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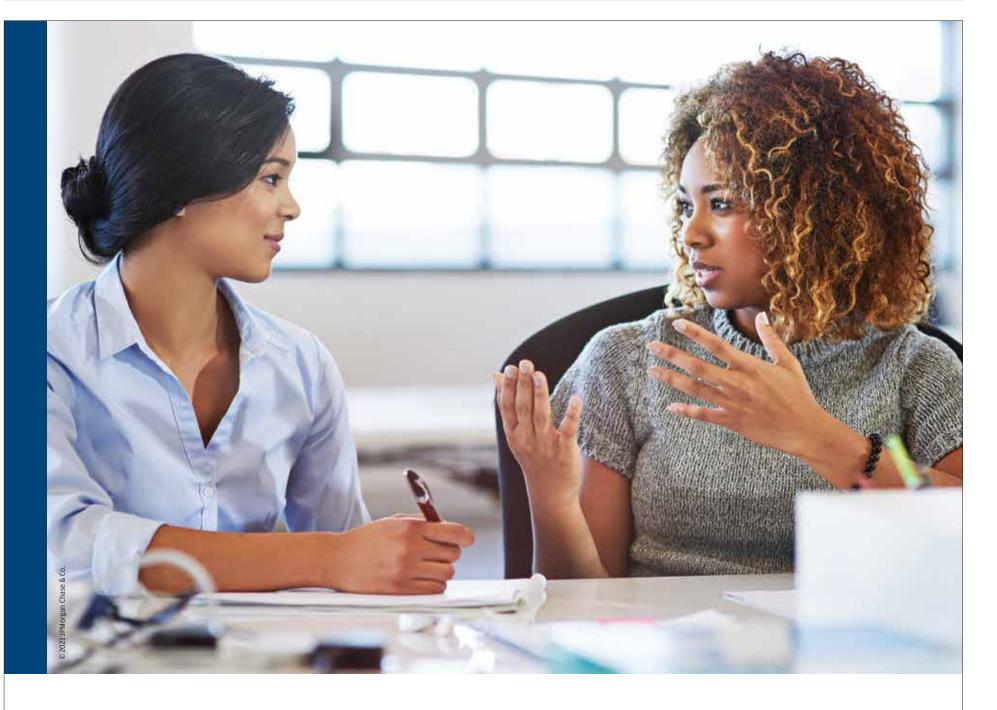






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JPMorgan Chase proudly stands with the San Diego Business Journal as we celebrate a group of extraordinary businesswomen and leaders.

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The C2K Board of Directors and staff congratulates

# Chéri Pierre

COMPUTERS 2 KIDS CEO

For being selected as a finalist for the San Diego Business Journal Business Women of the Year Award 2021

Congratulations to all the finalists and a big thank you to Chéri for the amazing work she has done, leading Computers 2 Kids towards its pledge: Ending the disparity of access to technology.

### CONGRATULATIONS TO FINALIST Selina Scott Director of Outside Plant Construction

You have long been a powerful role model for women interested in pursuing a career in STEM. You are the epitome of a strong, dynamic woman in business. We are inspired by your leadership, commitment to connecting our communities, and paving the way for others.

Congratulations to you and all of the 2021 finalists for Business Women of the Year!





### Dynamic Business Woman

Giving birth to new San Diego birthing center

It might seem counterintuitive to open a customer-facing business during a pandemic, but for midwife Nikki Helms, January 2021 was as good a time as any. After all, no catastrophe can stop the miracle of babies being born. And with Cox Business's phone and internet solutions in place, Helms was able to realize her dream of opening the San Diego Community Birth Center.

In the late 2000s, Helms began researching the disparities and outcomes for women of color, particularly those for Black women, in hospitals and birthing centers. Helms, a Black woman herself, had firsthand experience.

"I wanted to change those statistics. I wanted to have a greater impact," Helms said.

She spent seven years as a practicing doula an emotional and physical support person for pregnant women—before deciding she wanted to be a clinical practitioner. In 2010, she enrolled in the Nizhoni Institute of Midwifery. She completed the rigorous three-year program and concurrent five-year apprenticeship while raising her girls and working full time.

Today, Helms is one of only a handful of Black midwives in San Diego County.

It wasn't an easy journey to get the keys to

her new Bankers Hill clinic—and the pandemic changed her timeline—but Helms was determined to create an option for any woman seeking an alternative to the hospital birthing experience.

Thanks to a GoFundMe campaign, Helms raised nearly \$150,000, which she used to lease and revamp her space. She hired a Black woman contractor to install flooring, and with the help of friends, Helms painted the walls and made upgrades, creating a modern Zen environment for expectant women and their partners. On Jan. 5, 2021, she opened the doors to the only Blackowned birth center in San Diego.

Of course, part of getting her business up and running meant utilizing the right technology to best meet the needs of her customers and community, so she had Cox install internet and phone services.

Thanks to her Cox Business internet connection and a few tutorials from Cox technicians, Helms has been able to meet with patients via videoconferencing when needed, which has been critical to her business during the pandemic. She also regularly lectures and teaches monthly classes via live video to the community.

With the technology support from Cox Business,



the San Diego Community Birth Center is serving a broad community of new and soon-tobe parents—and all the babies now being born at the facility. Along with her former mentor, certified midwife Darynée Blount—as well as an acupuncturist, several employees and three students—Helms is gearing up for a baby boom.

While the entire team is comprised of women of color, Helms stresses that the San Diego Community Birth Center is open to all.

"We serve anyone who walks through the door, and we make our services accessible to everyone who needs them," Helms said.







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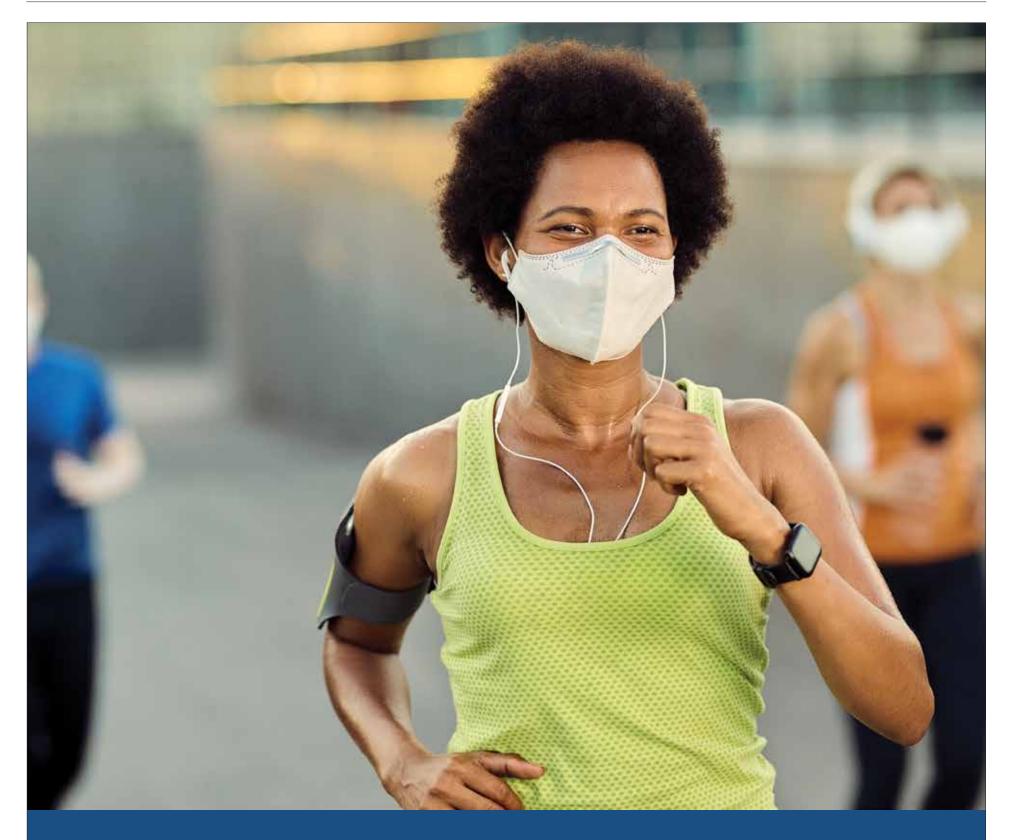


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MARY CHEEKS President & General Manager Jamul Casino



JENNIFER CRAWFORD Associate Partner | Business Development Syska Hennessy Group



Thank you for your encouragement, thoughtful leadership and infectious spirit. Every day you inspire us to communicate with confidence.

Margie Newman Intesa Communications Group Founding Partner

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Options For All (OFA) proudly celebrates Melissa Malone-Montgomery's selection as a finalist for Business Woman of the Year.



SAN DIEGO BUSINESS JOURNAL BUSINESS WOMEN of the year awards 2021 FINALIST

This dynamic member of OFA's executive leadership team is also a successful entrepreneur, a working mother, and a generous community volunteer. Melissa's driving philosophy as a business leader places people at the center of operations – and empowers them to do their best. Under her steady guidance, every OFA employee knows their role is critical to our mission of better serving individuals with intellectual and developmental disabilities throughout California.





# Celebrating leaders in the community

In every community, there are leaders who set the course for positive change through their vision and guidance. Their work not only supports local needs, but inspires others to do the same.

SDBJ Business Women of the Year nominees, we celebrate your achievements.

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SAN DIEGO BUSINESS JOURNAL

### BUSINESS WOMEN OF THE YEAR FINALIST

### KELLY DUFORD WILLIAMS

Slate Law Group congratulates our founder and managing partner Kelly DuFord Williams on being a SDBJ Business Women of the Year finalist! Thank you for your leadership and we are so proud of all you have accomplished!





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### Congratulations Michelle D. Gonzalez, MPA

President & CEO of TrueCare

#### 2021 Business Women of the Year Award Finalist

We applaud Michelle for her visionary and heartfelt leadership at TrueCare. Thank you for your dedication, passion and extraordinary contributions to our organization, patients and community.







## Congratulations TINA HOWE

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Congratulations Tina Howe for being selected as a 2021 Business Women of the Year Finalist! We are so proud and inspired by your leadership and contributions to the company and San Diego community.

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"I founded WithHealth, Inc. in 2017 to make healthcare affordable, proactive, and accessible. We deliver on the promise of precision care and are focused on improving employee health and employer outcomes. Congratulations to all the finalists, it is an honor to be recognized alongside these amazing women. I want to thank all of the WithHealth employees and the WithHealth Medical Group for making this vision a reality, and *San Diego Business Journal* for this recognition."

> - Cindy Salas Murphy Founder & CEO, WithHealth



# Congratulations

Mary Cheeks

PRESIDENT & GENERAL MANAGER, JAMUL CASINO

2021 BUSINESS WOMAN OF THE YEAR AWARD FINALIST SAN DIEGO BUSINESS JOURNAL

The Jamul Indian Village of California is proud to Congratulate the President and General Manager of Jamul Casino for yet another honor. We applaud her bold and steady leadership during her tenure and are pleased to see her work appreciated by the wider business community with this prestigious nomination. Thank you Mary!



jamulindianvillage.com 14191 Highway 94, Jamul, CA 91935





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VATSALA NAAGESHWARAN, M.A.,M.S. Vice President Operations and Business Development

**Absorption Systems** 



Union Bank<sup>®</sup> celebrates Devon Barrack for being selected as a 2021 Business Women of the Year finalist. She is an exceptional leader and an inspiration to all of us at Union Bank.

Congratulations and thank you to Devon and all the extraordinary honorees for their outstanding commitment and contributions to the San Diego community.



**Devon Barrack** Small Business Banking Group Manager





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Congratulations

to our President and CEO Diane Hansen! Your leadership is inspiring and we are honored to support you in your nomination as Business Woman of the Year.

- Your Team









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of the year awards 2021

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