ARMS

She is a graduate of LEAD San Diego.

Karen Brassfield joined Silvergate Bank in March 2006 with more than 30 years banking experience in the San Diego market. Her diverse background includes accounting, strategic planning, branch operations, retail banking sales and service, data processing, business banking, human resources, regulatory compliance and check processing. Prior to her position at Silvergate, Brassfield was chief administrative officer for San Diego National Bank, a $2.3 billion asset bank where she managed the growth of the retail bank from $900 million in deposits to over $2 billion in deposits. This included expansion of the branch system from 12 to 21 locations. Prior to San Diego National Bank, Brassfield, was chief financial officer for Community National Bank in Escondido, California, and chief administrative officer for First National Bank, San Diego. She has also held the titles of chief information officer and loan servicing manager.

Brassfield received a bachelor of arts in economics from Lawrence University, Appleton, Wisconsin. She is a graduate of LEAD San Diego.

Karen F. Brassfield
Executive Vice President/Chief Banking Officer
Silvergate Bank

Reo Carr
Executive Editor
San Diego Business Journal

Gerald Ellison
Vice President of Information Technology
ESET North America

Imagination meets motivation in San Diego’s inventive genius which includes life-changing creations from revolutionary cancer treatment protocols to improved aviation safety systems to high tech dog monitoring. And, the region itself has become an ideal incubator for startups and established corporations branching into new endeavors.

Highlighting these business trailblazers and their hard work has been an ongoing focus of the San Diego Business Journal. At our awards event and in these supplement pages, we continue to recognize individuals and companies who demonstrate how the innovative spirit drives business growth and economic development.

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Letter From The San Diego Business Journal

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Gerald Ellison is the vice president of Information Technology at ESET North America. Since joining ESET in 2005, Ellison has helped the company grow from 20 people to 200 and built the company’s IT infrastructure from the ground up. During ESET’s growth, Ellison has been responsible for the development and control of the installation and maintenance of systems control software, adopting and incorporating many technologies like virtualization, blade and thin computing, VDI, and “software as a service”, a software delivery model in which software and associated data are centrally hosted on the cloud, to address IT’s ever-changing landscape of challenges.

Today, Ellison oversees a team of 17 IT professionals and is responsible for the company’s information security and IT operations. Ellison’s systems have enabled ESET to increase employee’s productivity by implementing a highly mobile workforce. This highly sophisticated staff is the key to the success and growth of the organization. Together with his team, Ellison strives to solve and remove all problems through technology.

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Business Banking, Redefined.
Allylix Inc. has carved out a promising niche in the $20 billion flavor and fragrance industry by focusing on a class of organic chemicals called terpenes. Normally found only in plants, terpenes are extraordinarily useful to humans, not only because they smell nice and taste nice, but also because they repel bugs, kill bacteria and reduce inflammation. But until now, their use has been limited to making fragrances, foods, beverages and other products. Allylix's terpenes are derived from a potato plant and can be used in plants, terpenes are extraordinarily useful to humans, not only because they smell nice and taste nice, but also because they repel bugs, kill bacteria and reduce inflammation. But until now, their use has been limited to making fragrances, foods, beverages and other products. Allylix's terpenes are derived from a potato plant and can be used in medicine. Besides providing a wide range of information about the investing process and how markets operate, the site allows users to interact with other members to find out what they are investing in and why. The site contains a virtual investment trading simulation system that provides members with risk-free in Sprinkle Bucks, allowing them to create a virtual portfolio, and conduct virtual transactions. Once they've learned the ropes, investors can also carry on real trades via a separate brokerage in Ontario, California.

**CONSUMER PRODUCT**

Qualcomm Inc./Snaptracs Inc.

www.pettracker.com

With all the innovations that have generated from San Diego-based Qualcomm, canine accessories would seem to be an anomaly. But, the always inventive company now helmed by CEO Paul Jacobs, went back to a plant-based material that is now sold as a biodegradable packaging material, but that the timing is the wayward puppy. With its consumer-product subsidiary, Snaptracs Inc., it has introduced Yagg – The Pet Tracker. The heart of the system is a wireless device that attaches to a dog or cat collar. Setting up the system involves an owner using the Internet and specifying a "geofence" where Fido is supposed to stay. If he wanders, the wireless signal is picked up by the pet tracker which can locate the escapee via mobile phone, tablet or computer. The system with one year of monitoring is available for $200.

**ENERGY/ GREEN**

David Saltman
CEO
Malama Composites
www.malamacomposites.com

Malama Composites started out as a business developing new "green" material to make surfboards, but its owners soon discovered there are more lucrative markets for the product. Made primarily from plants, the 2-year-old business was founded the business last year on the idea of broadening its market to include building products, and specifying a "geofence" where Fido is supposed to stay. If he wanders, the wireless signal is picked up by the pet tracker which can locate the escapee via mobile phone, tablet or computer. The system with one year of monitoring is available for $200.

**MEDICAL DEVICE**

Jay Lichter
CEO
Avelas Biosciences Inc
(Avalon Venture Capital)
www.avelasbio.com

La Jolla-based Avelas Biosciences Inc., in conjunction with researchers at UC San Diego, is working to develop a technique to identify exactly which tissues need to be removed during oncology surgery. The core research comes from Roger Tsien, a UC San Diego biochemistry professor who was awarded the 2008 Nobel Prize in Chemistry. This real-time diagnostic technique, developed by Tsien and his colleagues at UC San Diego allows surgeons to detect cancerous tissue by injecting a fluorescent protein fragment into a patient's bloodstream. The aim is to decrease time spent on the operating table, and potentially decrease the need for secondary operations, radiation and chemotherapy. The technology has several applications from detecting cancerous lymph nodes to discerning cancerous lesions in colon cancer long before they are visible through a coloscopy. With pressure to reduce medical costs and improve patient outcomes, the process will be a welcome addition.

**MOBILE DEVICE**

Kian Sanelli
CEO
Independa, Inc.
www.independa.com

Aging in place has become the new criteria in caring for seniors. With studies confirming that the longer an aging parent stays in their familiar environment, the longer they will thrive. So the caregiver market in the US has grown rapidly to fill this need as many adult children find themselves in the role along with trained health care professionals, Independa offers leading technology-enabled independent-living solutions for the elderly. Independa's integrated cloud services organization and individuals to cost-effectively help the elderly remain independent longer. The company provides a suite of solutions including comprehensive social engagement opportunities, medication and appointment reminders, support for daily living activities, and wireless health, remote monitoring and safety solutions. Caregivers enjoy these benefits through a standard telephone, as well as through the Independa Angola’ solution running on a TV or tablet. Professional and family caregivers drive the easy-to-install and-use solution via the Caregiver Web Application, a browser-based dashboard, setting rules and thresholds to be alerted only when something isn’t quite right.

**SOFTWARE**

Tracy R. Trent
CEO
Proximetry
www.proximetry.com

Data transfer from machine to machine and network to network encompasses a part of software technology that requires accommodating everything from a house smart grid meter to a fleet of highly computerized aircraft. Proximetry rolled out its unique platform at an auspicious time. SDG&E was testing the technology in 2007 when wildfires spread through a large portion of the county. Today SDG&E is a customer, and those cells will be an important part of its smart grid system. Proximetry delivers network and performance management solutions for complex wireless ecosystems, bringing greater predictability to mission-critical traffic in the various work environments. Proximetry’s software “airsync” coordinates the transfer of massive amounts of data over existing wireless networks, considering the available wireless technologies and channel conditions. The company plans to grow its presence on the West and East Coasts with San Francisco and New York City among its target markets. The program works by signing up restaurant patrons for free on the MOGL website or through its mobile device application, adding information on the debit or credit card they plan to use when dining out. When customers use the card at participating eateries, they are issued 10 percent cash back on those cards, through arrangements that MOGL has with Visa, MasterCard and American Express. Customers also receive email notifications from MOGL updating them on how much they’ve spent and saved during the month. Cash prizes also encourage repeat business. The program also has a philanthropic element in that profits are given to member establishments. When a customer spends at least $20, MOGL donates a meal to Feeding America.

**MEDICAL RESEARCH**

Aladar Szalay
CEO
Genelix
www.genelix.com

Genelix Corporation is a privately held, clinical stage biopharmaceutical company dedicated to changing the way cancer is diagnosed and treated. The company has developed a proprietary virus-based cancer therapy to locate and enter cancer cells before multiplying and destroying them. The treatment is based on the ability of the virus to kill cancerous cells in tumors more quickly than they can replicate. GL-001 is based on a reengineered virus, which is been shown safely as a vaccine against smallpox. This platform includes a green fluorescent protein as a biosensor diagnostic. Clinical trials are being held in Europe and at Memorial –Sloan Kettering Cancer Center in New York.

**TECHNOLOGY**

Gerry Block
CEO
Sandel Avionics Inc.
www.sandel.com

Piloting a helicopter can be a tricky business. Instruments can often give false alarms about perceived dangers such as power lines and mountain peaks. Sandel Avionics Inc. has engineered the TAWS or terrain awareness and warning system, installed in most choppers that produces fewer “nuisance alerts”. Sandel’s HeliTAWS allows a pilot to select the sensitivity of the device which shows obstacles on a video display similar to a car’s GPS. Adding to the reliability of the system, Sandel has compiled a database of all the power lines in the U.S. as well as other wire hazards which is incorporated into the system (a major concern for helicopter pilots). HeliTAWS is designed for general aviation consumers and has attracted the attention of the Black Hawk helicopter. With offices in Vista and technical support facility in North Carolina, Sandel is now consulting with other governments to compile a database of wires for systems sold internationally.
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John Moore
CEO
3D4Medical LLC
Developer of medical and fitness apps that show in minute detail the intricacies of an elbow, a bloodstream, or a nervous system. Videos and features help educate both patients and medical professionals about the various ways a muscle flexes or a neuron fires.

Max Cameccchia
CEO
Accelys Inc.
Develops scientific informatic software products and service organizations that rely on science to differentiate themselves on the market.

Mark Neilson
Founder
Accrue of San Diego
Aids nonprofit organizations by identifying savings in for-profit businesses, then diverting some of the savings to the nonprofit.

Kris Skrinak
President
AdaptiveReac Inc.
Developed a “Cool Plasma Gasification” process which is used to turn non-recyclable waste into clean energy. Also manufactures efficient machinery for the process.

Thomas Marsh
President
American Wave Machines
Patented technology for its wave machines. Its latest offering is a control system that uses Apple Inc. products.

Bruce McFarland
President and Founder
American Wave Machines

Kian Ong
President, Co-Founder
APP2YOU
Provides easy to understand tools to non-programmers to create custom software.

Ignacio De La Torre
Regional Vice President
AT&T
Created a competition to develop the best local software application. Application writers must use some city-supplied data.

Jose Ramirez
Manager, Antenna Solutions Group
AT&T Services Inc.
Innovative system to handle the large volume of cell phone traffic bouncing around the venue where the Chargers play. The 4G electronics take up a fraction of the physical space that is 3G counterparts need.

Jay Deady
CEO
Amerispot
Developed a wireless interaction-based tracking system to help hospitals track equipment, location of patients and health compliance issues and cut costs.

Emily Sugihara
CEO
Bagus
Manufactures simple, high quality bags in many bright colors that are durable and fill many uses.

Continued from page S24
Owen Perry
Founder
I-Somm LLC
Provides a tool to the restaurant owners to market their wine and food offerings to their clientele by the ability to offer customized chef specials and wine promotions that can be updated by the restaurant owner via the I-Somm Owners Portal.

Diego Miralles
CEO
Janssen Research & Development, LLC
A new life science innovation center providing emerging health care companies an efficient way to discover and develop solutions to the health care challenges. This model is intended to give companies the opportunity to invest their capital in research instead of infrastructure and to focus resources on progressing science instead of day-to-day operations.

Gary Rayner
CEO
LifeProof
Developed a proprietary, protective case for the Apple iPhone®.

Malcolm Bohm
President and CEO
Liquidgrids Inc.
Developed software that tracks public social media activity related to specific health topics, discovers conversation patterns and identifies sources of influence. Used for targeted marketing campaigns.

Darron Richardson
CEO
Mad Catz Inc.
Produces products for the “passionate gamer,” including an optimized computer mouse.

Michael Malin
CEO
Malin Space Science Systems
Designs, builds, and operates space camera systems for government and commercial aerospace customers.

Bobbye Tonilee Brooks Adamson
Co-owners
Media 4 Women Enterprises, Inc.
A full service Marketing and Media company that targets women who have little to no experience in technology to develop online branding as they learn to navigate social media sites and use other Web-based tools for their own businesses.

David Woitman
President
Medical Database Services
Developed a solution to ease the complications and the high cost of diabetes care through its Glucose-Metrics wireless monitoring technology, which includes improved patient reporting tools along with medical staff education and mentoring as well as an advanced wireless technology infrastructure.

Amir Moussavian
CEO/President
MIR3 Inc.
Sells software that allows businesses and organizations to rapidly deploy two-way communications to large groups of people around the world.

Jim Cady DeBello
CEO
Mitek Systems Inc.
Developed the technology for cell phones to become tools to deposit checks, pay bills or send faxes.
Continued from page S27

Scott Applebaum
President/CEO
Multispark LLC
A California company that designs, manufactures, licenses, markets and sells a new performance spark plug called the PowerSTAR® which delivers more complete burn with less emissions, fuel savings, and increased horse power.

Cahit Akin
CEO
Microchip Networks Inc.
Created a TelePorter useful for sending high-quality streaming video in from the field, using multiple data cards.

Garrett Smith
CEO & Co-founder
Nassee Inc.
Incorporates proprietary surface modification technology to enhance bone cell growth in a process called “differentiation.” This leads to stronger bone-to-implant bonding and accelerated patient healing.

Jeremiah Sullivan
Founder
Nepticnic Technologies Inc.
Conceptualizes, develops, and builds advanced syner-gistic multifunctional textile and material systems to maxi-mize protection from diverse physical threats.

David Jenkins
CEO
Next Proteins Inc.
Developed a low-calorie carbonated protein drink called Xapp.

Robert Nascenzi
CEO
nliven systems
Provides software solutions for health care, well-being and military family and social service organizations.

Wes Bush
CEO
Northrop Grumman
Innovated a new spy plane called Firebird that is able to fly with or without a pilot and with a focus on intelligence, surveillance and reconnaissance. It can also carry weapons.

Michel Kripalani
CEO
Oceanhouse Media Inc.
A leading publisher of more than 250 mobile and desktop apps for iOS (iPhone®, iPad®, iTouch®), Android™, NOOK Tablets™, Kindle Fire™, HP TouchPad™ and Windows 8 devices.

Belinda Coker
CEO
OmniGroup
Sells eco-friendly alternatives to disposable shopping bags. Envirosax bags are lightweight, durable and fashionable.

Jill Addison
CEO
One Video Producer
Offers a do-it-yourself video course.

Michael Covert
CEO
Palomar Pomerado Health
Palomar Health is the largest public health-care district by area in California and the most comprehensive health care delivery system in northern San Diego County.

David Turner
CEO
Parallel 6 Inc.
Utilizes cutting edge social media strategies and leading mobile marketing technology to assist its clients.

Vish Mehta
Founder
PatientClick/EHR
Uses technology of the “cloud” to provide electronic health recordkeeping to small physician practices.

Dave Dutch
CEO
Paylease Inc.
Created an online portal where rent and other payments can be made with electronic checks or credit cards to property management companies.

Venkat Shastri
CEO
PCN Technology Inc.
Ethernet/IP networking company that provides machine-to-machine products and services to Automation & Control customers worldwide.

David Felker
CTO
Polara Golf
Uses the most advanced technology to create anti-slice golf balls and golf accuracy products that helps recreational golfers lower their scores and enjoy the game more.

Michael Nark
President and CEO
Power Analytics Inc.
Offers software used to design, monitor and manage micro grid networks.

Scott Kerschner
Co-Owner
Power Ten Inc.
Services-disabled, veteran-owned, small business providing professional, technical, engineering, and information technologies, services to government and industry customers.

Cherry Park
Senior Director of Marketing
Qualcomm Inc.
Adaptive web design with content on Qualcomm’s website that morphs into a shape that best fits whatever screen the viewer is using.

Jessica Hanson
President
Rapid Fire Demolition/Construction
One of the first women-owned businesses to rehab, distressed and foreclosed homes on behalf of individual and institutional investors.

Bill Raggio
CEO
Raytek Inc.
Provides its customers with a full-service facility that specializes in engineering, design and manufacture of precision silicon, glass, fused quartz and fused silica products.

Kevin Cosems
CEO
RF Surgical Systems Inc.
Offers a fast, new way to detect a foreign object left in the body during surgery.

Ann Poppen
Preconstruction Executive
Rudolph and Sletten Inc.
Deployed a field-based collaboration technology and saved 60 percent on costs and 30 percent on time in the preconstruction process, using a construction document-focused technology.

Naser Partovi
CEO
Sanitas Inc.
Provides software (Wellabo) to help patients with chronic conditions take care of themselves.

Jim Cady
CEO
Stacker Inc.
Gives listeners anytime, anywhere access to the world’s best music and entertainment.

Tom Watlington
CEO
Solera Wireless Inc.
A medical device company that offers the ViSi Mobile which allows all core vital signs to be monitored accurately without tethering the patient to a monitor on a wall.

Rod Turner
CEO
Startac
Crowd funding website for businesses and projects. Combines ‘auditioning’ and advice to entrepreneurs seek funding.

Robert Reynolds
CEO
Superheat
Developed trading cards that feature pro skateboarders and may also be used in a strategy game where players take on the identities of action sport athletes.

Darrius Thompson
CEO
Sweetlabs
Creators of Polski, software that brings a modern app experience to the PC, and OpenCandy, the quality ad network for apps on the PC.

Derek Smith
Founder & CEO
Tesla Controls Inc.
Technology allows users to control a light switch remotely using a computer and a browser. No special software is required.

Kevin Florangan
CEO
The People’s Movement Inc.
Part of a two-campus research organization at UC San Diego, with its counterpart at UC Irvine, the twin research units are collectively known as the California Institute for Telecommunications and Information Technology, called Calit2 for short.

Ken Tang
CEO
Trex Enterprises Corp.
Specializes in cutting-edge technical solutions and products to improve performance across the electromagnetic spectrum. Adapted millimeter wave radar to detect foreign objects on airport runways.

George Dennis
CEO and Founder
TV Ears Inc.
Introduced several new hearing care products to help people hear better in different situations such as on the telephone or at the dinner table.

Sharon Ben-Harosh
CEO
Unpakt LLC
A new online platform that digitizes and simplifies the entire moving experience from start to finish.

E. William Rady
CEO
Verdeyne Inc.
Scientists developed new genetically engineered strains of yeast that creates new sustainable industrial chemicals that help grow ethanol more rapidly.

John McCormack
CEO
Websense
It offers the TRITON™ comprehensive security solutions, the first solution to help consumers, companies and connected users of Facebook keep away from viruses and unwanted content within Facebook.

Jack Wade
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Cymer technology enables the creation of tablets, smartphones, and innovative electronic devices that benefit mankind. We are honored to be a finalist nominee for San Diego Business Journal’s second annual Innovation Awards.

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