Sustainability
Patricia Trauth of Rick Engineering Co. has seen the value of landscape architects increase with the rise of water-management regulations.

Page 11

Construction
Linda Young of the NAWIC’s San Diego Chapter has made it her mission to increase the number of women in her field.

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The Lists
Assisted Living Facilities
Hotels
Meeting & Convention Facilities

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Page 44

BIOTECH: Co. Emerges With Anti-Aging Results; Some in Industry Are Skeptical

By BRITTANY MEILING

Osman Kibar is nonchalant, as billions go, but he’s nothing if not confident. Dressed in a fading polo shirt and old jeans, he leans back in his chair, intertwines his fingers and fights a knowing smile. He knows why I’m here.

Kibar, 45, is founder and CEO of Samumed LLC, a stealthy biotechnology firm that until a few months ago had been flying under the radar in San Diego. Following eight years of research, the company recently decided to step into the limelight, disclosing its story exclusively to longtime biotech reporter Matthew Herper at Forbes.

The scoop?

Samumed intends to reverse the aging process, and its drug programs are already underway. The company has successfully grown hair on bald men, regenerated cartilage in arthritic joints, and the technology may one day erase wrinkles on aging skin. Recently valued at $12 billion, the biggest valuation in history for a drugmaker with no approved drug on the market, Samumed intends to reverse the aging process, and its drug programs are already underway. The company has successfully grown hair on bald men, regenerated cartilage in arthritic joints, and the technology may one day erase wrinkles on aging skin. Recently valued at $12 billion, the biggest valuation in history for a drugmaker with no approved drug on the market, Samumed might be onto something.

As Herper put it, the San Diego firm is:

Out of the Shadows

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How Startups Stand Out Despite Overcrowding

FINANCE: Competition On Funding Platforms Intensifies Challenges

By BRITTANY MEILING

San Diego startups are finding that crowdfunding websites such as Kickstarter and Indiegogo are getting rather, well, crowded. In a city of innovators often griping about little access to venture capital, crowdfunding is a popular route for getting fast access to cash. The region so far has had great success stories with young startups far surpassing their humble fundraising goals.

San Diego’s OSSIC, a tech company developing headphones with 3D audio technology, raised over $2.6 million on Kickstarter with almost 10,000 backers supporting the firm. And San Diego’s personal 3D printer company, Kickstarter page 57

Gulls’ Return A Hit On Ice, at Box Office

SPORT: Teams Ranks 2nd In League Attendance

By MICHAEL LIPKIN

Even as Chargers fans gear up for an election battle to keep the football team in San Diego and the Padres struggle to come back from record-setting early-season futility, there is a bright spot in professional San Diego sports: The San Diego Gulls, the minor league affiliate of the Anaheim Ducks, ended its inaugural regular season this month with some of the best revenue and attendance in its league.

Gulls page 46

Qualcomm Shows It’s Still in the Fight

TECH: Q2 Tops Forecast; Restructuring Is on Track

By BRAD GRAVES

One year ago, everyone was down on Qualcomm Inc. A phenomenal period of growth was at an end — that was evident. Large investor Jana Partners had a long list of issues it wanted Qualcomm (Nasdaq: QCOM) to change, including board oversight and business structure. The company had just paid a $975 million fine to Chinese regulators and many

Qualcomm page 17
EXECUTIVE Q&A

Linda Young
National Association of Women in Construction, San Diego Chapter

Linda Young, who has spent 30-plus years on the financial side of the construction industry, wants to broaden opportunities for future generations of women.

Before starting her own company, she worked for a former local residential development firm, San-T Development Corp., as chief financial officer and then moved into subcontracting with Dynalectric, a design build and electrical construction company, as its accounting manager.

Young keeps busy as the chairwoman of the NewSchool of Architecture & Design’s Construction Management Advisory Board; secretary of the Kearny High School Stanley E. Foster School of Engineering, Innovation and Design Advisory Committee; trustee of the NAWIC Education Foundation; co-chair of the San Diego Chapter Camp NAWIC Committee; and president of the NAWIC SD Future Construction Leaders Foundation.

The San Diego Business Journal sat down with Young to talk about the state of the construction industry.

What is the construction industry like for women?

I do think that women have to work a little bit harder to prove their value but I also think that employers’ eyes are opening and they’re focusing on looking for the talents of women, whereas before, I don’t think they believed the talents were there, so they obviously didn’t look for them.

Tell me more about Camp NAWIC, the high school construction week-long camp for girls you started.

The trades in construction offer phenomenal salaries and benefits for people and it’s a good opportunity for young women if they like using their hands to get involved in that type of a career.

So with Camp NAWIC, we give them five days and a taste of five different trades so that they can get the feel for what it might be like working in the construction industry, out in the field, doing those kinds of crafts.

What would you say are one or two common misconceptions about women in the industry?

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What We Can Learn From Balboa Park’s LEED

The City of San Diego has posi-
tioned itself as a national leader by becoming the largest city in the U.S. to commit to 100 percent clean energy on the heels of the landmark agreement in Paris in 2015. With state goals set in Assem-
bly Bill 32 and a lo-
cal Climate Action Plan calling for over 10,428,926 MT/ CO2 (metric tons of carbon dioxide) reductions by 2035, quality of life in California cities are in a time crunch to achieve these challenging targets. Outside-the-box solutions that address carbon reduction goals while supporting innovation, education, stakeholder collaboration and work-
force development will be necessary to set our city on the path to success.
San Diego’s cultural institutions are community-gathering places and there-
fore are well-positioned to help demon-
strate the benefits of sustainable develop-
ment. Last year, during its centennial celebra-
tion of the Panama-California Exposition, it acquired six LEED certifications. Leadership in Ener-
gy and Environmental Design — LEED — is the pre-eminent program for the design, construction, maintenance and operations of high-performing buildings.
Certification is awarded based on the total number of points earned within six categories: sustainable sites, water ef-
ficiency, energy and atmosphere, materi-
als and resources, indoor environmental quality and innovation.
Success requires a truly multi-sector approach. Balboa Park’s LEED certifica-
tions would be a far greater undertaking for individual nonprofit tenants with-
indefinite operational support than a Diego Green Building Council, financial support from corporate partners such as San Diego Gas & Electric Co., oper-
ational support from the City of San Diego, and community leadership from the Balboa Park Cultural Partnership.

Many Impacts
The partnership is fulfilling for all players involved:
• The volunteers and emerging pro-
fessionals had the unique opportunity to learn-by-doing about LEED and sustainability.
• Corporate sponsors were able to multiply the impact of their contribu-
tions with ongoing benefits.
• The city reduced the environmental footprint of six buildings with tenants (a particularly difficult market).
• The cultural institutions reduced operating expenses (which frees up funding for core programs).
• The community now enjoys arts and culture programming (youth ballet, Picasso sketches) in healthier build-
ings.

In addition, many of the program participants reported career advancement and growth opportunities thanks to newly gained skills.

More than 50 volunteers who partic-
ipated in the Green Assistance Program (GAP) have accomplished three of the six LEED certifications. In addition to learning about green building practices and preparing for their professional accreditation exams, they also benefited from the opportunity to network with all project stakeholders and gain soft skills necessary for a successful career in the sustainability field: critical thinking, leadership, problem solving, and more.

The city of green practice is also often valued to other career paths. But inviting multiple stakeholders to the table isn’t the end of the story. When approaching community scale sustainability projects, leaders should identify opportunities that advance impact in the framework of a triple bottom line — environment, economy, and society. Education plays a huge role in this process and is necessary to achieve transformative goals.

Power of Collaboration
Receiving third-party benchmarks such as LEED certification are im-
portant and can serve as significant mileposts. LEED has been around for nearly 20 years, and we’ve learned it’s not just about engineering a sustainable building. It should also be used as a education tool that underscores success in managing high-performing build-
ings, and in Balboa Park’s case, that then supports our community through arts and culture programming and education open to the public.

Collaborative groups educate staff and internal stakeholders on sustainable business practices, operations, and ener-
gy efficiency, as well as use their individ-
ual and collective profiles to succeed in the process so that others (the public and industry colleagues) may learn from it.

Educating the public is mission-spe-
cific for many Balboa Park institutions. It’s for that reason that Balboa Park’s certifications are so meaningful. These green buildings support the Climate Action Plan’s goals and objectives, while supporting our community’s advancement.

After all this, our advice? Collab-
orate, share and talk about failures, successes and everything in-between with anyone who will listen. Solutions come from all industries.

Jessica Travis is the Director, Sus-
tainability and Community Relations at the Balboa Park Cultural Partnership. Paulina Lis is the Executive Director of the San Diego Green Building Council.

Where is the industry going? What is the outlook for 2016?
The industry’s got to grow. Construc-
tion never got to be something that isn’t needed. It’s not going to phase itself out. I think with the easier acceptance of women in construction, it’s definitely got-
to be a win-win situation because we’re going to have the best talent for the job.

Do you think if these positions continue to be filled by qualified workers, the gap can shrink?
I think that’s a long time coming. There’s too many that are needed... I don’t think I go to a meeting where they don’t say, ‘We’ve got to get some people into this industry.’ So I’m sure if it’s like that out there on the national scale, I think that it is in San Diego, also. You look at programs, your degree programs, your apprenticeship programs, four-
to six-year programs. So it’s not like we can just pluck somebody off the street and make them what we want them to be.

The baby boomers are retiring. We are the bulk of the industry right now, and I think there’s going to be twice as many of us going out as we have coming in and that’s a sad thing... I don’t know how we’re going to win that fight, but we have to for the good of the future of the kids.

COMMENTARY
Jessica Travis

Paulina Lis