

J Public Relations names new publicist



MarketInk
By Jada Thomas

J Public Relations has hired Kelsey Tyree to the position of publicist.

In her new role, Tyree will serve a part of the JPR team, assisting with a host of the agency's marquee hospitality and lifestyle accounts including Suite & Tender, Hilton Bayfront, Nika Water, Fox Sports Grill and DiscoverSD.com.

A previous JPR intern, Tyree has demonstrated an in-depth understanding of the media and the PR industry through her work with top tier media outlets, event coordination and creation of social media marketing campaigns for JPR clients.

Prior to joining JPR, Tyree honed her skills as a part of the city of San Diego Fire-Rescue's Lifeguard Division, proving herself to be one of their go-to media relations representatives among other duties for the service.

"As our business continues to grow and expand into new markets, we feel the addition of team members with a great level of energy and creativity is essential. Bringing Kelsey on as a full-time team member was a natural fit," said JPR co-founder Jamie Lynn Sigler. "She exudes the passion that is crucial to be successful in this industry and during these times." **Source Code: 20090708tia**

AE Resource Group has been selected by the International Association of Public Participation to manage the 2009 International Public Participation Conference, taking place Sept. 21-23 at the Westin San Diego.

Ellen Ernst, president of AE Resource Group; Lisa Lem, associate; and Deborah Vietor,

associate, provide associations and nonprofit organizations with a full spectrum of services in association management. AE Resource will coordinate registration, program logistics, media and communication, sponsorships and exhibitors for the conference.

This year's IAP2 conference theme is "Making Sustainable Decisions." The sessions and speakers cover a wide variety of industries and are of interest to beginner, intermediate and advanced practitioners in public participation.

PR professionals from all over the world are encouraged to attend and learn more about standards and best management practices for public participation. **Source Code: 20090708tib**

The San Diego American Marketing Association is hosting a Search Engine Marketing Boot Camp presented by Jay Berkowitz, on 8-11:30 a.m. July 23 at the Doubletree Mission Valley Hotel.

Immediately following the half-day seminar, Berkowitz will also speak at the chapter's monthly luncheon, from 11:30 a.m. to 1:30 p.m., discussing "The Ten Hottest Trends that will Define Your Business Future."

The boot camp will focus on critical strategies and tactics for search engine success including: Improving Google ranking, generating positive return-on-investment with online advertising, pay-per-click campaign development, landing page development and much more.

Following the morning workshop, Berkowitz will focus on the top 10 emerging Web trends and what's in store for Web 2.0 at the chapter's monthly luncheon meeting.

Berkowitz is the author of "The Ten Golden Rules of Online Marketing Workbook."

He is also an adjunct professor, teaching the University

of San Francisco's Internet Marketing Master Certificate Program. Berkowitz is the founder and CEO of tengold-enrules.com

To sign up for the boot camp and lunch registration, visit sdama.org. **Source Code: 20090708tic**

Barbara Metz has been elected president of the Citizen Diplomacy Council of San Diego (CDCSD) for the 2009-10 term.

The nonprofit, which works in cooperation with the U.S. Department of State and other federal agencies, brings high-ranking foreign dignitaries to San Diego for person-to-person professional, cultural and educational exchanges. In the past year, CDCSD has arranged local itineraries for more than 500 international visitors.

Metz is the principal of **Metz Public Relations** of San Diego, a 20-year-old consulting firm, and active in professional and civic organizations.

She is immediate past president of the San Diego Press Club. She earned a Star Award from the San Diego Performing Arts League for her work with the Fern Street Circus, and she was honored as a woman of distinction by the Starlight Society.

Metz has been a member of the Citizen Diplomacy Council for more than 20 years and has entertained more than 100 dignitaries in her home.

Other officers serving during the 2009-10 term are Lynn Hajar-Moya and Denise Hummel, executive vice presidents, Peter Bickelmann, treasurer, and Nancy Koch, secretary. Additional board members include: Billy Colestock, Eric Donovan, Shahrzad Kamyab, Kit Ladwig, Dennis Robinson, Anne Rosser, Galina Shekhtman and Terry Williams.

The Citizen Diplomacy Council of San Diego is one of

91 affiliated councils located throughout the country.

Citizen diplomacy is the idea that the individual citizen has the right, even the responsibility, to help shape United States foreign relations "one handshake at a time."

By opening up their homes, offices and schools to foreign leaders participating in the U.S. Department of State's International Visitor Leadership Program (IVLP) and other exchanges, member citizen diplomats foster international understanding and cooperation, constructive economic connections and peaceful interaction.

More than 65 current and former heads of state are alumni of the State Department's International Visitor Program, including Tony Blair of Britain and Nicolas Sarkozy of France.

Membership is open to the public. Visit cdcsd.org for more information. **Source Code: 20090708tid**

The **PRSA San Diego** Host Committee is looking for volunteers in preparation for the 2009 International PRSA Conference, held here in San Diego in November.

The committee is looking for a team of three individuals to help pull together content for the social media outreach.

Volunteers would work with Casey DeLorme, APR to provide updates and notifications throughout these outlets leading up to the international conference.

They are also looking for volunteers for telephone outreach as they would like to invite members from other locations to San Diego.

They're looking for about 20 volunteers to help make these calls.

To join the host committee team, contact Joice Truban Curry at 858-794-6974. **Source Code: 20090708tie**

jada.thomas@sddt.com

Buffett bidder calls lunch 'investment in our future'

By **ERIK HOLM**
Bloomberg News

The hedge fund manager that won Warren Buffett's annual charity auction said the \$1.68 million price for a steak lunch with the billionaire is "an investment in our future" amid the global recession.

Salida Capital, with about \$300 million in assets under management, was identified Wednesday as the winning bidder by the Glide Foundation, the charity that is the beneficiary of the funds raised in the auction.

The bidding for the 10th-annual event ended on **EBay Inc.**'s (Nasdaq: EBAY) Web site June 26.

Salida and its chief execu-

tive officer, Courtenay Wolfe, won the right to query Buffett about his investment philosophy and outlook for the economy. The bid by the Toronto-based firm was 20 percent less than last year's record \$2.11 million, the largest amount ever for an eBay-sponsored charity auction.

"We're happy to get it for the price we got it for," Wolfe said in an interview. "Warren's success as an investor has transcended decades and all types of market conditions. Particularly going through such sensitive times, his wisdom and experience is of great value to us and we believe it's an investment in our future."

Buffett, the chairman and CEO of **Berkshire Hathaway**

Inc. (NYSE: BRK.A), transferred the firm from a failing textile maker into a \$132 billion company by acquiring out-of-favor securities and businesses in industries ranging from insurance and utilities to candy-making and underwear. Shares of the Omaha, Neb.-based company traded at about \$15 when he took control in 1965.

They sold Wednesday for more than \$86,000.

'Big supporters'

Wolfe will be joined at the lunch by Chief Investment Officer Danny Guy, portfolio manager Brad White and "a handful of people who have been big supporters," she said. Buffett, the world's second-

wealthiest man, typically sits down for a three-hour meal a year after the auction concludes.

Salida, founded in 2001, currently manages three funds. Its Salida multi strategy hedge fund returned 83 percent in the first half of this year after falling by about two-thirds in 2008, according to Bloomberg data. All three funds are "very bullish" on commodities, Wolfe said.

"We see the next area of opportunity in the further consolidation of the resource sector, driven by continued growth in the emerging markets," she said. "The hard asset and commodity theme should

See **Bidder** on 4A

Xerox's Burns says growth is biggest challenge for her as CEO

By **ELLEN PINCHUK** and **MARIA ERMAKOVA**
Bloomberg News

Xerox Corp. Chief Executive Officer Ursula Burns said growth is the biggest challenge for her after taking over as head of the world's largest high-speed color printer maker this month.

"We have a strategy that's fairly well defined and that we're implementing pretty well," Burns said Wednesday in an interview in Moscow. "My focus is to make sure that we continue to operate with excellence, on the back of the strategy that we have, which is all about pushing color to the broadest base of people in the world."

Burns, 50, became the CEO on July 1, ending the eight-year run of Anne Mulcahy, who stays on as chairman. Mulcahy, 56, named Burns president in 2007, almost three decades after Burns joined Xerox (NYSE: XRX) as a summer intern. Burns is in Moscow this week along with other U.S. companies' executives as part of President Barack Obama's visit to Russia.

In Russia Xerox saw "stunning, positively stunning growth" through the third quarter of 2008, Burns said in the interview. "In the fourth quarter of 2008 and the first quarter of 2009 there is like a hand stopping the business, halting it, totally, in reaction to the global economic crisis and tightening of the credit."

Burns said the slowdown experienced in the fourth and the first quarter will ease.

Sales of ColorQube, a color printer for large businesses that uses solid ink that was introduced by Xerox in May, "is doing well, we are pleased," Burns said.

The Xerox ColorQube takes crayon-like bricks of ink and melts them to lay color on the paper. The technology can cut the cost of color to as low as 1 cent a page, one-eighth of the cost of using a laser printer, Xerox said May 7.

"We are just being happy that we have it," Burns said. "I am also very proud that we did it, because it's a big deal, it's a major step. And they are buying it."

Source Code: 20090708faf

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BUSINESS CALENDAR

FEATURED EVENT

WEDNESDAY, AUG 19 - LUNCH PROGRAM

MEET THE MEDIA

Meet the Media - presented by The Daily Transcript and Oceanside Chamber of Commerce. Join us for a great opportunity to network with local business leaders and listen to George Chamberlin, Executive Editor of The Daily Transcript as he shares years of tips on working with your local media partners in a time where promoting your business is crucial. **Organization:** Oceanside Chamber of Commerce **Information:** (760) 722-1534 info@oceansidechamber.com **Cost:** \$20.00- \$40.00 **When:** Hours: 12:00 PM - 1:30 PM **Where:** El Camino Country Club, 3202 Vista Way, Oceanside, 92054

OTHER EVENTS

THURSDAY, JUL 9 - SEMINAR

STARTUP UNIVERSITY: GETTING STARTED LEGALLY

Why this is a great time to form a company! The time has never been better to start a new venture. The required resources have never been less expensive, from talent to hard assets. If you've thought about branching out on your own, come and learn or reinforce the basics of how to prepare your startup for success. **Organization:** San Diego Software Industry Council (SDSIC) **Information:** (858) 793-6655 www.sdsic.org/events.aspx **Cost:** \$25.00- \$45.00 **When:** Hours: 5:30 PM - 7:30 PM **Where:** Doubletree Del Mar, 11915 El Camino Real, San Diego, 92130

THURSDAY, JUL 9 - SEMINAR

JOB SEARCH SKILL BUILDING SEMINAR

Phil Blair, LEAD board member and president/co-owner of Manpower, will facilitate this seminar, hosted by National University. Those interested in attending are encouraged to RSVP as soon as possible. **Organization:** LEAD San Diego **Information:** 619-280-5323 **Cost:** No Cost **When:** Hours: 3:30 PM - 5:00 PM **Where:** National University, 9388 Lightwave Ave., San Diego, 92123

THURSDAY, JUL 9 - COMMUNITY EVENT

BUSINESS CLOTHING DRIVE KICK-OFF

San Diego's biggest business suit clothing drive kicks off this month! Clothes 4 A Cause benefits Alpha Project for the Homeless. San Diego residents are encouraged to clean out their closets for a cause. The public can donate a complete business outfit to Alpha Project and receive an entry into a drawing for a \$1000 shopping spree at Westfield Shoppingtowns and other fabulous prizes. Donations accepted at several county Mission Federal Credit Union and Time Warner locations. Please donate. **Organization:** Mission Federal Credit Union/Time Warner **Information:** (858) 805-6789 www.missionfcu.org **Cost:** No Details Available **Where:** Mission Federal Credit Union, all locations, San Diego

MONDAY, JUL 13 - BREAKFAST

BREAKFAST WITH SEC COMMISSIONER TROY PAREDES

Paredes, Securities and Exchange commissioner, will discuss the challenges facing the SEC and potential changes to the regulatory landscape. **Organization:** Corporate Directors Forum **Information:** 858-455-7930 cdi@directorsforum.com **Cost:** - \$40.00 **When:** Hours: 7:00 AM - 9:00 AM **Where:** Hyatt Regency La Jolla, 3777 La Jolla Village Drive

MONDAY, JUL 13 - DINNER

ANNUAL DINNER

Dean Kamen, famed inventor and entrepreneur, will speak. **Organization:** San Diego Regional Economic Development Corporation **Information:** www.sandiegobusiness.org **Cost:** No Details Available **When:** Hours: 5:30 PM - 9:00 PM **Where:** San Diego Marriott Hotel & Mariana, 333 W. Harbor Drive, San Diego

TUESDAY, JUL 14 - SEMINAR

RESHUFFLING CARDS

Join Maria Aspen, American Banker's cards and payments reporter, Duncan Douglass of Alston + Bird, LLP and Duncan MacDonald, former general counsel of Citigroup Inc.'s Europe and North America card businesses for a web seminar on how the new card rules card operators for issuers. Hear card industry veterans and legal experts provide timely insights into the new rules, and the ways it will impact your business. **Organization:** Source Media Inc. **Information:** (800) 221-1809 custserv@sourcemedia.com **Cost:** \$99.00 **When:** Hours: 12:00 PM - 1:00 PM **Where:** Webseminar/Internet, Register @ www.sourcemediaconferences.com, San Diego



A complete listing of the Business Calendar is available at San Diego Source — www.sddt.com/Business. Send notices about upcoming events to robin.scott@sddt.com for a free listing. —Compiled by Robin Scott

The Partners at Thorsnes Bartolotta McGuire congratulate Kevin F. Quinn for an Outstanding Verdict

Dax Pierson v. Ford Motor Co.
#C-06-6503

\$18,325,000.00 Jury verdict in Federal Court on behalf of rock musician Dax Pierson who was rendered a quadriplegic when the Ford E350 15-Passenger Econoline Van rolled over while on tour with his band Subtle. The rental company and driver had previously settled for \$5,000,000.00 to avoid trial.

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Business Disputes, Eminent Domain, Construction Defects, Major Injury

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