

## San Diego People

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San Diego Business Journal Staff

Jamie B. Zamoff has joined Best Best & Krieger as its chief operating officer. He has worked in many different facets of law firm management, including strategic planning, practice group management, budgeting and financial analysis. Most recently, Zamoff worked at Heller Ehrman's New York office as the operating officer of the firm's global litigation department. Prior to that, he served as the firm's director of administration.

### BANKING AND FINANCE

Heidi Yuja is the new manager of San Diego National Bank's Temecula branch. She will be responsible for managing the branch, procuring new business and supervising the staff. Yuja has 13 years of commercial banking experience, and has worked at Santa Barbara Bank & Trust, US Bank and most recently, CitiBank. She possesses Series 6, 63 and 26 licenses. Safeguard Financial and Insurance Services has appointed Matt Greene to open, manage and build the Southwest regional office, which has been renamed in San Diego as Six Degrees Financial and Insurance Services. Greene has 12 years of experience in financial planning, sports marketing, advertising and business development, and is currently president and co-founder of 6 Degrees Business Networking Group.

### CONSTRUCTION AND DESIGN

Dream Design Builders has hired Jim Dyjak as the firm's senior design consultant. He has 18 years of home remodeling experience and is a Certified Green Building Professional. Dyjak is responsible for designing the remodeling of hundreds of homes around San Diego County, and has received numerous awards for his work.

### GOVERNMENT AND NONPROFIT

Two of San Diego's prominent sports figures, Ben Davidson and Jeffrey Moorad, have been re-elected to the Muscular Dystrophy Association as national vice presidents. Davidson was a defensive lineman from 1961 to 1971 for the Washington Redskins, the Green Bay Packers and the Oakland Raiders. Moorad is vice chairman and CEO of the San Diego Padres. The San Diego chapter of the National Association of Women Business Owners has announced its 2009-2010 board of directors. President, Adrienne Moch of Adrienne Moch Writing & Editing; secretary, Carol Seagrave of Residential Transitions; treasurer, Jere Batten of Batten Accountancy; membership director, Tammy Rimes of Hacienda de las Rosas Winery; public policy director, Tamara Badkerhanian-Ganev of Alliance Consulting Engineers; and director-at-large, Christine McDannell of Cleanology.

Move San Diego has announced the addition of two new members to its board of directors: Keely Halsey, director of Legislative Affairs for the city of San Diego, and Humberto Peraza, the district chief of staff for U.S. Congressman Bob Filner. Halsey is responsible for overseeing the city's legislative agenda and executing policy analysis in regards to the city's land use, regional planning and local governance matters. Before working for Congressman Filner, Peraza acted as the statewide Latino director and San Diego-Imperial Counties area director for U.S. Sen. Barbara Boxer.

## HEALTH CARE AND BIOTECH

Proposition G Independent Citizens' Bond Oversight Committee for the Grossmont Healthcare District has reappointed six of its members. The members are: Ellen Arcadi, a registered nurse; Walter Heiser, law professor at the University of San Diego School of Law and a representative of the San Diego County Taxpayers Association; Dr. James Johnson, retired commander of Naval Medical Center, San Diego, and a representative of the Grossmont Hospital Foundation; Robert Klaiber, retired banking executive and a representative of the Grossmont Hospital Auxiliary; Michael Peddecord, professor emeritus of health services administration at San Diego State University and a representative of Sharp Grossmont Hospital executive management; and Joseph Powell, business manager for the Sheet Metal Workers' International Association, Local 206, and a representative of the San Diego County Labor Council.

Dan L. Dearen has been hired as the chief financial officer for Minnow Medical. He holds more than 20 years of management and financial executive experience in health care and the life sciences.

## HOSPITALITY AND TOURISM

Jeffery Clough has been appointed the general manager of Sycuan Resort by the Sycuan Tribal Development Corp. He brings more than 20 years of hospitality experience to his new role, having been in charge of ground floor operations to overall management responsibility.

French master chef Marc Ehrler will be serving as Loews Hotels' corporate chef for the summer. Ehrler plans to create a new rustic Northern Italian and Southern French menu for the restaurant. He has been featured in "Wine Spectator," "Conde Nast Traveler," "Travel & Leisure," "Gourmet," "Tattler" and the "New York Times," as well as on "Lifestyles of the Rich and Famous," the Discovery Channel's "Great Chefs of the World," Best 10 Restaurants in the World, CNN International and the Food TV Network.

The San Diego Convention Center Corp. has appointed Matthew "Mick" Musella, COO of the Zoological Society of San Diego, to serve in an ex-officio capacity on its board of directors. Musella has been with the Zoological Society since 1991, and is responsible for managing operations, architecture, planning, corporate merchandising and marketing for the San Diego Zoo and the San Diego Wild Animal Park.

## LAW

Fish & Richardson has named Roger Denning the managing principal for its San Diego office. In this role, he will be responsible for overseeing all aspects of the office, from daily administrative tasks to long-range strategic planning, as well as leading a 50-plus team of attorneys.

Two California Western School of Law graduates have been selected for prestigious legal programs. Irina G. Axelrod-Angres has been selected as 2009-2010 Supreme Court Fellow for the Federal Judicial Center. She is the school's first graduate to be granted this position. Catherine L. Pugh has been accepted into the U.S. Department of Justice's Attorney General's Honors Program. She was selected for the program from a pool of 4,000 applicants.

## MEDIA AND MARKETING

Parallax Visual Communication has announced the hiring of Sean Bacon, who will be responsible for driving the project management operations of the company. Bacon has spent the last year interning at Parallax and previously served as art director at the Aztec newspaper for three years.

Andrew R. Hersam has been named executive vice president of media for the Competitor Group. In his new role, Hersam will be responsible for overseeing and managing CGI's publishing division and new media initiatives. He is a top media business leader possessing more than 20 years of experience managing print, digital, radio, TV and event brands. Most recently, he served as executive vice president and chief revenue officer of Westwood One.

## MISCELLANEOUS

Allegra Network announced that John Ferrari has been elected to its Network Advisory Council. He is one of 11 elected members who represent more than 550 franchise members throughout North America. Ferrari will help in reviewing the plans, programs and concerns of the council's members in order to strengthen and improve the franchise system.

Poseidon Resources announced the addition of three new members to its organization: Stan Williams, vice president of project development; Jonathan P. Loveland, PE, vice president of technical services; and Chris J. Costello, director of construction services.

Williams holds more than 20 years of public sector water management experience and most recently served as CEO for the Santa Clara Valley Water District.

Loveland has worked for Malcolm Pirnie and McGuire Environmental Consultants, where he consulted on a multitude of desalination, water treatment, water quality and regulatory compliance projects.

In his new role, Costello will be managing the engineering and construction of the Carlsbad and

Huntington Beach Seawater Reverse Osmosis Desalination project developments.

Cubic Defense Applications has announced the hiring of Joseph “Keith” Kellogg as senior vice president for Ground Combat Programs. He will be responsible for directing the company’s ground combat training operations, increasing its customer roster and promoting the program in order to better serve the Department of Defense and Army leaders. Most recently, Kellogg has worked on several executive assignments with CACI and Oracle Corp. He is a retired lieutenant general.

Island Staffing has announced a promotion and addition. Mary Kate Flannery has been promoted from sales support/administrator to business developer. Taking over the sales support and administrator position is new hire Amberly Baenen. She has a strong background in clerical duties and customer service, and previously worked for a local construction company as its project coordinator.

## TECHNOLOGY AND MANUFACTURING

Skinit Inc. has appointed Frank Tyneski as its vice president of design strategy/product development. Most recently, he was executive director of the Industrial Designers Society of America. Tyneski possesses more than 50 domestic and foreign patents.

The president of Flexiciser, Bryan S.J. Mallindine, has been selected as one of 42 individuals from 20 different countries accepted to the world’s oldest and most prominent international business schools, IMD in Switzerland. Mallindine is an active member of the Corporate Directors Forum in La Jolla and the Carlsbad Chamber of Commerce.

Overland Storage has announced the appointment of Jillian Mansolf as vice president of worldwide sales and marketing. Mansolf was senior vice president of sales and marketing at Data Robotics and prior to that, she served in various executive positions at Motion Computing, Maxtor and Dell. In her role at Snap Appliance, she succeeded in doubling sales and establishing the company as the worldwide NAS volume market leader.