

# CELEBRATING BLACK ENTREPRENEURS

**T**his is the fourth and final week of the **San Diego Business Journal's** special section celebrating Black entrepreneurs as part of Black History Month, but this is not the end as we promise to continue to expand our minority-owned business coverage as we move further into 2021. Black-owned businesses have a proud tradition in San Diego and are integral to our region and we believe these stories are illuminating and an inspiration to all of us.

As part of our celebration, we are hosting our inaugural Black Businesses Matter awards and panel event at 2 p.m. on Thursday, Feb. 25. Held virtually and in association with the **Central San Diego Black Chamber of Commerce**, the event will honor the achievements of Black-owned businesses in San Diego. **Floyd and Sandra Robinson** also will receive a Lifetime Achievement Award to honor them for their contributions to the San Diego community.

Again, if you are a Black business owner or have a Black business story, we want to hear from you. Send the information to [businessnews@sdbj.com](mailto:businessnews@sdbj.com).



**Barb Chodos**  
President and Publisher



**Jay Harn**  
Editor-in-Chief

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## PRESENTED BY



# Operator Runs Oldest Black Owned Restaurant in San Diego

**DINING:** Ron Suel Creates Food Places that Cater to Local Black Community



Photo Courtesy of Ron Suel

Ron Suel's StreetCar Merchants Chicken Bar, founded in 2013 and headquartered in North Park, is likely the oldest Black-American-owned restaurant in the city of San Diego.

■ By MARIEL CONCEPCION

**StreetCar Merchants Chicken Bar** in North Park was founded in 2013. It is also likely the oldest Black-American-owned restaurant in the city of San Diego, according to owner and operator **Ron Suel**.

"StreetCar is probably the oldest Black restaurant in San Diego right now," he said. "I know there is **Coop's West Texas BBQ** in Lemon Grove and **Bankhead Mississippi Style Cooking** in Spring Valley. But in the actual city of San Diego, I don't know another Black-American-owned restaurant around longer than we've been around — and that's only been seven years."

For this reason, among many others including atmosphere, flavor and inclusion, Suel and his food offerings have become an important part of the fabric of San Diego's Black community. **Sarajevo Amor Petty**, who launched **Surf & Soul** on El Cajon Blvd. late 2019, said she considers Suel an inspiration and a leader in the overall local food scene.

## Reintroduced Flavors

"I think he reintroduced our flavors to San Diego with a spin on favorites but extremely authentic at the same time," she said. "His aesthetic for design is also

bomb. San Diego is known for great Mexican food but we haven't had great Southern food done so well in a long time. Unfortunately, a lot of our staples have closed throughout the years. But Ron Suel brought that pop back."

Thankfully, **StreetCar Merchants Chicken Bar** is just one of Suel's offerings.

In 2018, he opened **Suckerfree Southern Plate & Bar** in Gaslamp Quarters and in 2020, he introduced **Shotcaller Street Soul Food**, located in Chollas Creek Villas. In 2019, Suckerfree, cur-



**Ron Suel**  
Owner/Operator  
Suckerfree Southern  
Plate & Bar, Shotcaller  
Street Soul Food,  
StreetCar Merchants  
Chicken and Bar

“

**"I think he reintroduced our flavors to San Diego with a spin on favorites, but extremely authentic at the same time."**

SARAJEVO AMOR PETTY

rently closed, garnered between \$2 million and \$2.4 million in revenue, he said. Shotcaller continues to rake in roughly \$90,000/month during the pandemic, Suel added, while StreetCar's revenue, at about \$1.8 million in 2019, has been steady throughout the crisis.

## His Story

Before becoming a restaurateur, Suel, 43, spent 20 years in the car business.

After getting burned out as a car salesman, despite no professional background in the food business other than a brief stint as a dishwasher, he decided to try out the restaurant industry. That's when he reconnected with his now business partner, **Ravae Smith**, a friend from college who lived in San Diego.

Because of his once lucrative career selling cars, Suel didn't bring on investors or take out any loans for the launch of his restaurants.

## A Look Ahead

Before the pandemic hit March of last year, Suel had plans of expanding his culinary reach.

He'd already signed the leases for a Chula Vista-based West Texas BBQ concept as well as a live supper club venue downtown. Both projects have been put on hold indefinitely, he said, or at least until COVID-19 is under wraps.

For Suel, that is just par for the course.

His focus remains the same: to create a family legacy for his daughters, now ages 24 and 25, and to develop a space for Black San Diegans to not only be employed but to come enjoy as patrons as well.

"We've always been supported by the Black community," he said. "I don't focus much on Black History month because I am Black every month and that is pretty much where we stay. With that said, our community always shows us love." ■



**Sarajevo Amor Petty**  
Owner  
Surf & Soul

## SUCKERFREE SOUTHERN PLATE & BAR



**FOUNDED:** 2018  
**OWNER/OPERATOR:** Ron Suel  
**HEADQUARTERS:** Gaslamp Quarters  
**BUSINESS:** Southern food restaurant and bar  
**REVENUE:** Between \$2M and \$2.4M in 2019  
**EMPLOYEES:** 30  
**WEBSITE:** www.eatsuckerfree.com  
**NOTABLE:** 98% of business is typically dine-in.  
**CONTACT:** 619-892-7744

## SHOTCALLER STREET SOUL FOOD



**FOUNDED:** 2020  
**OWNER/OPERATOR:** Ron Suel  
**HEADQUARTERS:** Chollas Creek Villas  
**BUSINESS:** Street soul food spot  
**REVENUE:** Roughly \$90,000/month  
**EMPLOYEES:** 8  
**WEBSITE:** www.eatshotcaller.com  
**NOTABLE:** Quadrupled the revenue projected its first month reopened.  
**CONTACT:** 619-230-5131

## STREETCAR MERCHANTS CHICKEN BAR



**FOUNDED:** 2013  
**OWNER/OPERATOR:** Ron Suel  
**HEADQUARTERS:** North Park  
**BUSINESS:** Southern fusion restaurant  
**REVENUE:** Between \$1.5M and \$1.8M in 2019  
**EMPLOYEES:** 15  
**WEBSITE:** www.streetcarmERCHANTS.com  
**NOTABLE:** 52% of sales typically online orders  
**CONTACT:** info@streetcarmERCHANTS.com

## Making an Impact on the Community

**MARKETING:** Wil Reynolds leads Seer Interactive as Both Teacher and Innovator

■ By NATALLIE ROCHA

Wil Reynolds didn't plan on starting a tech company — what he really wanted to do was be a teacher and have an impact on his community. As the founder and vice president of innovation at Seer Interactive he gets to do both.

Seer Interactive is a Digital Marketing Agency powered by big data. It helps clients solve problems and understand their market through Search Marketing Business Intelligence to Search-Engine Optimization (SEO), Paid Media, Analytics, Creative and Conversion Rate Optimization.



**Wil Reynolds**  
Founder & Vice  
President of  
Innovation  
Seer Interactive

Initially, Reynolds said he got into the tech sector of search and data analytics for a few reasons: he's competitive, he likes computers and he could prove his value. He knew he wanted a job where he could be judged based on the cold, hard numbers of his work, above anything else.

"I work in a business where if your numbers are strong enough people don't really care that you're Black; they don't care that you're a woman," Reynolds said. "It starts to overcome some of the things that cause people like me, that looked like me, maybe not to get jobs in certain types of roles."

Before he jumped into the tech industry, Reynolds started his career teaching high school economics and explained how integral this is to his leadership strategy.

"I'm a teacher — like it's just ingrained in me to want to watch people grow, whereas for a lot of business people it's ingrained in them to grow revenue, grow profit margin, and that's the only thing they really think of, and then the people; like 'yeah, I want to grow a business and then I want to take care of my people secondary,'" Reynolds said of traditional business models. "I think I've always flipped that."

### Being a Good Boss

It was the desire to work for a good boss that pushed him to start Seer Interactive in 2002, when Reynolds was in his mid-20s. He was working a job while also searching for a new job for about 18 months with no luck.

After his 9-5, he started volunteering on Wednesdays from 6-9 p.m. at the Children's Hospital of Philadelphia. He asked his boss if he could work through his lunch break and leave the office an hour early to make it on-time to his volunteer shift. When the answer was no, and it seemed no other jobs were materializing; he knew it was time to make a change.

The Philadelphia-native started Seer as a one-man show and has grown the company to 209 employees stretched across the country between two offices — one in San Diego and the headquarters in Philly.

Fast-forward to today, Reynolds tries to have his actions speak for him as a boss and for there never to be a question that he is taking care of his employees. Whether it's offering 12-week paid parental leave or recently turning the seventh floor of Seer's headquarters into a dedicated rec room for families, it all comes back to creating an environment where

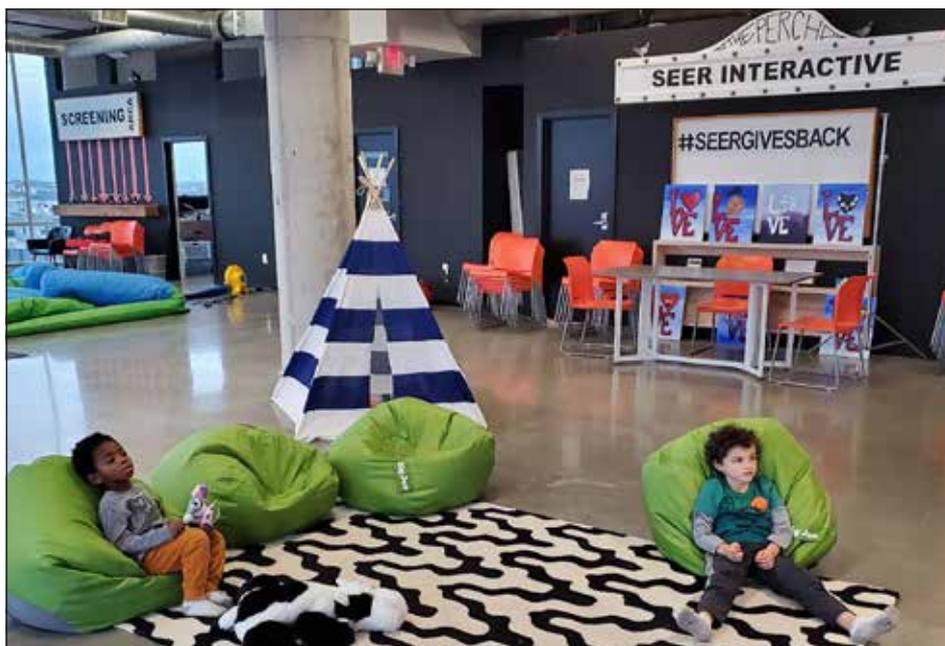


Wil Reynolds commutes between Seer Interactive's headquarters in Philadelphia and its office in San Diego to meet with his team.

“

**"It's not about money all the time. It's about companies having an impact in their communities and the people that they share those communities with."**

WIL REYNOLDS



In February, Seer Interactive unveiled a whole floor at its headquarters dedicated to its employees and their families who need a break during the pandemic.

people can thrive in and outside of work.

For instance, at the beginning of the pandemic, Reynolds cut a \$150,000 check to offer his employees and their immediate family grants of up to \$1,500 to those who needed help immediately. While the government took time to roll out relief efforts, he wanted to take any pressure off his employees.

It's no surprise that Reynolds' commitment to being an understanding boss has led to the company being awarded one of the "Best Places to Work" at a local and

national level. The firm also boasts more than 95% revenue growth over a 3-year period from 2016-2019, according to data from **Inc. Magazine**.

### Growing Community

When it came time to choose another city for Seer to expand, Reynolds said the decision was tough. So, he relied on data to search for the best place.

He wanted to move somewhere that the company could have an impact on

the community rather than get lost in the shuffle of other tech hubs like Seattle or New York City. He also knew he wanted to be an active chief executive that engaged with his team in person, so he searched for the cities with frequent flights and good Wi-Fi.

He wanted to be able to work from the sky, "meet with people turn around, take the red eye and go right back home so I can see my kids in the morning when they wake up," Reynolds said.

Seer Interactive ultimately opened its second office in San Diego's East Village in 2017. While things have changed in the pandemic, Reynolds said he initially spent about a quarter of the year in San Diego "pre-kids" and took it down to about 10-15% of his year on the West Coast "pre-COVID."

"I feel that San Diego was also a place where we could live out our ethos of being a good company in the community and having the community pay attention to that," said Reynolds.

At the end of the day, Reynolds strives to lead by example as a company and leader who is committed to the creating a positive change where he sets roots.

"It's not about money all the time," Reynolds said. "It's about companies having an impact in their communities and the people that they share those communities with." ■

**SEER INTERACTIVE**

**FOUNDED:** 2002

**FOUNDER:** Wil Reynolds

**HEADQUARTERS:** Philadelphia

**BUSINESS DESCRIPTION:** Seer Interactive is a Digital Marketing Agency powered by big data. They deliver services from Search Marketing Business Intelligence to SEO, Paid Media, Analytics, Creative and Conversion Rate Optimization.

**NOTABLE:** Over 8,115 hours spent giving back to the community and more than \$808K donated to causes Seer cares about.

**LOCAL EMPLOYEES:** 41 (based in San Diego)

**GROWTH:** +95% 3-year growth from 2015-2020; Currently hiring 12 roles in San Diego

**CONTACT:** Phone: 619-391-4290, Social Media: @SeerInteractive

## Jack of All Trades

**LEADERSHIP:** Marshall Faulk Mentors the Next Generation While Building Empire

■ By MARIEL CONCEPCION

**Marshall Faulk** may be most famously known for his 13-year **National Football League** career.

The former running back played in two Super Bowls and won Super Bowl XXX-IV in 2000 while contracted with the St. Louis Rams (before joining that team, he played with the Indianapolis Colts from 1994-1998). That same year, he was named the most valuable player in the NFL; in 2011, he was inducted into the Pro Football Hall of Fame; and, in 2017, into the College Football Hall of Fame.

But these days, Faulk, originally from New Orleans, Louisiana, and a graduate of **San Diego State University**, is highly-touted for his entrepreneurial spirit. And, in many ways, inspiring and impacting the local Black community through his efforts and achievements.

Since the early 1990s, the 47-year-old father of five has invested in or launched numerous business ventures.

This includes becoming a **Popeye's Louisiana Kitchen** franchisee; owning part of **Alliance Management Group**, a full-service sports agency; becoming part owner of San Diego-based **Dirty Birds Bar and Grill** restaurants; founding **MAD Energy**, a sustainable energy company; becoming an owner of **Midwest Elevators**; and working with **World Financial Group Insurance Agency**, a company that sells investment, insurance and various other financial products.

### Knack for Business

Faulk always knew he had a knack for business. It was early into adulthood that he determined he would go the entrepreneurial route once his football career came to an end.

"I came to San Diego on a football scholarship – obviously things went great football-wise – and got into the whole business world," he said. "I was fascinated with business. In fact, I studied business and I wanted to know as much as I could about how businesses operate, what makes them successful and how to be a successful businessman. Along with playing ball, what I wanted to do was continue school and learn as much as I could about business."

His first foray into entrepreneurship was back in 1996, when he had a conversation with his then agent, **Rocky Arceneaux**, about launching the sports agency together. Today, the company boasts athlete clients such as Ezekiel Elliot, running back with the Dallas Cowboys, Adoree Jackson, cornerback with the Tennessee Titans, and Clyde Helaire-Edwards, running back with the Kansas City Chiefs, among a long list of others.

In 1998, Faulk got into the elevator and escalator business, which contracts in St. Louis, Kansas City and Columbus, Ohio. In 1999, he made his first investment in the Popeye's franchise, owning roughly 26 locations to date. Dirty Birds was founded in 2008 by restaurateurs **Jon Ollis** and **Adam Jacoby** in Pacific Beach. Faulk jumped in as an investor shortly after and now owns five locations

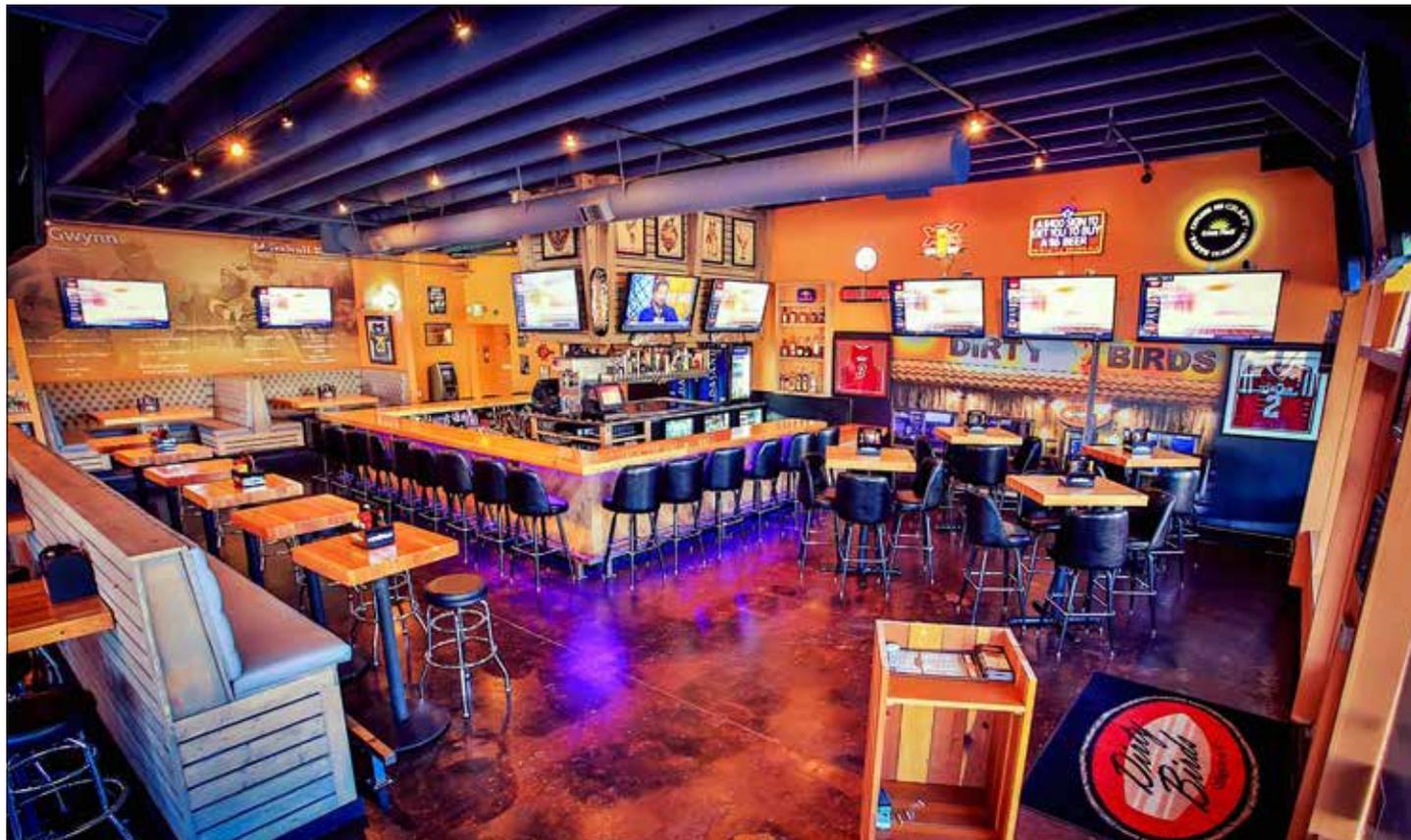


Photo Courtesy of Dirty Birds Bar and Grill

With five locations in San Diego, Dirty Birds Bar & Grill is one of Marshall Faulk's many business ventures.



**Marshall Faulk**  
Entrepreneur  
Dirty Birds Bar & Grill/World Financial Group/Popeye's Louisiana Kitchen/Alliance Management Group/Midwest Elevators

throughout San Diego with the founding partners.

It was around that time he got involved with **World Financial Group**, first as a client learning about financial literacy. After researching and educating himself about the business model, he decided to open his own office in University City.

Now, he has the fastest growing agency within the company, he said.

**Akbar Gbajabiamila**, former NFL player and host of NBC's "American Ninja Warrior", said Faulk inspired his sports career as well as his post-football career.

"Marshall Faulk was very instrumental for me, especially in my post-football career," he said. "It wasn't until I got to

the NFL Network that I started to get to know Marshall Faulk the person – how thoughtful and how intelligent he is, how cerebral he is and how he approaches everything from football to business. He was the first person in my broadcast career that really taught me how to assess value. When it was time to renegotiate my contract, Marshall took the time to walk me through the process. It was gracious of him to point me in the right direction, saying, 'this is where you should be'. He's a sharp business mind in terms of critical thinking and critical analysis."



**Akbar Gbajabiamila**  
TV Host  
American Ninja Warrior

### Building an Empire

While Faulk builds his empire, he continues to make it a point to teach those around him any chance he gets.

At Alliance Management Group, for example, he says he often takes his recruits under his wings to teach them the ins and outs of professional football and give them insight into possibilities off the field. It isn't a service the company sells, he says, adding that the agency focuses on contract negotiations, brand development and marketing. He simply does it because he wants his successors to have the knowledge he had to seek out to become financially literate and financially abundant at their fingertips. For him, it isn't just about bringing up his own children, but helping raise the next generation of black leaders along the way.

"It was always something I wanted to do, it was just about finding out how exactly to do it," he said about his mentorship. "Talking my sports agent into going on his own and later starting Alliance with him has been my way to really mentor kids and not look at them the way a lot of agents look at them: just players or someone to make money off of. For me, it is about helping them establish their careers on and off the field and helping them figure out how they want to carry themselves and where they want to go, whether that is in business or in life." ■



Photo Courtesy of Dirty Birds Bar and Grill

Dirty Birds Bar and Grill is a San Diego-based restaurant and sports bar. Marshall Faulk invested in it shortly after the first location opened in Pacific Beach in 2008.

### DIRTY BIRDS BAR AND GRILL



**FOUNDED:** 2008

**CO-OWNER:** Adam Jacoby

**HEADQUARTERS:** Pacific Beach

**BUSINESS:** Bar and restaurant

**REVENUE:** Close to \$10M pre-COVID

**EMPLOYEES:** 135

**WEBSITE:** www.dirtybirdsbarandgrill.com

**NOTABLE:** Marshall Faulk has invested in five Dirty Birds stores.

**CONTACT:** 619-807-9389

## Taking Multitasking to Another Level

**CONSULTING:** Shan Cureton Hopes to Offer Diverse Founders the Support She Needed as an Entrepreneur

■ By NATALLIE ROCHA

Shan Cureton takes multitasking to another level. She founded her first venture, **Kiddie Commute** — a ridesharing service just for kids — while completing her undergraduate degree at **San Diego State University** and also parenting three children.



Shan Cureton  
CEO  
Kiddie Commute

Now, she is using her experience in the start-up space to help other minority founders like herself, secure investments and thrive through her newest venture, **Three Indigo**.

Cureton and co-founder **Nita Saint-Hilaire** launched the firm in 2020, with an angel-investor model where they provide the staff, financial expertise and mentoring on how to scale a founder's idea.

"We're a consulting firm but we take consulting to the next level," Cureton said. "We work with diverse founders who may not have the capital to really go out for investors, but they have, not only the idea but they also have the traction. So, we help them with everything that they would need to highlight their investable voice."

Cureton explained that this is the culmination of her work as it builds on her experience of spending months trying to fundraise for Kiddie Commute, sitting in on investor meetings and ultimately ending up with nothing. Some investors told her they needed to scale while others said she had too much traction and all of this made Cureton wish she had someone to offer her guidance.

"I needed someone to say, 'hey I believe in you and this is what I'm gonna do for



Shan Cureton launched Kiddie Commute in 2017 as a service to transport children.

you," Cureton explained. "And so we have companies right now, that have partnered with us, that we're helping to scale, and it's very rewarding. It really is."

### Kiddie Commute

In a similar way, Cureton's company Kiddie Commute was born out of a need in the market that was not being addressed by other services such as **Uber** and **Lyft**, once she realized they could not legally transport minors alone.

She needed a way to get her kids to school, while she took her afternoon capstone class at SDSU, and when nothing turned up, she set out to create "the new school bus." The company launched in 2017 and was the only-Black woman owned ride-sharing company in the state and at its peak, the company had about

50 drivers throughout San Diego.

Unfortunately, the business hit a bump in the road in 2019 with the passing of California Assembly Bill 5 or AB 5, that was essentially designed to regulate companies that hire and pay gig workers, such as ride share drivers.

"We were bootstrapping so every dollar that we were bringing into the company went into payroll because we wanted to make sure that our drivers were paid...a decent wage not just a livable one," Cureton said. The rest of the revenue went to licensing, insurance, regulations and eventually Cureton turned to a fundraising round that was unsuccessful.

Then the coronavirus pandemic hit and halted all of the activities that kids needed to be transported to, so it put the business on a hiatus. However, a hiatus that led to the formation of Three Indigo.

"In a sense, even though it's not Kiddie Commute, I still feel as if you know I have a, not only a little bit of ownership but I'm also helping diverse founders really excel and take their company to the next step," Cureton said.

### What's Next

While Kiddie Commute's operations are at a red light due to the pandemic, Cureton is keeping busy with her kids, working from home on Three Indigo, teaching remotely as a professor at Southwestern College and serving as Program Director for **Stella Labs** — a nonprofit that serves female entrepreneurs.

For Cureton, she found one of the biggest takeaways from Kiddie Commute was less about the actual transportation for the parents, but the peace of mind they had from the company's five-step vetting process of drivers. Currently, she is in the early stages of developing a technology on the blockchain based off of Kiddie Commute's thorough background process that can be applied to other sectors in the future. ■

### THREE INDIGO

**FOUNDED:** 2020

**FOUNDERS:** Shan Cureton, Nita Saint-Hilaire

**HEADQUARTERS:** San Diego & Orlando, FL

**BUSINESS DESCRIPTION:** Three Indigo is a management consulting firm that combines years of corporate finance, marketing, technology and operational experience with a human centered approach.

**NOTABLE:** Cureton has three kids, two degrees and holds a leadership position at Stella Labs where she is Program Director.

**LOCAL EMPLOYEES:** 2

**CONTACT:** 3reeindigo@gmail.com | IG @threeindigo | LinkedIn @threeindigo | Twitter @3reeindigo

## Uplifting the Black Community

**TECH:** BlackOwned.com Aims to Elevate Black Business, Jobseekers and Culture

■ By NATALLIE ROCHA

**Quentin Anderson** purchased the website domain, **BlackOwned.com**, for \$3,000 about 20 years ago knowing that he wanted to do something that uplifted the Black community. This past November, his vision came to life with the official launch of BlackOwned.com.

Over the years, rather than make a Black-owned business directory as some people suggested, Anderson said he is focused on "building [his] own Wakanda." He referenced the futuristic world of **Marvel's Black Panther** as a way of illustrating a place where Black culture, creators and history can be celebrated.

What finally pushed him to launch BlackOwned was the murder of George Floyd on May 25, 2020 that triggered a boiling point across the country for racial justice for Black Americans.

"I knew right then I said, I've got to take action, I've got to do something," Anderson said.

Throughout 2020, he saw an increased interest in people supporting the Black community and the idea for what BlackOwned could be gained momentum as he reached out to people in his network.

A real estate broker by trade with his own firm, **Dream Homes California**, Anderson considers this platform his "most valuable piece of personal real estate" because like an ocean-view property, he can build it into whatever he wants.

While the platform is still in the early stages, Anderson is focused on technology being an integral part of bringing BlackOwned to the community through both digital and eventually in-person programs.

One of the ways BlackOwned is elevating Black history is through the BlackOwned Institute, which will bring after-school and summer programs to grade school children to learn about Black and African history. The nonprofit arm of BlackOwned developed a pilot program that will launch this Spring to teach students and educators about Black and African American history, and how it changed the world.

"We have a contract with the Prime-time after-school program, so once we finish our pilot program, we will go into



Quentin Anderson  
CEO & Founder  
BlackOwned.Com

134 schools in Southern California and also the San Diego Public Library System," Anderson said.

He added that the curriculum is already approved and will be taught by experts in their respective field of history or poetry from across the country with Master's degree to PhD levels of education.

Another element of BlackOwned in the works is the BlackTalent Hub, an innovative job site where companies can come to reach qualified minority talent that is also set to launch around April. Anderson, a San Diego State University alum, said when companies are hiring, they don't always have a broad talent pool.

"We're giving them a focused, concentrated area to find Black talent," Anderson said of the platform that would function similarly to LinkedIn.

Ultimately, one of the driving forces behind Anderson's development of the BlackOwned platform is his personal commitment to making the world better for the young people that will come after him, including his children.

"My focus right now is for us to develop a platform where our youth can come for guidance, can come for employment, can come for role models," Anderson said. "We're growing a platform that takes care of our youth. For me, my idea for this is also for my kids to not have to seek a job; that this will provide employment opportunities for them inside of BlackOwned.com." ■

### BLACKOWNED.COM



**FOUNDED:** 2020

**CEO:** Quentin Anderson

**HEADQUARTERS:** San Diego

**BUSINESS DESCRIPTION:** BlackOwned.com is a community hub, where Black business people can meet, network and play. A place where for sharing ideas, history, culture, challenges, solutions and most importantly — joy.

**NOTABLE:** Anderson purchased the website domain, BlackOwned.com, about 20 years ago knowing that he eventually wanted to make something that elevated Black-owned businesses.

**LOCAL EMPLOYEES:** 6

**CONTACT:** info@BlackOwned.com, 310-303-2380, @BlackOwnedCom

## Merging the World of Electronics and Living Molecules

**BIOTECH:** Roswell Biotechnologies Uses Next Generation Tech to Solve Tomorrow's Health Problems

■ By NATALLIE ROCHA

For many years, it was **Paul Mola's** job to think 10-20 years into the future of what kind of technology would be necessary to solve problems. Now, he applies this forward-thinking approach and more than 20 years of experience to his own company, **Roswell Biotechnologies**.

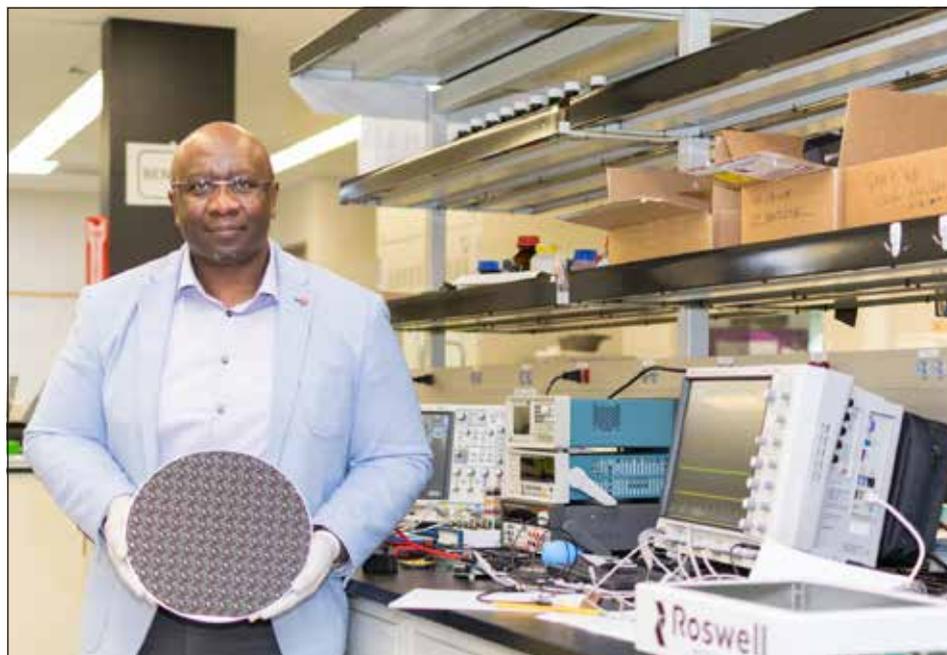
Roswell Biotechnologies is merging the world of electronics and living molecules to disrupt bio-sensing technologies to solve society's most enduring challenges in human health, food security, energy, defense and technology.

As Roswell's founder and CEO, Mola said his choice to start his own company derived out of his years of experience in the industry working in various roles such as portfolio strategy. In this position, he had to examine the technology each company had available, identify deficiencies, then think 10-20 years out for what kind of technology they will need in the future.

"I felt that I was always having to, to look beyond where most of the others were working," Mola said. "They tend to be very focused on what they're doing in the moment... But nonetheless, because of that, then sometimes it's just easy to say you know what, I'm just gonna go out and do it because I see the gap. Maybe the team doesn't see it or the company doesn't see it. And I see a path to close it."



**Paul Mola**  
President & CEO  
Roswell  
Biotechnologies



**Roswell Microchip:** Paul Mola holds one of Roswell Biotech's microchips used for DNA sequencing.

Mola did exactly that in 2014 when he founded Roswell as a means to close the gap in the technology used for diagnostic tests and bio-sequencing.

"Some of these are really high-risk ventures because you know some ideas and concepts are not proven, but yet, if you see the pieces come together, and you have the faith and belief that you can actually pull it off, then sometimes you have to step away," Mola said. "And in the sort of framework of a start-up then execute the project and that's what essentially we are doing at Roswell."

Roswell's Molecular Electronics chip integrates single molecules into nano-circuits deployed on standard semiconductor chip technology to create a universal

biosensor for applications in precision medicine, molecular diagnostics, drug discovery and DNA sequencing.

He decided to name the company "Roswell" because of the "out-of-this-world" nature of its technology and as a nod to the myth of the Roswell New Mexico UFO crash. Mola, who was originally born in Kenya, said he has always been intrigued by innovation and he came to the United States following his postgraduate research.

"I've always had a passion for technology development and innovation, and I think naturally, I gravitated towards biotech...my mom was a biology teacher, and I was very interested in physics," Mola said.

Mola holds a master's degree in biotechnology and a business degree from the University of San Diego, which he said informed his lens for how his work can have an impact beyond scientific research.

"Having a business sense, with the technology background, this gave me the ability to think of innovation not as a research project, but more from what is the impact on humanity and on mankind," Mola said. "But also, you need to, obviously, pay the piper and think about then how is this also a commercially viable technology. So, I think those are the things that my education has helped, in addition to just the curiosity I've had along the way."

Another element of Mola's futuristic strategy is his commitment to nurture the next generation of scientists by making sure he does his part to help local students interested in the field, especially underrepresented students in science such as women and "people of color". ■

<b>ROS WELL BIOTECHNOLOGIES</b>	
<b>FOUNDED:</b> 2014	
<b>FOUNDERS:</b> Paul Mola	
<b>HEADQUARTERS:</b> Sorrento Mesa	
<b>BUSINESS DESCRIPTION:</b> Roswell Biotechnologies utilizes the principles of molecular electronics combined with advances in CMOS chips, nano-fabrication and bio-sensor technology.	
<b>NOTABLE:</b> Roswell has achieved a major breakthrough in crafting molecules into microchips to develop the world's first molecular electronic chip, the Roswell ME Chip.	
<b>LOCAL EMPLOYEES:</b> 50	
<b>CONTACT:</b> (858) 252-2644   info@roswellbiotech.com   @RoswellBiotech	

## Destination Continues to Inspire

**BEVERAGES:** SIP Wine & Beer in Escondido is Largest Carrier of BIPOC Wine in California

■ By MARIEL CONCEPCION

**SIP Wine & Beer LLC** may still be closed due to COVID-19, but owner **Cassandra Schaeg** continues to inspire, empower and educate the community about wine and beer companies owned by Black, Indigenous and People of Color.

Since the onset of the coronavirus pandemic, Schaeg has made it a point to connect with more women and minority-owned wine and beer brands around the country. Today and thanks to those efforts, almost a year to the date COVID first emerged stateside, the Escondido-based wine and beer bar is the largest carrier of BIPOC wine and beer in the state of California, she said.

"In terms of minority owned brands, there are only less than 100 around the country," said Schaeg. "So, it is one of those things where we all know each other now. These unique brands are the heart and soul of an industry that doesn't make space for them. They are making phenomenal wine and beer and my goal is to basically highlight them. Our focus has always been that, but with Black Lives Matter, people are just now paying attention to it. Because of that, I've been able to use my brand to help elevate other women and

minority owned brands and help them thrive."

### Positive Amid a Negative

Previously hosted onsite, Schaeg has shifted her efforts to **Zoom** wine tasting events, hosting at least a dozen of them since March of last year. This includes video chats with **Terra Gomez** of **Kita Wines**, the only Native American winemaker, according to Schaeg; **Donae Burston**, who previously worked with rapper/business man **Jay-Z** on his **Armand de Brignac Champagne** and is now owner and founder of **La Fete du Rose**; **Andre Mack**, maker of **Maison Noir Wines**, better known for his OPP offerings; and **Joseph Smith**, of **Lodi Wine Country**, among others.

In this way, the pandemic has actually been somewhat of a positive amidst a negative, Schaeg said.

Because people are stuck at home, they've not only taken time to try different wines but also have a heightened interest in the stories behind the creations. Hosting these virtual events has helped connect consumers with their favorite



**Cassandra Schaeg**  
Founder  
SIP Wine & Beer LLC

winemakers of color, Schaeg said.

### McBride Sisters

Even before the lockdown, SIP had begun hosting these types of educational, inspiring and empowering affairs at its physical location.

Just a year ago, it held its first major chat of this kind with the **McBride Sisters**, the largest Black-owned wine company in the United States.

It was a success, said Schaeg, except, two weeks later, because of COVID, she had to shutter her doors.

"I had a line-up of events taking place and Terra Gomez was actually supposed to be my next guest," she recalls. So, she basically took lemons and made lemonade, shifting those gathering to the digital space.

### Instrumental

Today, McBride Sisters is in national, big-box retailers like **Target**, **Walmart** and **Trader Joe's**. Schaeg would like to think she had a hand in helping catapult the company.

"People like me and small businesses like mine have been supporting them for years,"

she said, "so we have been instrumental in their growth."

This, she said, is exactly what she hopes to do for the other 100 or so BIPOC wine and beer companies she carries at SIP. This includes partners on the beer side like **Chula Vista Brewery**, Inglewood's **Crowns & Hops** and **Three Weavers Brewing Company**.

Schaeg's reach doesn't stop there.

When she isn't promoting and educating the world on the growing BIPOC wine and beer scene, she is a mentor at **Connect All** at the **Jacobs Center**. The program, she said, offers diverse local entrepreneurs access to the support they need to transform their businesses. ■

<b>SIP WINE &amp; BEER LLC</b>	
<b>FOUNDED:</b> 2015	
<b>FOUNDER:</b> Cassandra Schaeg	
<b>HEADQUARTERS:</b> Escondido	
<b>BUSINESS:</b> wine and beer bar	
<b>EMPLOYEES:</b> 1	
<b>WEBSITE:</b> www.sipwineandbeer.com	
<b>NOTABLE:</b> Only wine and beer bar in Escondido.	
<b>CONTACT:</b> 442-248-8466	

## Helping Clients Build Wealth

**FINANCE:** ECF Wealth Saw a 25% Increase in Revenues in 2020

■ By FRED GRIER

Lawrence Weller formed his financial planning and investment management company—**ECF Wealth**—in 2017 after spending more than a decade serving as a financial advisor at several wealth management firms in San Diego.

“I started in the industry in summer of 2009. I wanted to be a consultant more than a salesperson,” said Weller, founder and president at ECF Wealth. “I slowly emulated the different licenses that my mentors obtained, learned about the pricing and the different styles of an advisor. In doing so, I was able to figure out my level of business I wanted to have.”

### More Than 50 Clients

Since then, Weller has built its client base to more than 50 “family trees,” which includes serving both parents as well as their kids. Working as a fiduciary for his clients, the firm provides services including investment management, personal finance consulting, and everything in between.

To fuel the business, the firm has built out a team of service providers to become a one-stop-shop for all of its clients.

Weller said having this type of service

provider network is a “win-win,” as it allows his lifestyle practice to provide value to existing clients while also providing referrals to his business partners in related verticals.

“Over the years, I’ve developed long-term relationships with a local CPA firm, Realtor, lender, an insurance brokerage firm, an estate planning attorney, and business attorney, all based out of the San Diego area,” said Weller. “This has allowed us to deliver high service for our clients. And it’s also one of our biggest referral generators.”



Lawrence Weller  
Founder and  
President  
ECF Wealth

challenge was shifting to a virtual environment, said Weller.

“When COVID hit, we needed to conduct business without seeing each other in-person. I quickly reached out to every one of my clients, especially the ones weren’t very tech-savvy and let them know what was going on with their finances,” said Weller.

As a result of pivoting to virtual environment, ECF Wealth had its best year yet.

Last year the company reported it increased its revenues by 25%. It plans to continue conducting business virtually over the next 12 to 24 months.

### Going Virtual

The firm works with primarily high-net worth individuals, typically above the age 45 and many whom are not tech-savvy.

This strategy has worked well, said Weller, noting serving high-end client brings both accountability while maintaining high-standard outcomes for its clients.

Despite the uncertainty caused by the coronavirus, ECF Wealth was able to retain all of its client base, while also bringing on several new families. The biggest

### Expanding and Building

Looking ahead, Weller said the goal is to focus on building a bigger “online presence,” to attract clients from the younger demographic.

“I’m now focused on increasing our online presence,” said Weller. “Today’s research shows people under 45 are more likely to check online for someone like me, instead of speaking to a friend or a parent, or someone they look up to for referral. This is especially becoming the

case because of the ‘Zoomification’ of the business world.”

Weller moved to San Diego during the great recession in 2008. He credits his mother **Penny Weller** and sister **Bridget Weller** for helping instill a Midwestern work ethic and prioritizing the content of character, early on.

Headquartered in the Gaslamp District, ECF Wealth is owned and operated by Weller with a number of virtual consultants on its team. He is also an active mentor for several men of color and serves as a volunteer to **Feeding San Diego**. ■

### ECF WEALTH



**FOUNDED:** 2017

**CEO:** Lawrence Weller

**HEADQUARTERS:** Gaslamp District

**BUSINESS:** Financial planning and management company

**EMPLOYEES:** 3

**WEBSITE:** www.ecfwealth.com

**NOTABLE:** Weller has built his own wealth management practice over the past 11 years.

**CONTACT:** lweller@ecfwealth.com

## Powering Mentorship Through Technology

**TECH:** Co. Has Facilitated More 18,000 Matches

■ By FRED GRIER

**Kurling Robinson**, founder and chief executive at **Fokus Mentoring**, career falls between the intersection between technology and common good.

Formerly the co-founder of **NetZero**, which became the first Internet service provider to IPO in 2000, he brings more than 25 years of expertise in software development and the entrepreneurship sector.

In 2016, he launched Fokus Mentoring, which serves as the “e-Harmony” for entrepreneurs and business mentors.

### Spring Boarding Founders

An EdTech company, Fokus works by assessing entrepreneurs through a variety of tests to intelligently match them with business advisors.

“Fokus Mentoring provides a platform to springboard entrepreneurs and startups, accelerating their opportunity for success. We do this by leveraging today’s technology within a combination of products and services such as assessments, business mentoring, consulting, and intelligent matching with key resources,” said Kurling Robinson, founder and CEO of Fokus.



“Our mission at Fokus is to continually push entrepreneurship forward through easier access to mentorship and valuable resources,” he added.

### Serving More Than 3,500

In collaboration with key partners like **Apple**, **Blackstone**, **Google** and universities, Robinson was able to create the Fokus platform, which uses machine learning to quickly assess, screen, and match business mentors to entrepreneurs.

Over the years, Fokus has experienced rapid growth. Starting with roughly 250 entrepreneurs and mentors in 2018, it has grown to serve over 3,500 entrepreneurs and mentors. More notably, it has also increased mentor-mentee matches from less than 1,000 matches to over 18,000 matches between all the members within its ecosystem.

His wife, **Johanna Robinson** is the co-founder and COO at Fokus Mentoring.

She brings experience from industries including biotech, medical devices, videogames, and software.

“We’ve worked directly with over 3,500 founders, and partnered with major universities, non-profits, local government organizations, and venture capital firms,” said **Johanna Robinson**, co-founder and COO at Fokus. “We believe in a world where founders are authentically supported and mentored through the Fragile first 1,000 days.”

Its Fokus Founders Group (FFG) program is designed for early-stage founders and is a 12-week program. It charges \$500 per month for each company that participates.

### Partnering with Apple

Its platform is supplemented with events called “City Highlights,” which they deliberately populate with diverse entrepreneurs and mentors, making it easier

for all types of entrepreneurs to meet their future selves.

Each session focuses on a specific business challenge and the mentors function as an advisory board during the session. More specifically, the startup helps with strategic, technical, creative, and operational parts of the business. In addition, it also matches founders for one-on-one sessions, to offer peer-to-peer mentoring.

In 2019, City Highlights mentoring sessions are hosted weekly at the Apple Store in San Diego (UTC) and Los Angeles (Century City). In partnership with Apple, the retail giants provided event support staff and hosted its events in the newly renovated “Town Square” retail spaces.

Each City Highlight featured approximately six mentors, including Apple Business Pros and Apple Creative Pros, said Kurling Robinson.

Due to restrictions of hosting large scale in-person events, the tech startup reimaged its City Highlights, serving its 2,000 community members virtually.

Looking forward, the goal is to expand into a global platform.

“With access to people who have “been there, done that,” you can face your toughest business challenges. Whether you are in ideation or coping with the very-good-problem of growth, we want to help,” said Kurling Robinson. “Our goal is to serve the community in every way possible, but we are starting with mentorship first.” ■



Kurling Robinson  
Founder and CEO  
Fokus Mentoring

### FOKUS MENTORING



**FOUNDED:** 2016

**CEO:** Kurling Robinson

**HEADQUARTERS:**

**BUSINESS:** EdTech company helping entrepreneurs

**EMPLOYEES:** 10

**WEBSITE:** www.fokus.com

**NOTABLE:** Robinson, co-founded NetZero which IPO'd in 2000

**CONTACT:** Hello@fokus.com

## Helping Athletes Improve Speed, Strength

**SPORTS:** Performance Co. Has Trained More Than 2,000 Athletes

■ By FRED GRIER

**Les Spellman**, the founder of **Spellman Performance**, has emerged as one of America's elite speed performance coaches – training NFL and USA Rugby players, Olympic bobsledders, NCAA athletes, and emerging high school and youth level kids across a variety of sports.

His passion for speed has its roots in his own experience as a young athlete who fractured his femur at 17 years old in a near death car accident. He was left debilitated with a metal rod in his femur and forced to learn how to walk again.



**Les Spellman**  
Founder and Owner  
Spellman  
Performance

Through this experience, he immersed himself in the study of advanced biomechanics and speed training techniques. Reengineering his speed skills, he later was able to run his way to the elite Division 1 program at **Temple University**.

Today, Spellman is now passing down his years of experience to inspire a new generation of athletes through his company **Spellman Performance**.



Photo courtesy of Spellman Performance

### Teaching the 'X' Factor

Founded in 2012, **Spellman Performance** mission is to help thousands of athletes increase their speed through individualized programs.

"We believe that speed is not only an inherent trait but an essential skill that can be mastered – the X factor that separates good from great," said Spellman. "We help athletes & coaches by mastering speed through biomechanics, advanced technical training and individualized programs."

Since inception, **Spellman** has worked with five Olympic Teams, helped more than 20 athletes get drafted into the NFL, worked with two Heisman Trophy Winners. More impressively, he has coached an athlete to a Bronze Medal at Winter Olympics and helped #3 and #1 overall pick in the 2020 NFL Draft.

Each week, the sport consultancy hosts weekly clinics, focusing on teaching athletes acceleration and deceleration techniques. These sessions are held in both San Diego and Orange County, said Spellman, with roughly 300 athletes attending on average.

"Right now we're in Orange County for three weeks and then San Diego. We host a three-part series where we teach athletes acceleration and deceleration. Basically how to stop and reach peak velocity."

Last year, **Spellman Performance** launched its official app to provide data solutions for teams, athletes and coaches.



Photo courtesy of Spellman Performance.

**SPELLMAN  
PERFORMANCE**



**FOUNDED:** 2012

**CEO:** Les Spellman

**HEADQUARTERS:** Chula Vista

**BUSINESS:** Sport performance consultancy

**EMPLOYEES:** 5

**WEBSITE:** www.lesspellman.com

**NOTABLE:** Spellman helped #3 and #1 overall pick athletes in the 2020 NFL Draft.

**CONTACT:** les.spellman@gmail.com

### Launching an App

Last year, it launched the **Spellman Performance** app, to provide data solutions for teams, athletes, and coaches looking to individualize their sprint performance.

So far, roughly 2,500 people are using its app. The company expects that number to continue to grow, according to Spellman, adding that it also recently partnered with a **NBA** trainer which brought on another 1,000 athletes in less than 20 days.

"We have 32 different countries using our app right now. Athletes training from all over the world including Europe, Africa and Asia and South America," said Spellman. "We're going to see a big influx on the digital side, grow over the next couple years."

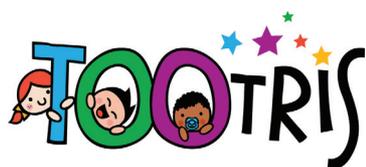
Spellman started his career at **EFT Sport Performance**, working as an NFL combine trainer. In 2017, he owned and operated **Maxim Athletic**, a San Diego-based fitness

facility serving more than 200 clients before transitioning to start **Spellman Performance**. He also has helped over 100 students receive college scholarships.

**Spellman Performance** is also a part of San Diego-based **Boss Lab**, which was launched by **Pillsbury Winthrop Shaw Pittman** last year as part of an \$11 million commitment to fighting racial injustice and supporting more Black-owned startups. ■

In honor of Black History Month,  
The Community of Business celebrates

**BLACK-OWNED  
BUSINESSES**  
in **SAN DIEGO**



SAN DIEGO BUSINESS JOURNAL

CELEBRATING

BLACK BUSINESS

ENTREPRENEURS

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 SAN DIEGO BUSINESS JOURNAL
 

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## Virtual Event

Awards Ceremony and Diversity,  
Equity and Inclusion Panel Discussion

February 25, 2021  
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SONY



## Lifetime Achievement Honorees Floyd & Sandra Robinson



Floyd and Sandra Robinson have always worked to make San Diego a better place. The two are both life and business partners, well-known for developing Golden Age Garden. This 76-unit apartment complex provides low-income housing for senior community members helping to create a more affordable and inclusive environment. The couple has been married for 57 years.

In 2007, they established the nonprofit Floyd Robinson Foundation and in 2009, Floyd Robinson was inducted by the San Diego Hall of Champions into the Breitbard Hall of Fame honoring San Diego's finest athletes both on and off the field.

### MODERATOR



#### EUGENE MITCHELL

*Vice President - State Government Affairs And External Affairs*

**San Diego Gas & Electric (SDG&E) and Southern California Gas Co. (SoCalGas), Sempra Energy Utilities**

Eugene "Mitch" Mitchell is vice president of legislative and external affairs for San Diego Gas & Electric (SDG&E) and Southern California Gas Co. (SoCalGas), Sempra Energy's California regulated utilities. Mitchell is responsible for state governmental affairs for both California utilities and oversees external affairs activities for SDG&E. Mitchell will be adding a new focus on DE&I to his duties later this year.

### PANELISTS



#### MIKE FASULO

*President and COO*

**Sony Electronics**

As President and COO, Mike oversees Sony Electronics' multi-billion dollar business in the U.S. and Canada. With 37 years at the company and a track record of performing under pressure, Mike has a passion for delivering positive financial results. Mike believes in building and supporting a diverse work environment where employees' unique differences are recognized and celebrated. His management team actively seeks individuals from a variety of generations, socioeconomic and educational backgrounds, and sexual orientations. While planning his retirement from Sony Electronics beginning April 1, 2021, Mike will continue supporting diversity and inclusion efforts in the San Diego community.



#### MARK STUART, CFRE

*President And Chief Executive Officer*

**The San Diego Foundation**

Mark Stuart is a fundraising and community building professional with nearly 30 years of experience in all aspects of operations and leadership. As President and CEO of The San Diego Foundation, he reports to and collaborates with the Board of Governors and is responsible for developing and managing relationships with a wide range of stakeholders as well as for the operating health of The Foundation.

In the last few months, under Mark's leadership, The San Diego Foundation was selected as a Community Hero by the Union-Tribune, named a Best Place to Work in San Diego, received the Best of the South Bay Award from the South County Economic Development Council.



#### CAROLINE WINN

*Chief Executive Officer*

**San Diego Gas & Electric**

Caroline Winn is chief executive officer for San Diego Gas & Electric (SDG&E), one of Sempra Energy's regulated California utilities. Sempra Energy is a San Diego-based energy services holding company whose subsidiaries provide electricity, natural gas and value-added products and services.

SDG&E provides service to 3.6 million consumers through 1.4 million electric meters and more than 873,000 natural gas meters in San Diego and southern Orange counties. Winn became CEO of SDG&E in August 2020. Previously, she served as the chief operating officer of SDG&E, overseeing operations of the utility's gas and electric infrastructure assets, and customer services. In that role, Winn is widely recognized for SDG&E's national leadership in sustainability, technology and innovation, including the company's significant safety and wildfire mitigation efforts.

Winn also served as chief energy delivery officer, managing all energy delivery activities for SDG&E, including electric distribution operations and gas services, customer services, and external and state legislative affairs.



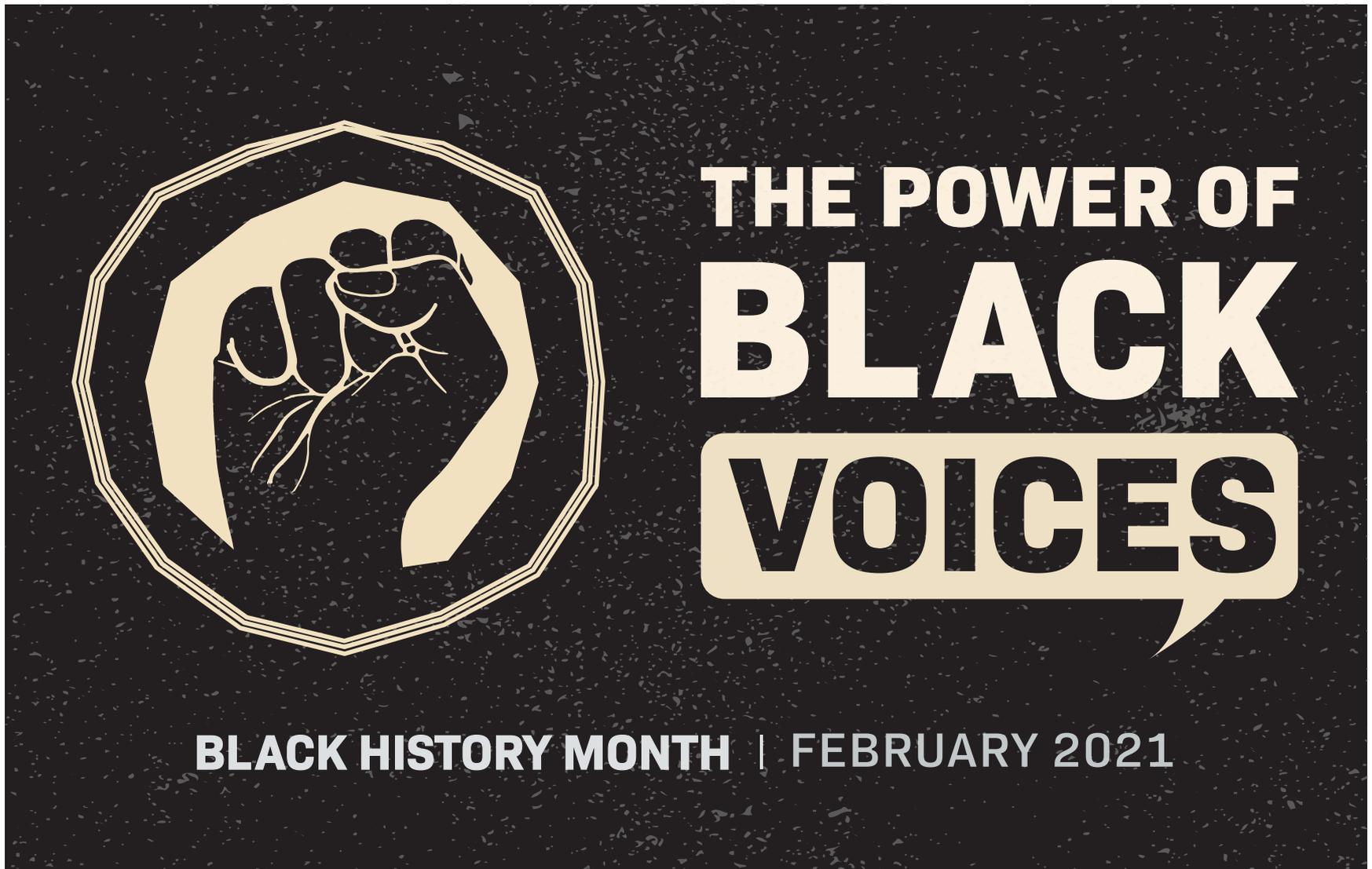
#### DOUG WINTER

*CEO & Co-Founder*

**Seismic**

Doug Winter is the chief executive officer and co-founder of Seismic, the industry-leading sales enablement and marketing orchestration platform provider. A veteran entrepreneur, Winter was also a co-founder of Objectiva Software Solutions. He served as COO and general manager at EMC Document Sciences until founding Seismic in 2010. In collaboration with his co-founders, Winter has grown Seismic from a small startup to an international organization with "unicorn" status and is the undisputed category leader in sales enablement. Seismic has been named to the Forbes Cloud 100, which recognizes the top cloud companies in the world, as well as the Deloitte Technology Fast 500, a list of the fastest growing tech companies. At the helm of Seismic, Winter has been recognized as a top CEO by several media groups and industry associations, including the San Diego Union-Tribune, San Diego Business Journal, Comparably and more. He has a 100% approval rating on Glassdoor, and under his leadership, Seismic is well-known for its exceptional workplace culture with awards from Forbes, Inc., Entrepreneur, and the Boston Business Journal, to name a few. Winter holds a MSEE and an MBA from the Massachusetts Institute of Technology (MIT) and a BSEE from Virginia Tech. He resides in the greater San Diego area with his wife.

# SONY



## Businesses are stronger through diversity

Sony firmly supports the Black community and Black-owned Businesses, and believes we must acknowledge the past, learn from it, build on it, and create tangible and sustainable change. We are committed to celebrating and amplifying the power of Black voices during Black History Month and throughout the year.



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 A Child's Place FCC  
 Active Potential Kids  
 Admirals Experience  
 All Star Auto Detailing  
 BeeZee Taxi  
 Blendees  
 Crafted Locally Distribution  
 Daneen Wilburn Music  
 Dezigne Theory LLC  
 Dirt Don't Hurt  
 DreAm Hair Design  
 Dunn Rite Family Daycare  
 Emersons School of Martial Arts  
 Fadumo Muse Small Family Daycare  
 Family Health Services Training Center  
 Fanuala Cab  
 Farah Abdalla Family Child Care  
 Felix BBQ with Soul  
 Genae Cunningham (hair by Genae)  
 GFASH LLC  
 Greater San Diego Chapter  
 GT2 Fitness and Bootcamps  
 Hair by D'Essence  
 Hairtopia Salon  
 Happy Time Learning Academy  
 High Definition Entertainment LLC.  
 Hirsi, Maryan Family childcare  
 HomeRun Hair Designs  
 Homes With MY Realty  
 ICONIC Beauty Station

IMAAAQKM Consultants And Security Services  
 Jackson Family Daycare  
 JM Care Staffing  
 Juiced Bikes  
 Keyd, Ayan Family Childcare  
 Love and Care When Your Not There  
 Many Shades of Pink Foundation  
 Maya's Cookies  
 Meri Consulting  
 Meyers Nave  
 Michelle Alexander Family Daycare  
 Mohamed Farah  
 Mustafa Sahid  
 Neighborhood House Association  
 Omar, Deka Family Childcare  
 Omni2Max  
 PromoDrone  
 Queenz Extensions  
 Reena Rene Anderson  
 San Diego Code School, LLC.  
 Signature Hair Studio  
 SIP Wine & Beer  
 Solomon Moss Tiling  
 The Bright App  
 The Formula Skin Lab  
 The Gillespie Production Group  
 The Maye-Williams Company LLC  
 Tiny Teapots Preschool & Daycare  
 Welfie  
 Workplace Climate LLC

## BLACK-OWNED RISING STAR COMPANY

341 Global Consulting  
 Aadila's Holistic Goods  
 BARRE + Bay Wreath  
 Black San Diego Magazine  
 Black SD Magazine  
 Bombshell Brow Bar  
 Boutique Vln0  
 By Any Beans Necessary  
 CAFE X  
 Carrolls Learning Angels  
 Casper Jiu Jitsu academy  
 CommSafe AI  
 Coops West Texas BBQ  
 Custom Cuts  
 Dezigne Theory LLC  
 Dirt Don't Hurt  
 Ensunet Technology Group  
 FireSnake Fitness  
 Fivespace  
 For Advanced Pain Management  
 For The Arts  
 Greenish Vibes  
 Grind and Prosper Hospitality Group  
 Imperium First Consulting  
 Incremental Fitness

Legit Express LLC  
 Lulu Family Childcare  
 Micheaux Media  
 NewGait  
 Philips Nonprofit and NGO Consulting  
 PromoDrone  
 Pure Indoor Cycling  
 queenz dna  
 Rap A Tap Center  
 Relive You Center  
 Rhymes with Reason  
 Rhythems Chicken & Waffles  
 San Diego Code School (SDCS)  
 San Diego Tech Hub  
 SISTERcircle  
 Slow Burn BBQ San Diego  
 The Boss With The Floss Dental Practice  
 The Bright App  
 The Dojo Cafe  
 The Formula Skin Lab  
 The Peace Watchers  
 The Writ Juice  
 Tiny Teapots Preschool & Daycare  
 Willson