

## San Diego People

### New hires and promotions in and around San Diego County

Monday, March 22, 2010

#### San Diego — Banking and finance

Bruce W. Jacobson has joined Wedbush Securities as assistant vice president of investments in the firm's new La Jolla location. Jacobson was previously a financial adviser with Citi Personal Wealth Management.

LevitZacks Certified Public Accountants has named Cheryl Lipkin as director of business development. Lipkin has a 25-year relationship with LevitZacks and brings with her 25 years of experience in the accounting and finance recruiting industry.

Financial services veteran Raquel Cunningham has joined Wells Fargo & Co.'s Southern California Wholesale Banking Technology Group as a senior relationship manager. In her new role, Cunningham will be responsible for developing and managing a portfolio of early stage and middle market technology and life sciences companies, and providing financial services such as debt products, treasury management and foreign exchange advisory services. She most recently served as a senior relationship manager with Comerica Bank.

Joseph E. Matranga has been named to First Business Bank's board of directors. Matranga was formerly a director of Ramona National Bank, the predecessor to First Business Bank. Matranga, a CPA, is president and founder of Matranga & Riley CPAs, and has more than 20 years of experience in public accounting. He joins John Farkash, board chairman, Nathan Rogge, bank president and CEO, Tom Blair, William Ehlen and Dr. Lester Machado on the board, bringing the number of directors to six.

#### Health care

Medsphere Systems Corp., a provider of open-source health information technology solutions, has named Michael Previti part of the executive team as vice president of national sales. With 15 years of health IT sales experience, Previti will focus on helping hospitals understand how Medsphere can help them achieve meaningful use of technology to meet new federal guidelines and qualify for federal stimulus dollars.

Medsphere has also made several other hires and promotions, including Carol Somer, appointed to director of marketing; Richard Sullivan, promoted from senior director of engineering and product development to vice president of government solutions; Doug Schumann, promoted to senior director of implementation and training; and Janine Powell, appointed to senior director of client services.

David Kulchin has been appointed chairman of the Scripps Memorial Hospital Encinitas Community Advisory Board. He will serve as an ambassador of Scripps Memorial Hospital Encinitas, raising awareness about the philanthropic needs of the North County nonprofit hospital and promoting its patient care services. Kulchin is a human resources consultant with extensive experience in large and small organizations. He has also taught human resources courses at UC San Diego and National University.

Kulchin is joined by several new board members: Perry Herst, former director of Tishman International Cos.; Judi Mezzullo, immediate past chairwoman of the Scripps Encinitas Circle of Life 100; Suzanne Dimeff, estate planning attorney; Dave Roberts, council member, city of Solana Beach; Miranda Klassen, former Scripps Encinitas patient and advocate; and Kevin Crawford, fire chief, city of Carlsbad.

#### Hospitality

The Hyatt Regency Mission Bay has appointed Gilbert Santana to director of food and beverage. In this new role, Santana will oversee all facets of the food and beverage division, including Red Marlin restaurant, Swim poolside bar and lounge, in-room dining, banquets and catering services. With 18 years of experience in hospitality, Santana most recently served as director of food and beverage at the Hyatt Regency Long Island in New York.

Grand Pacific Resort Management, a privately owned time share vacation ownership management company in Carlsbad, has promoted Guy Hall to the newly created position of area manager. Hall will be responsible for the day-to-day operations at Carlsbad Seapointe Resort and have direct oversight of Coronado Beach Resort. In addition, he will play a key role in identifying acquisition and management contract candidates to add to the Grand Pacific Resort Management portfolio of resorts.

Stingaree nightclub has selected Turk Spinuzzi as general manager. Spinuzzi joins Stingaree after a successful career with N9NE Group in the hospitality and night life industry. After he managed Rain and Ghostbar, he opened Tao Nightclub at The Venetian as general manager.

#### Insurance

Jennifer Cox has joined risk management firm Cavignac & Associates as an account administrator. Cox brings five years of career experience within the insurance industry. In her new position, she assists account managers with the daily service activities involved with the agency's accounts, in addition to providing administrative support to both the company's surety and commercial divisions. Cox was most recently employed as an account manager with Compass Insurance Agency.

Two Barney & Barney LLC associates have been recognized by Risk & Insurance magazine as 2010 Power Brokers. More than 300 risk managers analyzed the 2,500 brokers who were nominated, and selected Barney & Barney principal Mike Milligan and Community Association Practice Director Robyn Thaw among those recognized.

Milligan was recognized as a "Young Gun" who has increased the firm's life sciences clients from seven to more than 200 in the last nine years after graduating from the University of San Diego. Thaw, with 30 years of industry experience, was recognized as a "National Leader in HOA, PUD Issues" in the Real Estate category. Last year, Thaw set up the Community Association Practice, which specializes in insurance programs for real estate and common interest developments, homeowners associations and planned unit developments, or PUDs.

#### Law

Marissa Fox has joined Best Best & Krieger LLP as an associate in its San Diego office. Fox will be working with the business planning and transaction practice group as a business litigator. She is a director of SolSolution Inc. She previously was a legal associate at Surfrider Foundation and an associate attorney at Cooley

Godward Kronish LLP.

Frederick Schenk, a partner at Casey Gerry Schenk Francavilla Blatt & Penfield LLP, has been elected to the American Board of Trial Advocates, a prestigious organization featuring the country's leading judges and plaintiff and defense trial counsel. A seasoned trial lawyer, Schenk concentrates his practice on products liability, personal injury and asbestos law. Active in numerous community and professional organizations, he was recently elected to serve on the Board of Governors of the American Association for Justice, the world's largest trial bar.

### Media

KUSI News San Diego has welcomed award-winning veteran television news anchor/reporter Ross Becker as a member of its news team. Becker began his career in small and medium TV markets and worked his way up to the No. 2 market in Los Angeles. He has won Emmy Awards for coverage of earthquakes, storms, an area plane crash and the Los Angeles riots. In 1996, Becker conducted the first interview with O. J. Simpson following his acquittal on murder charges.

### Nonprofit

Andrew Abrams, an associate in the San Diego office of Fish & Richardson P.C., has been appointed to the board of directors of Promises2Kids Foundation, an organization dedicated to combating child abuse and neglect in the county of San Diego. Abrams has been involved with Promises2Kids for several years, having provided pro bono legal services and led Fish & Richardson's annual holiday toy drive. As a member of the board of directors, Abrams will serve a three-year term.

The Boys & Girls Clubs of San Dieguito, serving more than 25,000 children in north coastal San Diego, has promoted Annie Garcia to director of fundraising and communications. Since joining the team in 2005, she has served as events coordinator and director of events, leading the organization's fundraising efforts. In her new role, Garcia will be responsible for overseeing major fundraising activities, and will also be responsible for the marketing and public relations for the club.

### Real Estate

Z57 Inc., a real estate online marketing company, has announced Bill Tarter as an executive team member and vice president of sales. Tarter joined Z57 in October 2007, and has increased client acquisition by 107 percent. In his new role, he manages a sales organization of 95 employees, responsible for driving revenues while developing individuals and teams to achieve or exceed goals within budget parameters. He joins CEO Steve Weber and Chief Operating Officer Ryan Whitlock as the principals guiding Z57's long-term vision and growth.

### Technology

HM Electronics Inc. has promoted Darcey Meddings to channel manager of sports communications, in the Pro Audio Division. Meddings will manage the DX300 Dealer Network for football-market products (coach headsets), coordinate football-related marketing and sales functions, and manage key DX300 accounts and distribution partners.



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