back of his pick-up truck in 1984. Today the company has a staff of nearly 150 and revenues in the millions. Rogers made many difficult yet smart business decisions to lead Pacific Building Group to its current level of success. When Rogers first started the business, he built trust with his clients by offering specific services, and then saw an opportunity to convince his clients to let him do more. In this slow and steady manner, Pacific Building Group grew from offering just drywall and tenant improvement services to now offering full service general contracting. Rogers also found a niche by specializing in medical acute care, manufacturing and corporate office construction. After developing the capacity within Pacific Building Group to support existing work, he expanded the training and experience required to execute the critical standards that are required in this type of specialty construction. Financial success in the construction industry is very dependent on referrals. Pacific Building Group's ability to keep clients returning and referrals flowing starts at the top with Roger's dedication to quality and service.



Reid Carr
Red Door Interactive

In 2002, Reid Carr, along with his wife Amy, took a leap of faith. He left the security of one of the largest public relations firms in San Diego and struck out on his own. For the next 12 months their fledgling agency, Red Door Interactive, struggled in the relatively new world of Internet, email and social media marketing. Then, the business began to grow and has not stopped since. The agency's high-profile client list includes Quicksilver, SignOnSanDiego, Sony Online Entertainment, Overstock.com, Petco, Rubios, and Cricket Communications.

Carr, a journalism graduate from the University of Oregon, honed his skills at legendary agencies TBW/Chiat/Day and PBJ Digital. Carr maintains an active schedule both online and in the community. He serves on the board and executive committees of both the United Way and Voice of San Diego and is also an active member of the San Diego Rotary Club, serving on the organization's Technology Committee, and is the marketing SIC co-chair for San Diego CommNexus. Carr has been named among iMedia's Top 10 Hottest Digital Marketers for his eye-catching work.



2013 EMERGING GENERATION: 25 IN THEIR 20's

WINNERS

Tyson Abbo
Abbo Tax

Brant Aberg
Cassidy Turley San Diego

Nii Ahene
CPC Strategy

Jenny Amaraneni
Dana Holliday
SOLO Eyewear

Alexandra Bell
City of San Diego - Council
District 6

Efrem Bycer
San Diego Regional Economic
Development Corporation

Andrew Canter
Canter Companies

Cannon Christian
Renovation Realty

Carlos Gomez
Reality Changers

Stephan Goss
Matthew Marcin
Zeeto Media

Jeffrey Harding
Recycle San Diego

Kris Kibak
Joey Rocco
The Control Group

Lani Longacre
Girl Scouts San Diego

Andrew Ly
Creative Mob

Debbie Martinez
Joan B. Kroc Institute for
Peace & Justice

Viry Martino
Turner Construction Company

Juliet Okoroh
UC San Diego School of Medicine

James Paine
West Realty Advisors

Shane Poppen
Hughes Marino, Inc.

Jamie Quient
Procopio, Cory, Hargreaves &
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Ashley Rodriguez
KPBS

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Vistage International

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Yellow Line Media

Melissa Laugle
Heggeness, Sweet, Simington &
Patrico

Paul Lim
Strategic Wealth Associates

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UCSD Network for a Healthy
California - Worksite Wellness
Program

Corinne Lytle Bonine
URS Corporation

Enrique Marentes
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Alysse McCree
Innovative Commercial
Environments

Skyler McCurine
Le Red Balloon

Evan McDonald
Colliers International

Carrie Miler
Skin Authority

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Cavignac & Associates

Bryan Shaughnessy
Templar Shield Inc.

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Digitaria

Katelyn Silverwood
Affirmed Housing Group

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Diego, Inc.

Grant Farwell
Barc, Inc.

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Food Bank

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The San Diego Foundation

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Disability Insurance Services

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Turner Construction Company

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California

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Martin Reiman
Shake Smart, Inc.

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Retail Opportunity
Investment Corp.

Kenny Moore
Hutchens PR

Gabrielle Murrieta
Susan G. Komen for the Cure,
San Diego

Tessa Riess
Bridgepoint Education

Sebastian Slovin
Pando Health Groups

Ryan Smith
InnovaSystems International

Michelle Stansbury
Little Penguin Productions

Jaime Stolis-Howe
Bill Howe Family of Companies

Harrison Till
Merrill Lynch



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2013 EMERGING GENERATION: 25 IN THEIR 20's PROFILES



Tyson Abbo
CPA/Owner
Abbo Tax
www.abbotax.com

At age 23, Tyson Abbo took a huge risk, breaking away from what many would consider a good and stable job, especially for a recent college graduate, to open his own office and work for himself. This decision was scary, risky, and full of unanswered questions, but Abbo was determined and willing to work as hard as needed to achieve his goals. Today, a short two years later, Abbo – now 25 – owns and operates a very successful boutique tax accounting firm and has recently hired additional up-and-coming CPAs to accommodate the growing clientele. Abbo is a first generation American and the first in his family to earn a college degree. While he could have taken an easy course and stuck with the family business, he realized that living in an ever changing world, the value of a good education is paramount. Abbo paid his way through college, earning a degree in accounting at San Diego State University. There, one of his college professors became a significant mentor who encouraged him to set his aspirations high. Abbo now lists major law firms and high wealth individuals as clients along with assisting low income taxpayers and war veterans.



Brant Aberg
Vice President
Cassidy Turley San Diego
www.cassidyurley.com

Brant Aberg, a partner at Cassidy Turley San Diego, is responsible for more than 13 million square feet of corporate headquarter, R&D, industrial and office space. He interned for the firm for two years while attending the University of San Diego where he studied marketing and real estate. At age 22 he was awarded the company's prestigious "Rookie of the Year" award and continues to be a top producer in the firm. Working with his brother, he has grown from being a team of two, representing 1 million square feet of industrial space, to leading the largest industrial team in San Diego with six producers, two marketing coordinators and an administrative specialist. He and the team have been responsible for some of the most noteworthy transactions in the county, and are sought after by clients who recognize

the team's focus on their needs and ability to help them realize their strategic objectives. Aberg has completed more than 650 sales and lease transactions totaling more than 3 million square feet and a total consideration in excess of \$550 million.



Nii Ahene
Co-Founder,
Chief Operating Officer
CPC Strategy
www.cpcstrategy.com

As co-founder and COO of CPC Strategy, Nii Ahene is doing his dream job. Under his leadership CPC, an internet marketing agency, has grown from zero dollars in revenue to \$1.3 million in 2012 and is forecasted to end 2013 with \$2.2 million dollars in revenue. Ahene is responsible for managing the day-to-day operations as well as the long term financial, tactical, and strategic planning of the company. The growth of CPC Strategy from an idea to a thriving, growing business is in large part due to his measured approach to business. A University of California Berkeley graduate, Ahene has a passion for business only matched by his strong ethical compass. He isn't afraid of admitting when he is wrong and quickly will change course to move his organization to a better place. For Ahene, it is and has always been about the results.



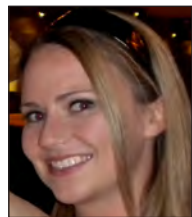
Jenny Amaraneni
CEO/Co-Founder

Dana Holliday
Co-Founder & CCO
SOLO Eyewear
www.soloeyewear.com



The vision for SOLO Eyewear grew from an idea germinated at San Diego State University by two passionate students dedicated to improving global health care — Jenny Amaraneni, a Louisiana transplant, and Dana Holliday. They began the company with little capital and resources, but a concept to produce hand-crafted sunglasses made from recycled bamboo, with each pair purchased funding eye care for people in need. Stepping out and taking a risk on a new venture can be very daunting. It took courage, preparation, along with ignoring common sense and traditional career paths. Holliday aban-

doned a graphics position at The La Jolla Playhouse to put her full energies into the effort alongside Amaraneni. Two startling statistics motivated the pair. Approximately 1 billion people do not have access to eye care and nearly 80 percent of the world's blindness is preventable. In the short two and a half years SOLO Eyewear has been selling its product, the company has made a global impact on those in need, funding prescription eyeglasses and cataract surgeries. Funds have helped restored vision to more than 6,500 people across 19 countries. SOLO Eyewear's goal is to support eye care for one million people around the globe.



Alexandra Bell
Communications Advisor- SD Councilmember
Lorie Zapf
City of San Diego - Council District 6

Alexandra Bell has almost always been the youngest at whatever she has tried. In her high school job she was promoted to assistant manager by the age of 15. She talked herself into a job as a server in a fine-dining restaurant in the Gaslamp at just 19 so she could afford "extras" while attending San Diego State, where she enrolled at 17 and graduated in only three and a half years. Today, Bell oversees and executes all communications and public relations for San Diego Councilmember Lorie Zapf, where she has had to prove herself to others who often assume that proficiency is a result of age and experience. Bell has excelled in her command of social media. While working for MJE Marketing in 2010, she pitched and was assigned to create and implement a social media marketing campaign for the Holiday Bowl and the Poinsettia Bowl. As one of the worst rainstorms flooded the stadium and surrounding areas, Bell used the online network she had developed to direct fans to the game and around the flooding. Her efforts resulted in national press and was so successful she was selected as the recipient of a 2011 Communicator Award's Award of Distinction.

She has already begun her education in civic/community leadership development by successfully completing the LEAD San Diego EMBARK program.



Efrem Bycer
Manager, Economic Development
San Diego Regional Economic Development Corporation

It might seem Efrem Bycer gets paid for doing things that many of us would do for free. As part of his responsibilities as manager, economic development, at the San Diego Regional EDC, Bycer works in partnership with local microbreweries and sports organizations. However, his responsibilities are far reaching in developing and implementing retention, expansion and investment attraction strategies focused on San Diego's clean-tech, tourism and emerging sectors. He also leverages and manages collaborative relationships with industry associations, government and nonprofit partners, and EDC investors to create and retain jobs in the California-Baja region. A Cornell University alum, with a master's from Syracuse University, Bycer also brings an interest and passion for nonprofit board service. He was the founding board chair of the Congo Leadership Initiative (CLI), a nonprofit whose mission is to empower Congolese youth to be catalysts for peace. When Bycer helped found CLI in the spring of 2010, the organization had a budget of about \$3,000. Today, CLI has trained more than 300 Congolese youth and is poised to train 300 more before the end of 2013 while its budget has grown nearly thirty-fold.

Andrew Canter



President/CEO
Canter Companies
www.cantercompanies.com

Andrew Canter was able to capitalize on opportunities realized only in an extremely down market. With his firm, Canter Companies, he has built a high-quality brand from the ground up that is now recognized as a top-tier private investor in Southern California. Now his brand is enhancing the landscape of an emerging city through strategic developments and investments downtown and beyond. He has remained at the forefront of California's real estate market through major changes and has been able to grow a multitude of different businesses from these fluctuations. With the company headquartered in downtown San Diego, Canter

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Winners - 2013 Emerging Generation: 25 in their 20's

oversees the company's investment, acquisition, development, and disposition of real estate in California, as well as various venture funding in a wide array of industries. His background led him to grow up quickly. His father passed away when he was very young and he realized he needed to start building a career for himself early in life. Graduating from San Diego State in real estate and accounting, Canter made it a point to learn something from every business professional he has had the opportunity to get to know and work with. This strategy has helped him succeed through the ups and down of today's real estate market.



Cannon Christian
President
Renovation Realty
www.renovationrealty.net

In his role as president of Renovation Realty, Cannon Christian oversees the day-to-day operations of the company, focusing on business development, marketing and sales. He specializes in accounting, finance and human resources reporting for the company, as well as research and financials for prospective clients. He is a licensed real estate broker and general contractor in the state of California. Christian's proudest achievement is creating a business model and service that is the first of its kind. The road to this success was challenging. Straight out of college, his first job ended after only nine months when the company folded. It was 2008 and the job market was at its worst. He moved back to his mother's house, and was completely broke before founding Renovation Realty in 2011. He recognized there was a niche in San Diego's residential real estate market. By partnering with homeowners to increase the value of their homes prior to sale, his company began providing the capital, handling the renovation and serving as the listing brokerage ensuring that homeowners receive maximum value. Renovation Realty is reimbursed for its services when it is paid after the sale of the property through escrow and the homeowner never incurs any out-of-pocket costs in the renovation and sale of the property. During 2012, sellers who worked with Renovation Realty had an average net gain of 25 percent on the sale of their homes. Since inception, the company has renovated and sold 51 homes in San Diego. Christian is now looking to take the model even further, expanding its reach through introduction of a franchise system, with initial focus on the western United States.



Carlos Gomez
Chief Grant
Writing Officer
Reality Changers
www.RealityChangers.org

Carlos Gomez is a walking example of the goals of the nonprofit he now serves. Before joining Reality Changers as a student in 2003, Gomez struggled with a 1.9 GPA while taking English as a Second Language (ESL) classes. After joining Reality Changers, his GPA became a 4.5 in honors classes and he became a first generation college student (and graduate) at UCLA. Today, this former ESL student is now Reality Changers' chief grant writing officer and has written successful grants totaling more than \$1 million over the past two years. Through his work at Reality Changers, he not only is reciprocating the support he once received, but also is paying it forward, as well. He has helped Reality Changers earn multiple six-figure awards from some of California's top corporations and foundations, such as Bank of America, The California Wellness Foundation, and College Access Foundation of California. As a result, hundreds of low-income, inner-city youths at Reality Changers now have the chance to be just like him — first generation college students.



Stephan Goss
CEO

Matthew Marcin
Founder
Zeeto Media
www.zeetomedia.com



Mathew Marcin founded Zeeto Media at age 22. The seed that became the successful agency started in a room in his childhood home, where he programmed the entire GetItFree.us site three years ago. After meeting CEO Stephan Goss in 2011, the collaboration was instantaneous and together they launched GetItFree.us with only three coupons. Today, with nearly 4 million Facebook followers (WomenGetItFree) and 9 million website users (GetItFree.us), its user base is larger than top brands such as IKEA, Kraft and Nestle. Zeeto now has more than 80 employees and is still hiring. Marcin began dabbling on the internet at 13 and taught himself to program. When he was 14, his dad challenged him to sell a product he'd designed that measured the tint of car windows. The online company grossed a profit and Marcin had found where his talents excelled. Goss came to the

United States from Switzerland on a student visa. He had little money and after graduating became a skydiving instructor in Wisconsin — at times living in a tent adjacent to the runway. There he developed his online skills by purchasing internet ads for companies trying to draw traffic to their websites. Zeeto Media is headquartered in downtown San Diego and is committed to making the urban center the next giant tech hub in California.



Jeffrey Harding
Founder and
President
Recycle San Diego
www.recyclesandiego.org

Jeffrey Harding co-founded an electrical scrap processing facility in San Bernardino in 2003 when he was only 19. Taking the experience and knowledge acquired by managing that facility, Harding founded Recycle San Diego as a mobile hauler of electrical waste (eWaste) in 2006. In 2007, he established permanent recycling headquarters in Kearny Mesa that now accepts eWaste six days a week. He has pioneered the practice of hosting free eWaste recycling events throughout San Diego County and has formed numerous partnerships with nonprofits to host these regular events and generate revenue for the organizations. Recycle San Diego has served more than 50,000 households and conducted more than 300 eWaste recycling events which have diverted in excess of 7,500,000 pounds of eWaste from being dumped into San Diego County's landfills. Harding is a self-made man in many ways. Unable to finish high school due to family upheavals, he struck out on his own, but has never forgotten what it was like to live under those difficult circumstances. He has devoted himself to supporting other youths by funding local San Diego YMCAs and is a member of the Lion's Club which supports youth initiatives. Over the years he has donated funds to I Love a Clean San Diego, the San Diego River Park Foundation, Being Alive San Diego, the Las Palmas Little League, North City Youth Baseball, and the Solana Center for Environmental Innovation.



Kris Kibak
Co-Founder and
CEO



Joey Rocco
Co-Founder and
COO

The Control Group
www.thecontrolgroup.com

Kris Kibak and co-founder Joey Rocco head The Control Group, one of the

fastest-growing technology start-ups headquartered in San Diego. As a web development and online marketing agency that builds and markets its own products and services, the company's flagship product, InstantCheckmate.com, compiles reports from millions of public records to help people get in touch with long lost family members; protect individuals from would-be predators; and assist online dater's research people before meeting them in-person. It has become one of the largest people-search engines in the world. Kibak embodies the entrepreneurial spirit. At 18, as a freshman in the dorms, he started a drop-shipping company called YourBestDeals.net using his knowledge of HTML (taught to him by his father). In his first year, Kibak made more than \$100,000 in profit. Rocco turned his back on a prestigious law school to become a partner in an online venture selling health supplements. Despite the great uncertainty of this endeavor, the business grossed more than \$4 million in less than a year. They are both committed to community service and have adopted a beach outside the office teaming with I Love A Clean San Diego. They also are supporters of Together We Bake, a comprehensive workforce training and personal development program for women recently released from the corrections system.



Lani Longacre
Director of Retail
and Product Sales
Girl Scouts San
Diego
www.sdgirlscouts.org

Those boxes of Thin Mints that you can't resist each year make their way to you through a completely modernized marketing system, overseen by Girl Scouts San Diego's director of retail and product sales, Lani Longacre. In addition to the \$6.27 million annual Girl Scout Cookie Program and a smaller nut/candy sale, Longacre is responsible for the operations of three retail stores. She leads a team of seven full-time and nine part-time staff and

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more than 2,000 adult volunteers. She spearheaded a pioneering change in the traditional method of cookie sales by launching a direct sale program (having cookies immediately in hand; eliminating order taking) in 2010. The local Girl Scouts were among the first — and by far the largest — councils to implement this system. It was a huge business risk but the transition was a success, culminating in a 16 percent increase in sales. Born in South Korea into a very poor family, Longacre was the fourth girl born into a family of only female children. As girls were considered “worthless” in her words, she was put up for adoption, but her determination to succeed helped her adjust to a loving new home and create goals to give back to the community. She credits her sister as one of her most important mentors. A former member and service chair of the New Generations Rotary Club, Longacre works tirelessly for the Girl Scouts. When she has free time, she volunteers at events for other nonprofits, including Habitat for Humanity, Meals on Wheels and Feeding America.



Andrew Ly
CEO
CreativeMob Inc.
www.creative-mob.com

Andrew Ly is the founder and CEO of CreativeMob Inc., a fast-growing, digital marketing agency located in San Diego. But, before his current success, Ly — an SDSU graduate — followed a concept that he would not let go until he had the funds and resources to accomplish its creation. TicktBox was an idea generated a long time ago while Ly was still in his early 20's. Upon founding CreativeMob and acquiring one of the largest film production studios, Sony Pictures, as a client, he was able to find the funding needed to build the TicktBox application. He also landed one of the largest online driving companies in the nation as a client through a simple email. Prior to founding CreativeMob, Ly helped develop an intricate promotional analytical tool for top film studios at social technology company Gofobo.com, and helped to build out their social media team. Before that, he worked at 20th Century Fox Filmed Entertainment, marketing top tier films such as “X-Men Origins: Wolverine” and “Marley and

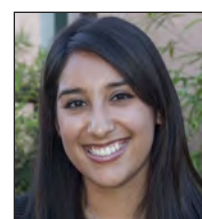
Me.” During his time at Fox, Andrew planned and executed film campaigns such as SimpsonizeMe.com, which became the number one search term on Google during its campaign. It was later named one of the “Best Ideas of the Decade” by Advertising Age.



Debbie Martinez
Program Officer
Joan B. Kroc
Institute for Peace
& Justice
www.sandiego.edu

Debbie Martinez manages a year-round program bringing youth from San Diego and Tijuana together to add their voices to dialogue about conflict prevention and resolution. Martinez serves as a teacher and mentor and supports the students outside of the program itself. She visits approximately 30 schools a year to speak to students about global issues and the leadership possibilities they can have as speakers, moderators, journalists and interns through WorldLink. Growing up, Martinez felt first-hand the effects of racism and discrimination. Her family emigrated from El Salvador and settled in Los Angeles, struggling to establish themselves against resistance from even the

Latino community. She was motivated to break through those imposed challenges. Her goal was not just to pursue education as an end in itself, but also to protect people like her parents from the stereotypes that continue to exist. She successfully obtained a degree at UC Santa Barbara and attended graduate school at Josef Korbel School of International Studies at the University of Denver. In college, as a member of UCSB's Hermanas Unidas (Sisters United), Martinez became more connected with her Latina identity, at a school that did not have many minorities. Her position at the Institute has given her the opportunity to dedicate herself to encouraging students to see themselves as global citizens and take initiative to further their own educational goals.



Viry Martino
Estimating
Engineer
Turner
Construction
Company

www.turnerconstruction.com

Viry Martino is a woman who will not let international borders stop her from reaching her goals. Martino was

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Lots of advisors suit up, show up and keep up. But how many know when to speak up?

Team McGladrey Golfer Zach Johnson and his caddy, Damon Green.

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When you trust the advice you're getting, you know your next move is the right move. This is the power of being understood. This is McGladrey.

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Or contact **Matt Bradvica**, Office Managing Partner – San Diego
at matt.bradvica@mcgladrey.com.



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born and raised in Tijuana, Mexico. Dropping out on her life, literally, was what she had to do in order to find a better way of reaching her education potential. Without her family's knowledge, she came north and enrolled in Southwestern Community College, relearning all her science and calculus classes she had previously studied in Spanish, supporting herself by working as a math tutor and by applying to every scholarship she came across. After completing coursework at Southwestern along with becoming an accomplished player on the tennis team, she was admitted to prestigious University of Southern California (USC) where she graduated Cum Laude with a B.S. in Civil Engineering, a Master of Science, Construction Engineering and Management and received the school's "Order of Troy" award. She continued to be involved in the colleges she attended as mentor, volunteer, and tutor. She was recognized by the California Legislature Assembly in honor of her outstanding academic achievements and for serving as an exceptional MESA role model. In 2007, because of her commitment to both academics and athletics at Southwestern, she was honored with the "Female Pepsi Scholar Athlete State Award" by the California Community College Athletic Association. Recently, she was inducted into the Athletics Hall of Fame at Southwestern. Martino has made a name for herself early on at Turner Construction Company as an estimating engineer. She has project managed challenging assignments, earning accolades from clients and senior managers. Martino seemingly has no boundaries when it comes to giving back. While still a student, she collaborated extensively with "Rebuilding Together," where she volunteered to rehabilitate low-income housing around the Los Angeles area and working with the student chapter of Engineers without Borders, she teamed up for the fundraising and design of a project that built a water filtration and distribution system for a rural village in Honduras.



Juliet Okoroh
Medical Student;
Program in Medical
Education-Health
Equity
UC San Diego
School of Medicine

www.healthsciences.ucsd.edu

Juliet Okoroh has begun a very long and amazing journey. Born outside of Lagos, Nigeria, to a single mother in a home without electricity or running water, her long-term goal has always been to contribute to health care in her native country. To that end, Okoroh

worked three jobs to put herself through school, and after graduating with honors from the University of Georgia at age 20, she pursued her master's degree in health policy and management at the Harvard School of Public Health. This was followed by a position as a Barbara Jordan Health Policy scholar, working in the office of Senator Tom Harkin. These experiences inspired her to pursue her medical degree and, ultimately, continue working with Ministries of Health in third-world countries on issues of health disparities and the development of sustainable health insurance plans. Currently, Okoroh is a fourth year medical student and member of the UC San Diego School of Medicine's Program in Medical Education - Health Equity (PRIME-HEQ) — part of a system-wide effort at the University of California to train physicians who are able to meet the needs of a diverse California population traditionally underserved by the medical system. Okoroh also is co-founder of mPharma, a health IT start-up in Ghana, Africa and designer of Wellframe at Mclean Hospital, part of Geisinger Health System in Boston. She also has participated in international health disparity efforts in Cape Town, South Africa, Tanzania and Kenya. As a student, Okoroh was involved in community service as a volunteer for the Athens Regional Medical Center Emergency Service, the Foundation for International Medical Relief for Children, and for Katrina Relief through the Christian Campus Fellowship in New Orleans and Biloxi, as well as being a top fundraiser for the local March of Dimes Foundation. She has already received many honors and awards including the Award of Leadership and Excellence, International Student Life, from the University of Georgia and a U.S. Department of Defense "Science, Mathematics and Research for Transformation" scholarship. Only 25 years old, Okoroh has already achieved more, and given back more to her community, than most people twice her age.



James Paine
Partner
West Realty
Advisors
www.westrealtyadvisors.com

As the owner of West Realty Advisors, a real estate investment firm, and West Rental Management, a property management firm, James Paine oversees 15 people and the daily management of both companies. He is responsible for creating the long term vision of the organizations as well as

the strategic planning and investment decisions. His proudest achievement has been the ability to put his brother and sister through college at USD and Stanford as a result of his business success. As a young entrepreneur and investor, Paine has worked hard to overcome the stigma of being so young in an industry heavily dominated by "the old boys club." Furthermore, because he does not have a college degree, some people question his abilities or ideas; but he uses his experience, on-the-job knowledge, and confidence to continue to build on the success of his firms. Both his parents have been instrumental in his success by setting positive examples. Paine credits his mom for instilling in him an invaluable work ethic, and his father, as an entrepreneur himself, giving him that same passion at a young age. Through them, he also learned how important it is to be a firm believer in the stewardship of his community, forge lasting relationships, and create client confidence. At the age of 26 he has started more than 10 companies and has had great success in nearly all of his ventures. West Realty Advisors today has annual revenues of \$14 million. Paine is on the forefront of the single family housing industry and is highly regarded within the industry as one of its youngest and best minds. He has consulted for Goldman Sachs, Bain & Co., Fannie Mae, and Citi Group.



Shane Poppen
Vice President
Hughes Marino, Inc.
www.hughesmarino.com

As a commercial real estate broker at Hughes Marino, specializing in tenant representation in the suburban markets of San Diego County, Shane Poppen has completed more than 2 million square feet of transactions with more than 100 different clients during his short career — impressive statistics for someone who has been in the industry for less than five years. Poppen, a U C San Diego economics major, also was a starter for the school's basketball team throughout the four years he attended. He is adamant about how basketball helped define his character — teaching persistence, teamwork, and hard work. Poppen has followed John Wooden's influential "Pyramid of Success" book and philosophy, embracing the building block of the pyramid, especially the cornerstones of "industriousness" and "enthusiasm." Poppen is as committed to community service as he is his professional career. He serves on the board of directors for the McAlister Institute — a nonprofit that provides recovery and rehabilitation services to

those addicted to drugs and alcohol in San Diego County. He is very involved with the organization and co-chaired the first and second annual Walk for Sobriety.



Jamie Quient
Associate
Procopio, Cory,
Hargreaves &
Savitch LLP
www.procopio.com

Jamie D. Quient is currently a health care litigation associate at Procopio, Cory, Hargreaves & Savitch LLP where she serves as medical staff counsel for numerous hospitals and health systems. She has established herself as a gifted legal writer; recently co-authoring an article published by the American Health Lawyer Association entitled "The Single-Shared Governing Body in Multi-Hospital Systems - CMS Revisions to 42 CFR 482.12 in a Climate of Change." Inspired by her volunteer work at a legal clinic helping homeowner's in distress, Quient won the American Bar Association Forum on Affordable Housing and Community Development's 2010 Law Student Writing Competition for her law review comment entitled "Battling Discriminatory Lending: Taking a Multidimensional Approach Through Litigation, Mediation & Legislation." Quient grew up with a single mom who struggled emotionally and financially. She worked multiple restaurant jobs in high school in order to help her mom with the finances and still managed to graduate at the top of her class. She had the unique experience of going to college in Canada where she studied political science, giving her a different perspective of world issues. Despite her demanding work schedule, she continually gives back to her community through service to many organizations, particularly focusing on the advancement of women and girls through Run Women Run, Women Give San Diego and Lawyers Club of San Diego. Quient's ultimate goal is to become a federal judge.



Ashley Rodriguez
Diversity,
Engagement &
Grants Coordinator
KPBS
www.twitter.com/ashleyr125

Ashley Rodriguez holds the title of diversity, engagement and grants coordinator at KPBS, San Diego's public broadcasting station. That title only hints at the numerous responsibilities she holds. Chief among them

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Winners - 2013 Emerging Generation: 25 in their 20's

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is working to establish and strengthen community partnerships and collaborations for public media campaigns and outreach activities. She convenes program screenings (both in person and online), and panel discussions, with a particular focus on diversity engagement. She is also charged with a new local programming acquisition venture, "KPBS Explore." Additionally, she finds ways for community organizations to connect with KPBS' educational programming and resources, in order to help them advance their mission and work they do in the region. Additionally, she develops grant proposals and reports for KPBS as needed, helping to raise nearly \$2 million over the last two years. In 2011, she coordinated events for "Not In Our Town," a documentary and engagement initiative designed to promote inclusion and address issues of bullying and hate crimes. She worked with stations throughout the Southwest to host events in San Diego, Phoenix, Las Vegas, Tucson, and Las Cruces, New Mexico. Because of her work, KPBS was asked to take on the role of lead station for the next phase of the initiative. Perhaps one of her most significant achievements is her acceptance into the Nonprofit Leadership and Management Master's program

at the University of San Diego, a prestigious program that is designed for working professionals to expand their knowledge of nonprofits and how they function in society. Rodriguez is one of the youngest candidates to ever be admitted to the program. Her goal is to become the general manager of KPBS.



Ethan Senturia
CEO
DealStruck
www.dealstruck.com

With a combination of expertise in software design along with the securities industry and regulatory environment, Ethan Senturia, along with co-founder Russell McLoughlin, launched DealStruck. The company was created to fill a funding gap by connecting individual accredited investors directly with qualified business borrowers and to put them on the path to success together. Many small and medium businesses who qualify to borrow money are turned down by the banking industry due to the regulatory environment. Through DealStruck's online services, businesses get affordable loans, investors earn attractive returns and local economies prosper.

DealStruck is looking at loans between \$100,000 and \$1 million with terms ranging between two and five years and 5 to 15 percent interest. Before founding DealStruck, Senturia ran Internet marketing for a lead generation start-up, Ampush Media, growing its annual spend to \$15 million in less than two years. Prior to Ampush, he worked as a distressed credit analyst at Lehman Brothers. He graduated Summa Cum Laude from Wharton Business School. A relentless competitor, Senturia rides a bicycle an average of 100 miles on the weekends.



Andy Smit
Founder/CEO
Furlocity, Inc.
www.Furlocity.com

From Travelocity to Kayak to Hotels.com, people have infinite sources for booking stays online. Enter Furlocity, an online booking and resource site for our four-legged family members. The brainchild of Andy Smit, along with co-founders Adam Bronte and Smit's wife Amber Kirsten-Smit, the site offers online pet care facility reservations as well as lists of veterinary services and even pet-friendly hotels out of the area if you chose to take

Fido along with you. Smit set out to build Furlocity with a simple goal to bring innovative technology to an otherwise under-served market. It took a year and a half for him to launch Furlocity which became a reality in 2012 and his proudest achievement to date. Furlocity is now in five states and growing every month. Smit grew up in Suriname, a small country in South America, moving to the U.S. with his parents and brother when he was eight. Smit's most important mentor throughout his life has been his father who instilled a positive work ethic. As a child, he wanted to pursue a career as a pilot; but, he shifted gears attending the University of Southern Florida and CSU San Marcos, concentrating on economics and eventually following his real passion for entrepreneurship.



Brandon Stapper
CEO
858 Graphics
www.858graphics.com

Brandon Stapper is a self-made entrepreneur. His garage operation has grown to multiple web-based companies in two states that produce hundreds of specialty printing products and ship

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A Reason to Celebrate!
Cassidy Turley congratulates **Brant Aberg** on being named one of *San Diego Business Journal's* Emerging Generation: 25 in their 20's.

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**Instinct says:
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effort.**

Behind every great achievement lies talent, dedication and inspiring perseverance. On behalf of the Grant Thornton professionals who live and work here in San Diego, we are proud to applaud **Betsy Johnson** for being selected as an up-and-coming leader by the *San Diego Business Journal* for their 1st Annual Emerging Generation: 25 In Their 20's event. To see how we can unlock the potential for growth for businesses and organizations here at home and around the world, visit GrantThornton.com.

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2013 Emerging Generation: 25 in their 20's



Nearly 350 attendees raised a glass to honor 100 up-and-coming San Diegans as Stone Brewing World Bistro & Gardens set the stage for the San Diego Business Journal's newest awards event. The new Liberty Station restaurant by the famed local microbrewery hosted the first Emerging Generation: 25 in their 20's celebration on Wednesday, September 18. Young professionals from a variety of San Diego business, nonprofit, media and health care sectors came together to honor their own. Awardees were acknowledged for their professional accomplishments as well as their commitment to community causes.

Gold sponsors for the event included Kaiser Permanente, LEAD San Diego and McGladrey.



Emerging Generation Winners



Winner Andy Smit and Amber Kirsten-Smit, both with Furlocity



Winner Andrew Ly and Angel Flores, both with CreativeMob Inc.



Winner Cannon Christian and Michelle Sanchez, both with Renovation Realty



Winner Jeffrey Harding, Recycle San Diego



Jessica Green, The Jenna Druck Center, Ty Green, Ty Green Consulting, Skyler McCurine, Le Red Balloon



Winners Joey Rocco and Kris Kibak, both with The Control Group, Inc.



Winners Nii Ahene, CPC Strategy, Brandon Stapper, 858 Graphics, and James Paine, West Realty Advisors



Winner Alexandra Bell, City of San Diego and Judy Forrester, Bank of America, Representing Gold Sponsor LEAD San Diego



Winner Matt Marcin, Zeeto Media



Winner Shane Poppen, Hughes Marino



Winner Andrew Canter, Canter Companies

Photos by Bob Thompson Fotowerks

Additional photos
from the event are at the
following link:

www.Fotowerkssd.smugmug.com

2013 Emerging Generation: 25 in their 20's



Armon Mills, President & Publisher, San Diego Business Journal, Event Judge Casey Falkner, University Club Atop Symphony Towers, Event Judge Eric Rockwell, centrexIT, Event Judge Reid Carr, Red Door Interactive, Reo Carr, Executive Editor, San Diego Business Journal



Dr. Carolyn Kelly and Winner Juliet Okoroh, both with UC San Diego School of Medicine



Bryce Aberg and winner, Brant Aberg, both with Cassidy Turley San Diego



Winner Mary Beth Storjohann, HoyleCohen LLC/Workable Wealth, and Brian Storjohann, United States Navy



Craig Spitz, Event Host Stone Brewing Co.



Winner Jamie Quient, Procopio, Cory, Hargreaves & Savitch LLP



Matt Bradvica, Gold Sponsor McGladrey LLP and Winner Tyson Abbo, Abbo Tax



Roberto Alcantar, Office of State Senator Marty Block, Adriana Alcantar, County of San Diego, and Winner Efrem Bycer, San Diego Regional Economic Development Corporation



Winner Lani Longacre and Joshua Longacre, Girl Scouts San Diego



Winner Carlos Gomez, Reality Changers and Maggie Sleeper, Office of State Senator Joel Anderson



Savino Longo and Winner Dana Holliday, SOLO Eyewear



Winner Ashley Rodriguez, KPBS and Winner Viry Martino, Turner Construction Company



Winners - 2013 Emerging Generation: 25 in their 20's

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nationwide daily to more than 100,000 customers. Stapper has recently started other ventures which include a commercial and residential real estate investment company (Lincoln Funding), a downtown restaurant (Kamikaze 7) and several other ventures in the pipeline. As CEO of 858 Graphics, Stapper has led the agency from \$70,000 in sales its first year to more than \$2 million in sales in its fifth year with no capital injection or loss of equity. Stapper moved to California in 2007 with no money and, purchasing a \$400 machine on ebay with a friend, for

the first years he worked long hours knocking on doors and cold calling to generate business in a down economy. Stapper currently sits on the board of the Entrepreneur Organization with over 9,000 members worldwide. He has his own nonprofit that helps children — www.858Graphics.org. Stapper recently won CEO of the year by Entrepreneurs' Organization and 848 Graphics has been one of the San Diego Business Journal's Fastest Growing Companies two years in a row. He also serves as a mentor to multiple up and coming entrepreneurs

and is an active member of Gen Next.



Mary Beth Storjohann
Director of
Financial Planning
HoyleCohen, LLC
& Founder
Workable Wealth

www.workablewealth.com

Wearing many hats is all in a day's work for Mary Beth Storjohann. In her dual roles she is the director of financial planning for financial service-

es firm HoyleCohen LLC and she also heads up Workable Wealth, an advisory organization she founded to work with Gen Y and Millennials to get these generations set up financially as early in their careers as possible. In her work with HoyleCohen, Storjohann has helped completely transformed the client onboarding process and lends her social-savvy know-how to marketing and other advisors to maximize relationships. Her overriding commitment is to the San Diego community. She has led numerous outreach efforts for HoyleCohen and its staff including packing lunches for the San Diego homeless, packaging meals for Stop Hunger Now and helping build a home with Habitat for Humanity. She also is a member of the Young Executives Council at The University Club and is an active member of many other organizations supporting professionals in San Diego, such as Hera Hub, Athena, Femprofessionals, and Chic CEO. Being a Navy wife herself, she understands military life and offers her time and expertise to help military families navigate their finances as well as donates her time with the Wounded Warrior Program in San Diego.

His Secret Weapon? Determination.

25 IN THEIR 20's — AWARD WINNER —

Whether he's driving down the basketball court or hammering out a deal at the negotiating table, Shane knows the key to winning is never giving up. That's why he's distinguished himself as one of the top young brokers in San Diego, mastering the market and delivering unparalleled service to the clients who count on him for their commercial real estate needs.

Congratulations, Shane, for being named one of San Diego's **25 In Their 20's**. This is just the beginning of what's sure to be an outstanding career.

SHANE POPPEN

Vice President, Hughes Marino, Inc.

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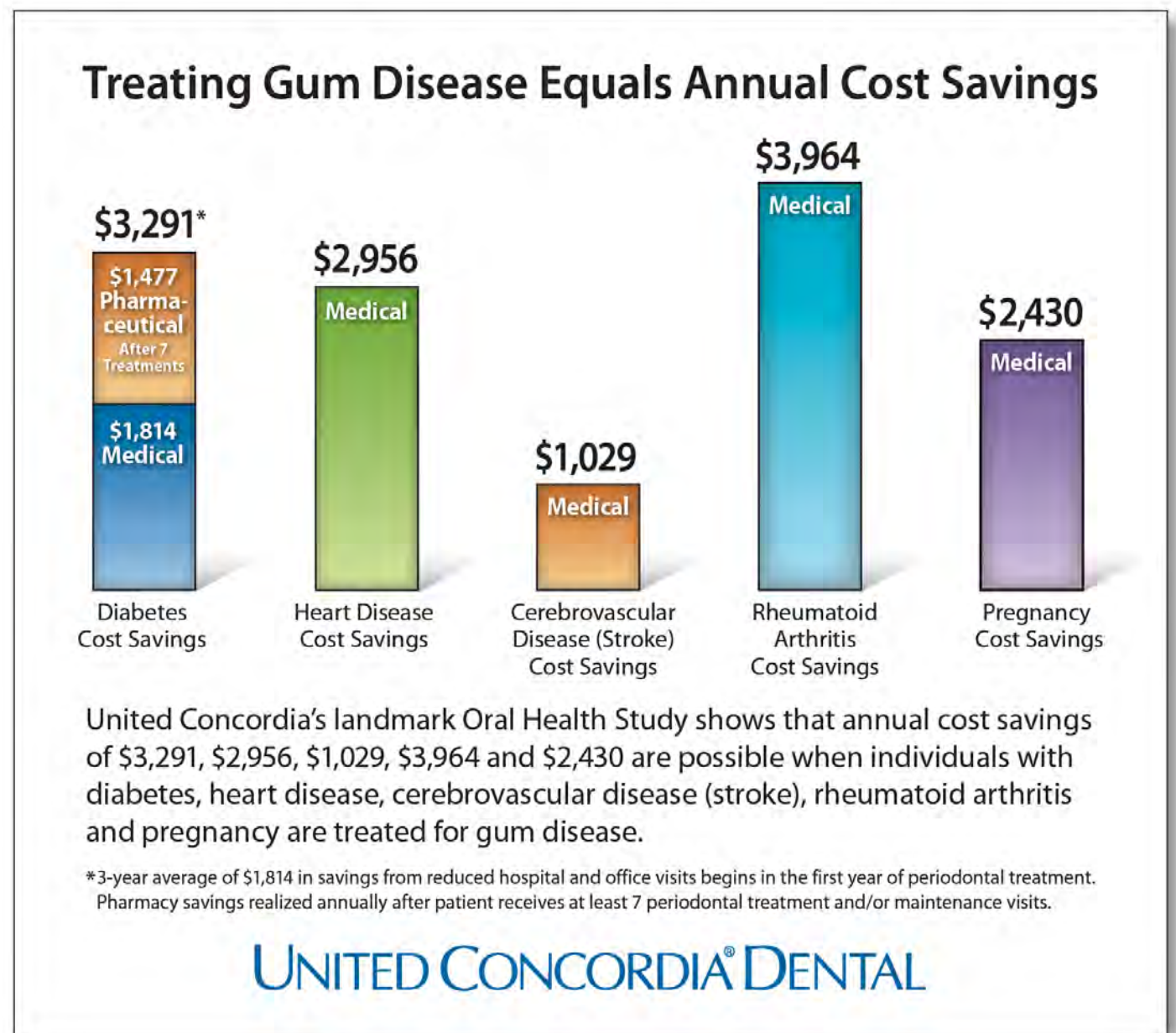
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DENTAL

Did you know that chronic medical conditions affect an estimated one out of every two adults over the age of 21?¹ And periodontal, or gum disease, is a nationwide epidemic, with 47 percent of Americans suffering from it at any one time?²

Today, United Concordia has good news for individuals who suffer from certain chronic conditions, such as diabetes, heart disease, cerebrovascular disease (stroke) or rheumatoid arthritis, and have gum disease. We also have the same good news for women who are pregnant for the first time and have periodontal disease. That news comes in the form of some significant annual health care cost savings by simply taking care of your mouth.

Findings from a landmark, 3-year oral health study conducted by United Concordia and our parent company, Highmark Inc., clearly show regular dental care can not only improve overall health, but can also reduce medical costs. The study, conducted by lead researcher Marjorie Jeffcoat, D.M.D., professor and Dean Emeritus of the University of Pennsylvania, School of Dental medicine, is the largest of its kind showing a connection between oral health and medical costs.

The infographic located to the top/right shows the amount of annual health care cost savings possible when an individual with diabetes, heart disease, cerebrovascular disease (stroke), or rheumatoid arthritis, or who is pregnant for the first time, is treated for gum disease. And when someone with diabetes receives at least seven treatments for gum disease, annual savings for that individual increase by \$1,477 due



to declining drug costs for a total of \$3,219.

What do our study findings mean for producers, employers, individuals with one of these chronic conditions and women who are pregnant for the first time?

For producers, the findings highlight the need to educate clients about the importance of investing in employee wellness; for employers, the study demonstrates how a small investment in oral health can yield big returns, such as increased productivity; for women who are pregnant for the first time and individuals with chronic conditions, the findings emphasize the connection between a healthy mouth and a healthy body.

At United Concordia Dental, we are putting our money where your mouth is and think you should too. For more information about our findings, visit the UCWellness Oral Health Study

on United Concordia's website, www.unitedconcordia.com

1. CDC, *The Power of Prevention: Chronic Disease...the Public Health Challenge of the 21st Century*, 2009

2. CDC, *Prevalence of Periodontitis in Adults in the United States: 2009 and 2010*, 09/12

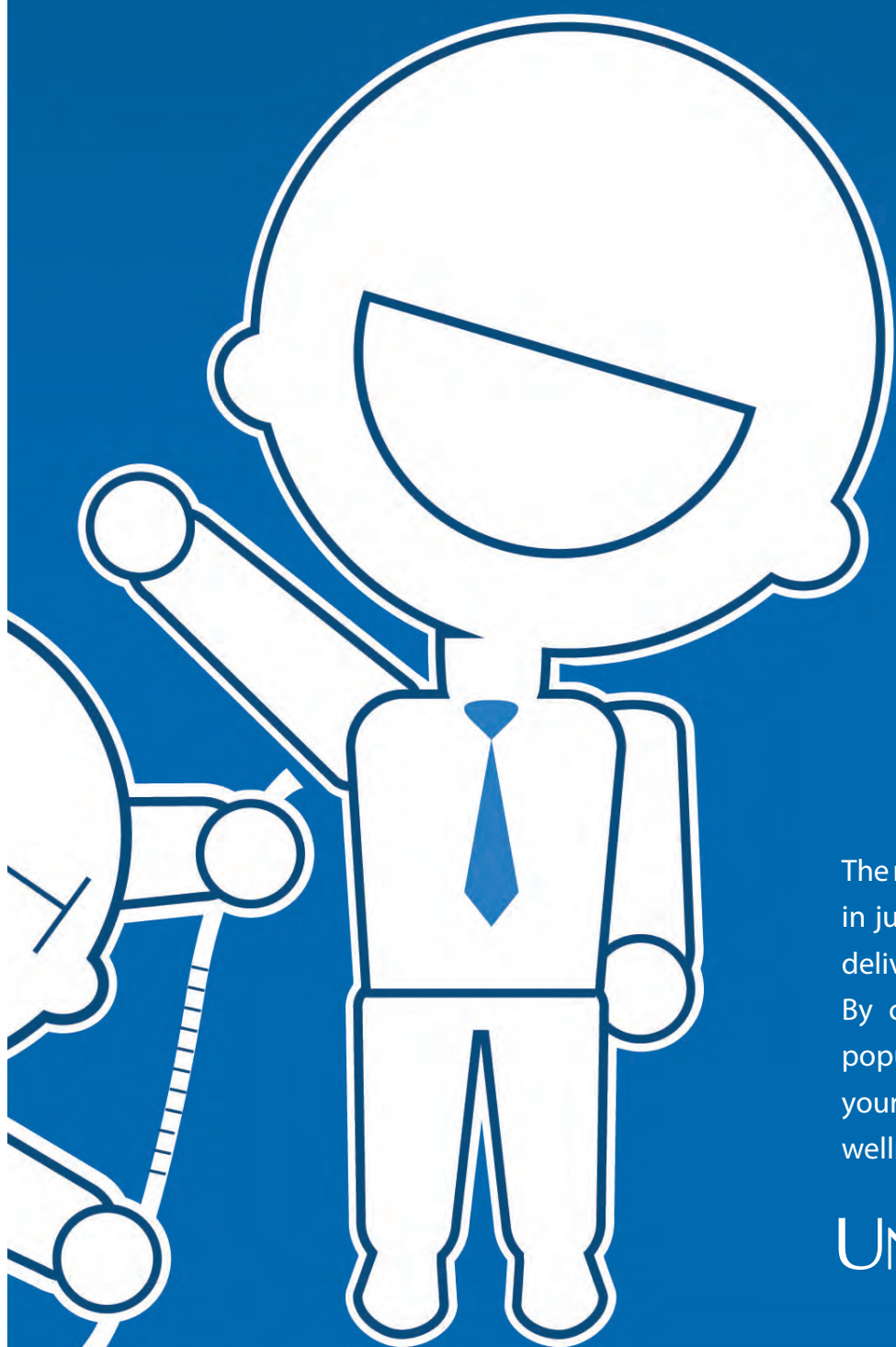


Submitted by United Concordia Dental

By James Bramson, D.D.S.

Dr. James Bramson is chief dental officer at United Concordia, where he directs the professional relations department, professional quality assurance activities, utilization review, claims review process and clinical aspects of product offerings and communications. Dr. Bramson has 30 years of dental industry experience, including national experience as executive director of the American Dental Association (ADA) and secretary of the ADA Foundation.

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