Making a Difference

In this issue, the San Diego Business Journal presents its inaugural SD 50. Here you will find 50 of San Diego’s most influential leaders who have made a significant difference during these unprecedented times, in a year that has turned out to be far from ordinary.

The SD 50 showcases those executives from businesses and organizations who have made a positive impact during the COVID-19 crisis by leading their companies to adapt quickly to the changing environment as well as those who rose to the occasion to help the community. Many are philanthropy leaders, in charge of nonprofits who took immediate action to serve those most in need.

There are plenty of recognizable names who have made the list and several that you may not recognize who you will now get to know. It was definitely a challenging task in selecting these recipients because so many leaders in our community are making positive contributions.

We are a community of action where we understand what leadership really means and we want to take this opportunity to applaud everyone’s efforts. We also want to thank you, the readers, who continue to support the San Diego Business Journal, because of your support we are able to work diligently to provide coverage that gives us hope and optimism as our community continues to rebuild.

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chael “Nick” Farrell, CEO of ResMed, led his company in quickly responding to the national demand for oxygen and shifted manufacturing resources in January to triple its ventilator output and scale up mask production tenfold. Mike Fausto, president & CEO, Sony Electronics was the champion sponsor of an initiative whereby Sony was able to distribute 1,000+ N95 masks to responders at hospitals in California, New Jersey, New York, and Baja California. He approached the COVID-19 pandemic as head of veteran and military spouse programs at Cushman & Wakefield. He protected the health of 350 attorneys and staff by shifting them to remote work, making the transition look seamless. At the same time, he recognized the economic threat faced by clients and worked to meet their needs. That stands in contrast to James (Ja- mie) Aford, principal at BNBuilders, Inc. Aford had to consider both the office environment and the construction site. He oversaw a senior management team responsible for maintaining operations on nearly all San Diego construction projects during the pandemic, keeping staff employed with minimal disruption.

Steve Bernstein, San Diego market executive at Wells Fargo Commercial Banking, led an effort to reach out to 100% of Wells Fargo customers to check on their safety. Bernstein also serves as chairman of the board for the Jacobs & Cushman SD Food Bank and helped raise money to serve more than 700,000 meals per week.

Gerry Borja, diversity and inclusion headache for military spouses, said that military spouses and military service members must switch to a 100% virtual program. He was able to open a military internship program to civilian military spouses and immediately had to switch to a 100% virtual program. He added free certification programs and multiple networking opportunities for the internships. At the end, 90% of the interns received offers to remain at American Giant after graduation. Stephanie Brown, CEO and founder of The Rosie Network, launched a COVID-19 online Small Business Resource Center and provided no-cost business financial management/cash projection software to over 1,350 state and federal military family-owned small businesses. Finances play a large role in how people are dealing with COVID-19. Teresa Campbell, president & CEO of San Diego County Credit Union, worked to help people by extending relief to customers on March 20. That included a 90-day deferral option on all consumer loans, including real estate, auto, credit card and personal loans. Business loan and commercial real estate deferment relief was also offered.

Adela de la Torre, president, San Diego State University, took a leadership stance to close the campus to on-campus classes and moved rapidly to enable faculty to teach virtually. These decisions were costly, but helped to preserve the health of students, faculty, and staff in this critical period in March 2020.

Paul Downey, president & CEO, Serving Seniors was instrumental in ensuring that hundreds of low-income, and homeless seniors continue getting the free meals they need to survive during the pandemic. He channeled all of the more unique relief efforts that came from the medical device sector. Mike McPherson, senior VP of operations, Westmont Living, used his leadership skills to adopt all measures by the staff so that the company has had especially their most vulnerable neighbors. They included clients in skilled nursing facilities who were most pressing jobs for Neil McFarlane, president and CEO, McFarlane Group. He had to expand his company’s design and production capabilities to assist several of its clients grow their manufacturing and R&D facilities because they were running out of the ventilators and needed a state-of-the-art ventilator machine. He identified that the quiet ventilation units are at the forefront of the scientific fight against COVID-19. Multiple clients have received FDA approval of their products and McFarlane Archi- tects has had to lead the design efforts at record speed to get these new facilities built.

Miles McPherson, lead pastor, The Rock Church and The Rock Church mobilized thousands of volunteers to refurbish 300,000 N95 masks, which needed the elastic replaced, for frontline workers. His heart for the frontline workers led to partnerships with restaurants to deliver 1,350 meals for law enforcement and nearly 10,000 meals for hospital workers around the city.

Brian Munita, head of retail banking and deposits, Union Bank and the Union Bank leadership team drove significant changes to their mortgage loan process and other assistance for clients in need. A.J. Moyer, president and CEO, C3bank, created and led C3bank’s CARES team, which was formed to help our local businesses secure pivotal SBA PPP loans. Under A.J.’s leadership, the bank applied for and funded PPP loans for small to 500 local businesses.

Larry Nishnick, corporate and securities partner at DLA Piper LLP, was part of the national DLA task force assigned with assisting clients with the CARES Act programs including advising and counseling on available government programs such as the Main Street lending program and the Paycheck Protection Program (PPP).

Eric Northbrook, managing director & partner, Vot Real Estate Services helped the local Voit office raise more than $3,000 to provide more than 250 lunches from Freshii to workers at Scripps Memorial Hospital La Jolla, Sharp Grossmont Hospital and Sharp Memorial Hospital.

Keith Olmo, CEO, Jan-Pro of San Diego began supplying the office and workplace disinfectant Electrostatic sprayers and hospital grade disinfectants. He kept all full-time employees employed during the COVID-19 crisis with a 30% decrease in revenue due to shutdowns.

Liva Ordonez, dean, Rady School of Management UCSD, spearheaded the Rady School of Management’s Digital Transformation Coalition, which provides consultation, education, and insights to local entre- preneurs and non-profits. She has highlighted the need of our community in the San Diego region navigate the unprecedented challenges faced by COVID-19.

Mark Peters, VP of human resources, Swinerton hired a full-time employee to clean/sanitize high traffic areas, common spaces, conference rooms, touch points, restrooms, and break rooms, 10 hours a day. There have also been office protocols in place to keep all employees safe.

Cheri Pierre, CEO. Computers 2 Kids. San Diego engaged the help of and forged relationships with community leaders and businesses to ensure C2K had the resources to meet the 12,000+ applications from families who need a computer to minimize the educational disruption and facilitate the continuation of learning.

Victor Rasmussen, CEO, president, shareholder, LeviZacks, Certified Public Accountants has been transparent by starting virtual employee meetings with “State of the Firm” discussions to help get the economy back on track. The opportunity to support local businesses and employees during the Covid-19 crisis is the first and only technology service provider that is part of the national DLA task force and is leading the development of critical frameworks to identify targets and lead to expedited receipt of SBA PPP loans.

Kevin Mattson, president and CEO of South San Coordination Services, leveraged our organization in providing emergency COVID response in the South Bay. Norfolk/Lembo Company, an 100% of Wells Fargo customers to check on their safety. Bernstein also serves as chairman of the board for the Jacobs & Cushman SD Food Bank and helped raise money to serve more than 700,000 meals per week.

Gerry Borja, diversity and inclusion program leader, was also offered. The Rosie Network, launched a COVID-19 online Small Business Resource Center and provided no-cost business financial management/cash projection software to over 1,350 state and federal military family-owned small businesses. Finances play a large role in how people are dealing with COVID-19. Teresa Campbell, president & CEO of San Diego County Credit Union, worked to help people by extending relief to customers on March 20. That included a 90-day deferral option on all consumer loans, including real estate, auto, credit card and personal loans. Business loan and commercial real estate deferment relief was also offered.

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CONGRATULATIONS TO PROMISES2KIDS CEO TONYA TOROSIAN!

Tonya has been selected as one of San Diego’s 50 Leaders Making A Difference! As an advocate for foster youth throughout her entire career, Tonya is committed to creating a brighter future for foster children®. She is an exceptional visionary leader who inspires community members to join Promises2Kids’ efforts in providing hope, support and opportunities to San Diego foster children, especially during this unprecedented time.

“I am a Promise Maker because every child deserves to be safe, feel wanted and loved.”

Tonya Torosian
Chief Executive Officer

#PromiseMaker

www.promises2kids.org
(858) 278-4400 | info@promises2kids.org

DAY JOB: Keith Olmo is the CEO at Jan-Pro of San Diego, a commercial janitorial franchising company serving 1,000 accounts and 120 franchisees in San Diego County. He is a leader nurturing organizations, developing solutions by visualizing possibilities that are both innovative and ethical, and taking advantage of market trends to better serve San Diego County businesses.

MAKING A DIFFERENCE: After taking ownership of the office Q4 2019, Olmo began supplying his office and independently owned franchisees with electrostatic sprayers and hospital grade disinfectants. He kept all full-time employees on payroll even with a 30% decrease in revenue due to shutdowns. To help local companies combat the COVID-19 virus, he immediately began building stronger digital presence and advertising to help educate the community on how to combat the virus and maintain clean and healthy work environments.

NOTABLE: Jan-Pro has been voted #1 by Entrepreneur Magazine 12 years in a row, has an A+ accredited BBB rating and 4.9 stars on Google. The San Diego office has one of the highest customer retention rates out of the 100+ national Jan-Pro offices.

QUOTABLE: “We will not turn panic into profit. We will offer assistance wherever and however we can to help protect San Diego businesses and our residents.”

DAY JOB: Lisa Ordoñez became Dean of the Rady School of Management at UC San Diego beginning September 2019. As dean of the Rady School, Ordoñez applies her operational skills to lead the school’s growth and further cement the school’s global business research prominence as an innovation-focused, economic engine within the San Diego business community and beyond.

MAKING A DIFFERENCE: Lisa spearheaded The Rady School Business Recovery Coalition, which provides consultation, education, and insights to local entrepreneurs and helps businesses in the San Diego region navigate the unprecedented challenges faced by COVID-19. This new initiative draws on expertise from the UC San Diego community to provide immediate pro bono assistance to businesses, like navigating PPP loan assistance programs, during these extraordinary times. Lisa plans to continue developing the coalition and maintain its support for local businesses well after COVID-19 subsides.

NOTABLE: The 17-year-old school has produced 25,000 master’s graduates, helped launch 2,000 start-ups, included 6 IPO’s, and raised $2B in funding for San Diego-based entrepreneurs. 42% of all University of San Diego students will take a class in the Rady School of Management.

QUOTABLE: “The Rady School of Management itself was founded as a response to a need expressed by the San Diego business community. I am so proud that our staff, faculty, students and alumni have focused their creativity and assertion in developing the Rady School Business Recovery Coalition to assist local business during this time of need. It is during times of adversity that we often perform at our best, and I am thankful to all for embracing our core values of innovation and impact.”

Keith Olmo, CEO
Jan-Pro of San Diego

Lisa Ordoñez, Dean, Rady School of Management - UC San Diego

Award winning independently owned and operated Jan-Pro of San Diego Franchisees Ricardo and Nayade Canales.

Tonya Torosian, CEO
Promises2Kids

“I am a Promise Maker because every child deserves to be safe, feel wanted and loved.”

Tonya Torosian
Chief Executive Officer

#PromiseMaker

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(858) 278-4400 | info@promises2kids.org

Keith Olmo
CEO
Jan-Pro of San Diego

Lisa Ordoñez
Dean, Rady School of Management
UC San Diego
DAY JOB: Vargas provides critical leadership to a staff of over 425 working to meet the basic needs of those living on the streets, as well as provide long-term solutions that help neighbors leave homelessness behind for good. He oversees the organization’s programs, operations, finances, and community outreach and leadership.

MAKING A DIFFERENCE: Vargas led the frontline efforts of Father Joe’s Villages’ staff to provide life-saving care during the pandemic. Father Joe’s Villages has provided over 5,000 screenings and tests to people in need, offered a safe place to sleep in its shelter and housing programs, including up to 486 beds in the Convention Center shelter, and helped over 100 neighbors in need move into permanent housing since the COVID-19 crisis began.

NOTABLE: Deacon Jim Vargas is a Deacon of the Catholic Church and sees his position at Father Joe’s Villages as his ministry.

QUOTABLE: “I’ve seen the community come together in ways that I never expected. The efforts of our staff, community leaders, and supporters have truly saved lives.”

DAY JOB: Caitlin is responsible for shaping the mission, vision, operations and governance of Tech Coast Angels - San Diego, in addition to actively managing her investment portfolio.

MAKING A DIFFERENCE: Caitlin has been a steady and inspiring leader through the COVID crisis. She crafted and implemented TCA’s 5-point plan: continuing investing activity, supporting portfolio companies, donating to vendors, advocates for the CARES act nationally, and spreading TCA’s message of HOPE - Hold On, Pain Ends. Additionally, she published the highly lauded video to the community: https://vimeo.com/417426671

NOTABLE: Caitlin is the first woman President of Tech Coast Angels in the organization’s 20+ year history!

QUOTABLE: From a recent SDBJ article by Fred Grier: “Startups were key to the economic recovery after the great recession of 2008. It is entrepreneurs and nimble thought leaders who don’t give up hope that will drive innovation and growth in the coming months and years, effectively replacing lost jobs and birthing new critical technologies.”

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**CONGRATULATIONS KEITH OLMO**
San Diego’s 50 Leaders Making a Difference in 2020

**For local information please contact:** JAN-PRO of San Diego
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**UC San Diego**
Rady School of Management

**Thank you** to the innovative and caring professionals at the Rady School of Management at UC San Diego for the launch of the Rady School Business Recovery Coalition. This new initiative is designed to provide pro bono assistance to regional businesses to help them respond, recover and innovate during these unprecedented times.

Lisa Ordóñez
Dean, Rady School of Management