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SAN DIEGO BUSINESS JOURNAL 2013 INFORMATION TECHNOLOGY Executive of the Year AWARDS

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Letter From The San Diego Business Journal

I remember the time when having your head in a cloud was NOT a good thing. Fast forward to our technology-charged age and the clouds now forming are the cutting edge of computer and data management that have opened new possibilities in the changing world of digital information. This marks our sixth year of acknowledging the gifted information technologists among us who have nurtured and created evolutionary systems that are now key to our business operations, our educational institutions, our medical health records, and our national security. Welcome to the 2013 Information Technology Executive of the Year Awards issue.

From mobile apps to supply chain protocol, information technology is now the platform that drives business on every level. Today’s IT executive must possess multi-disciplined talents to manage infrastructures, ever changing software systems and rapidly expanding hardware needs. In this supplement we present 43 finalists and winners from every strata of the high tech world – entrepreneurs who gambled their personal money on their own innovative concepts; nonprofit managers who struggle daily to keep social service centers operating on outdated equipment and software; and security experts, schooled in the latest cybercrime trends, who keep watch on our financial, defense, and personal privacy.

We would like to thank our panel of IT industry professionals for their time and careful evaluation of our nominees – Gerald Ellison from ESET North America, Mark Kohlheim from CACI International and Chuck Phillips from the Digitaria agency.

We also must acknowledge our partners in support of this annual recognition program including title sponsor ESET; along with gold sponsors AIS, Robert Half Technology and SJA Security.

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 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.

Ellison was recently named the 2013 Information Technology Executive of the Year.

Mark Kohlheim
CACI International Inc.

Kohlheim is vice president of the Acquisition Professional Community and Navy Space Cadre. He served on numerous tours in a variety of positions including Combat Systems, Weapons, and Navigation, Engineering, Operations, Information Warfare Commander and Chief of Staff for CSIR. Captain Kohlheim’s decorations include the Legion of Merit (four awards), Meritorious Service Medal (five awards), Navy Commendation Medal (two awards), Navy Achievement Medal (two awards) and various unit and expeditionary awards. He is most proud of his unit and expeditionary awards because they recognize the participation and accomplishment of the “team.”

Kohlheim prioritizes supporting educational and outreach organizations and serves on the School of Engineering advisory board for San Diego State University and also is a mentor at the school’s Zahn Center, as well as a board member of the San Diego Fleet Week Foundation and the non-profit CyberHive Incubator.

Mark Kohlheim is one of the four principals and the driving force behind the success and innovation of the San Diego-based Digitaria.

Phillips is one of the four principals and the driving force behind the success and innovation of the San Diego-based Digitaria firm. As chief technology officer, Phillips heads the digital marketing and technology company’s diverse group of creative technologists and engineers, a top-flight and tightly-knit team who design, develop, deliver, manage, and measure some of the most innovative systems on the web.

Phillips has led a wide range of projects, including desktop applications, embedded systems and mobile applications. He has been acknowledged with numerous industry awards and twice was named one of the San Diego Business Journal’s IT Executives of the Year. Phillips proudly spearheaded the agency’s development of the multiple award-winning LRA Crisis Tracker, which melds rudimentary high frequency radio technology with the latest in mapping and social communications technology, enabling central Africans in reporting movements and actions of war criminal Joseph Kony and his Lord’s Resistance Army.

His deep knowledge and experience, coupled with his adaptability and intuitive approach, have made him an invaluable asset supporting Digitaria’s key accounts, including Qualcomm, Xilinx, NBC/Universal, Disney, Pixar and the NFL.

Randy C. Frisch
President & Publisher
Douglas Burke has created an infrastructure at the University of San Diego (USD) that has put the liberal arts institution at the forefront of IT innovation in the field of higher education. He has been dedicated to advancing the mission of USD for more than 25 years and, according to his colleagues, represents the very best example for understanding service and integrity that is so important in being a successful IT professional. His contributions to USD have been extraordinary in terms of advancing the school’s IT systems, demonstrating extraordinary leadership with several major projects that have allowed the university to far exceed the typical technology and services offered by others. Most recently he helped the CIO bring two new Wi-Fi controllers to campus to prepare for the next generation of wireless systems, making USD one of the only campuses in the world to have these wireless systems, making USD one of only three institutions in the world to have these wireless systems. Burke is equally as dedicated to community service and volunteers his time, talent, and treasure to work with Angel Flight, a network of pilots who transport sick or “in need” people via private aircraft. He also supports Turning Point Home, a recovery home for women. And, he shows his steadfast loyalty to his school as an annual attendee at the USD sports banquet, which helps raise funds for school athletes.

Douglas Burke
Director of Network Information, Systems and Services
University of San Diego
www.sandiego.edu

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**Small Nonprofit Organization Winner**

Isabel Sauerbrey

**President of San Diego Tourism Authority**

Isabel Sauerbrey certainly cannot be stereotyped as an “IT geek.” As vice president of Information Technology, Sauerbrey has brought a new dimension to the San Diego Tourism Authority and its successful marketing efforts that have contributed to San Diego’s thriving convention and visitor economy. Prior to Sauerbrey’s tenure, the company lacked any technology for data management, not even accounting. Over a period of 18 months, she transitioned the company to a state-of-the-art technology system, creating clean-up programs to input data, training associates, and establishing new procedures for sales, accounting, membership and marketing that are easy to follow. To achieve this, almost all of the programs needed customizing to fit the organization’s needs and Sauerbrey systematically worked with each division to meet her goal. An office move gave her the opportunity to upgrade phone systems, servers, conference room technology, video conferencing and work area technology, and she led the effort to contribute to the Authority’s recently launched website. She also assisted the head of sales in creating a unique sales system, called “Lead,” which is the core communication link between the sales team, the hotels and customers. This unique system has won many industry awards for its innovation and efficiency. In addition to having the right tools necessary, Sauerbrey is committed to staff training and support. Her leadership as the head of the department inspires her team to be collaborative, innovative and productive. As a result of her contributions, Sauerbrey is passionate about animal rights and finding loving homes for rescued four-legged friends. And, she is extremely proud of recently becoming an American citizen.

**Medium Nonprofit Organization Winner**

Valerie Williams

**Director of IS**

Valerie Williams firmly believes that the prime directive for technology is the direct impact it has on the care and education of those in need. In her role as vice president of Information Technology for Planned Parenthood of the Pacific Southwest, Williams uses her technical expertise to constantly improve the organization’s ability to provide services for an extensive client base that reaches from San Diego to Riverside County. In addition to overseeing the Information Technology department, Williams is responsible for managing the Contact Center, which handles the massive daily influx of calls for appointments. The systems she has put in place have successfully reduced the “call abandonment” rate from 16 percent to 6 percent with increased efficiency of the Contact Center. With many more improvements already in place, improving health outcomes. Williams has also helped address a major challenge faced by the organization—developing and implementing an electronic health records system that would ultimately allow the staff of clinicians to better serve the needs of patients. The foundation of Williams’ successful career is her ability to lead and adapt to change. She has never been afraid to join a company in a different business from her previous experiences, as she has seamlessly transitioned from the worlds of finance, telecom, automotive marketing, and health care. Williams also is committed to health care outside of her Planned Parenthood responsibilities. She serves on the California State University San Marcos’ Healthcare IT Advisory Board—working to design a health care IT program for both the bachelor’s and master’s degree levels.

**PRIVATELY HELD COMPANY CATEGORY**

**Medium Privately Held Company Winner**

Mark Card

**IT Manager**

Bil Howe Plumbing, Heating & Air, Restoration & Flood Services, Inc.

Mark Card is one of the few, if not the only, people who are older and on the edge of the Bill Howe Volunteer Team. He also has been working closely with a group of retirees in the East County to bring technology to people who are older and on the edge of the boom of the “online” world.

Michael Chagala

**Director of Information Technology**

Sullivan Solar Power

www.sullivansolarpower.com

As the director of technology for one of the most successful green building companies in San Diego, Michael Chagala has helped double online sales from 2011 to 2012, contributing to the rapid growth of Sullivan Solar Power and increasing its staff by more than a third. He came on board to an organization with almost 20 IT professionals and an infrastructure, a handful of un-networked computers loosely connected to a couple of printers, and an external hard drive. He has brought the company’s technology to state-of-the-art, establishing Sullivan Solar Power as a dominant force in Google’s search engine results in Southern California. He has an ability to predict upcoming changes to the SEO landscape and adjust accordingly. Sullivan’s website was designed by Chagala, employing the latest in user experience and usability. Months of A/B testing and updates based on user-experience testing have rocketed the performance of SullivanSolarPower.com beyond anyone’s expectations. Chagala is involved with several IT professional organizations including Refresh San Diego, San Diego HTML5, and San Diego Search Engine Marketing.

Joe Conduro

**President, CEO, Head of Technology**

PatientSafe Solutions

www.patientsafesolutions.com

Joe Conduro was appointed president, president and CEO of PatientSafe in April 2012, after serving as president and CIO since June 2011, and the company has grown exponentially over the last two years to include more than 70 employees, an expanded suite of products, and a number of patents. PatientSafe is a San Diego-based health IT company on the cutting-edge of converging consumer mobile technologies and enterprise clinical systems. Its flagship product PatientTouche, released in March 2012, is an iPhone-based platform that enables doctors and nurses to access and edit patient data. Conduro is currently working with PatientSafe to develop a software and hardware solution available on iPhone 5. Conduro encourages a philanthropy program in which PatientSafe employees volunteer at the San Diego Food Bank with Feeding America throughout the year.

**Large Privately Held Company Winner**

Michael Chagala

**Director of Information Technology**

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www.sullivansolarpower.com

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**Large Privately Held Company Winner**

Etienne de Brun

**CTO**

Mark Development

www.mondays.com

Etienne de Brun is the ultimate networker. He effortlessly opens the Monk Development office, where he is CTO, to host numerous learning events and training opportunities to better inform not just internal staff, but people from around the county. He led the technology team within Monk to build a software-as-a-service product that allowed the company to be one of the Fastest Growing Privately Held Companies in San Diego for four years running and to qualify for the Inc. 5000 in 2012. de Brun launched the CTO Forum nationwide and in the last two years he has grown it in San Diego, Austin, Portland, Seattle and San Francisco. In San Diego alone more than 150 CTOs gather together for events such as whiteboard sessions to experience peer-learning and share best practices. SD Ruby, software development certification programs and more have all been launched by de Brun. He also is an avid foosball player with the team and sits on the board of several nonprofits.

Pablo Da Silva

**Director of IS**

New Horizons Computer Learning Centers of Southern California

www.nhcomcal.com

Despite managing in- class learning and lives far flung across New Horizons’ five Southern California locations, Pablo Da Silva is a constant fixture at all of the company’s locations. As the organization’s Director of IS, Da Silva has led the CTO project, as well as working to make classrooms projector free. The project will help with communication, as well as save on energy bills and save time by unifying communications onto one device (the computer). He also uses his time working with Computers 2 SD Kids, a nonprofit that restores old computer equipment to local children and schools.
Christopher Eakin  
Principal/CTO  
Infracore  
www.infracore.net

Mainly through word of mouth and the referral of very satisfied clients, Christopher Eakin has grown his company, Infracore, to 20 people strong. Eakin is accomplished at deploying the appropriate solution for every environment that he manages. A number of Infracore’s portfolio clients have gone through tremendous growth and they have relied on Eakin and his team to ensure a high degree of reliability and scalability during these periods. He is known to lead by example and enjoys mentoring and training other IT professionals. He also prioritizes his employees and encourages them to maintain a healthy work-life balance.

Zebulon Evans  
Director of Technology  
GMI Building Services & Guard Management, Inc.  
www.gmiweb.com

Zebulon Evans has faced the challenge of bringing his technical skills and passions to what are generally considered low tech industries. In 2012, Evans led his team to lift GMI Building Services & Guard Management, Inc. above other building service companies by building a platform that the company can grow on. He migrated the entire company of more than 1,000 employees off of Microsoft Exchange and into Google Apps Enterprise to alleviate the maintenance and administrative burden on IT. To complement finalizing the move to Google Apps Enterprise, he also moved the company off of BlackBerry and on to Android for a tighter user experience. With that in place, he and his team have been releasing new mobile apps monthly for both managers and field employees. This has drastically decreased tedious work loads of managers when it comes to sifting through email reports from the field. To help the mainly mobile workforce, Evans and his team also revamped Citrix. Guard applicants now go through a personality profile screening via online application software. He is currently in the process of developing and implementing massive revisions to GMI’s Disaster Recovery Plan. Evans also is active in the community, volunteering as a Rotarian with the San Diego Coastal Club and also regularly serves on the board.

Henrique Ferreira  
Director of IT & Senior Systems Architect  
PayLease, LLC  
https://www.paylease.com

Henrique Ferreira has long held the reins at PayLease, LLC developing the online payment processing solution that is the company’s flagship product. In 2012 he designed and launched the new Check Scan solution for the company, adding paper check processing to the various payment types accepted by the company. He also developed a mobile application on the iOS platform for internal employees and enhanced the company’s SOA platform for better integration with partners. He added increased value to the Customer Service portal, allowing Customer Service Representatives to better service PayLease clients.

Jon Gjerset  
CIO  
Ace Parking Management, Inc.  
www.aceparking.com

Most people don’t think of parking beyond stuffing some bills in a small slot or swiping a credit card to get out of a garage. The reality is that the parking industry has been experiencing massive change, innovation, consolidation and competition over the past decade, with 2012 being one of the most active years of change. As Ace Parking Management’s CIO, Jon Gjerset has been at the forefront of keeping the San Diego-based company competitive on a national basis. Ace Parking remains one of the largest privately held parking management companies in the country. Although he was, and continues to be, up against much larger technology budgets and resources, Gjerset has been able to not only help protect Ace’s client base, but also help enable the acquisition of new properties for Ace in cities including Santa Monica and New Orleans by ensuring the company delivers the most relevant technologies and information both internally and to clients. His approach to selecting and implementing new technologies is to prioritize including employees and managers who will use these technologies to assure their comfort and buy in.

Lance Geeck  
CIO  
Alternative Design Insurance Services LLC  
www.adisusa.net

Lance Geeck’s background is technology; however, he understands that his fellow employees are not as literate as he is when it comes to IT. His ability to communicate and explain complex ideas to his co-workers without arrogance or apathy is well known throughout the company. As CIO of Alternative Design Insurance Services, his leadership also has won him the title of “Chief Problem Solver”. His ability to create a flexible IT operating model has allowed the company to make immediate course corrections in operations. The systems that Geeck has implemented have saved the company more than $180,000 in the past year alone. Outside of his responsibilities during the weekdays, Geeck works locally with various organizations including helping out with dinners at the Wounded Warrior Project.

Gjerset has been at the forefront of keeping the San Diego-based company competitive on a national basis. Ace Parking remains one of the largest privately held parking management companies in the country. Although he was, and continues to be, up against much larger technology budgets and resources, Gjerset has been able to not only help protect Ace’s client base, but also help enable the acquisition of new properties for Ace in cities including Santa Monica and New Orleans by ensuring the company delivers the most relevant technologies and information both internally and to clients. His approach to selecting and implementing new technologies is to prioritize including employees and managers who will use these technologies to assure their comfort and buy in.

From cloud, colocation, & network connectivity to disaster recovery, high-availability, & IT Security, AIS provides smart, flexible IT infrastructure solutions in San Diego & Phoenix.
or nonprofits. Helgeson grew his business by organizing a series of local events for local green businesses titled GreenOn. He signed on 20 resellers who provide GreenOn's technology to companies worldwide which today number more than 5,000 companies, including the San Diego Chamber of Commerce, which has more than 500 San Diego companies relying on GreenOn's technology with their ChamberZoom product. Most partnerships that have formed at GreenOn have been with local businesses or nonprofits.

Adam Levenson
CTO
Digital Operative Inc.
www.digitaloperative.com

Adam Levenson puts a lot of emphasis on education. As one of the co-founders of Digital Operative Inc., Levenson has been the enabler behind much of the technological innovation that has emerged from the development team. From the very early days of the company, Levenson has put various products, processes and services into place that have developed Digital Operative technology power house within San Diego. Its first product was DooverCMS, which gave customers the flexibility and features that they needed to manage their websites. In 2010, Levenson built ContestCore, a social media platform for brands launching UGC contests and viral sweepstakes. Using this product, Digital Operative acquired customers like NBC Universal, 7-Eleven, Feeding America, Sony Music and TappHunter.

Gregory Magaril
CEO
Ceatus Media Group
www.ceatus.com

As the force behind Ceatus Media Group's strategic efforts to target marketing, Gregory Magaril, as the company's COO and VP Technology, has designed and managed a system that delivers geographically targeted content to users, resulting in major web properties from around the world. This new development has leap-frogged the success of the 500 clients Ceatus serves in 15 countries. Magaril plans, budgets, and oversees all IT projects and systems including security, communications and monitoring, back-end support, mobile, cloud and desktop services. He built a new infrastructure for the company's new location following a move in January 2012. He and his team worked tirelessly to ensure that every aspect of the move went smoothly, including setup for the new server room, telephones, internet connections, network and AV. Magaril essentially held two jobs. Due to his planning and efforts, the move was executed without a hitch. The company goal was to maintain a working infrastructure so that a limited number of work hours were interrupted and Magaril's team made it possible to resume business at the new location without skipping a beat. Magaril allows his team of software engineers to experiment with cutting-edge technologies and encourages them to continue to expand their knowledge. In addition to his work with Ceatus, Magaril serves as the President for the San Diego Association of IT Professionals, adviser for the Web Publishing Certificate Program at UCSD Extension, and as a director for the Organizing Committee of the annual San Diego Cloud Computing Conference.

Ronald McNeill
Owner, CTO
Integrated Practice Solutions
www.chirotouch.com

As the CTO and founder of ChiroTouch, Integrated Practice Solutions, Ron McNeill's vision is the compass that continually pushes the direction and growth of the organization. Knowing what someone wants before they do and knowing that he is a leader facing all technology companies, and with McNeil's leadership, the right decisions at the right time have guided the company's development. McNeill has demonstrated a tremendous philanthropic spirit while guiding technological innovation that has remarkably transformed and inspired the company. In support of education, McNeill has made available the software that is used primarily within the chiropractic industry and made more than $250,000 in donations to professional foundations and an additional $100,000 to chiropractic schools struggling with attendance and neediness assistance.

Vishal Mehta
President & CTO
PatientClick
www.patientclick.com

Vishal Mehta is one of the key executives in the PatientClick team and founder of PatientClick technology. In 2012, the growing company saw triple digit revenue increases. With a fundamental shift in health care delivery system across the country, PatientClick systems are designed to keep track of patient activity leveraging existing wireless and Wi-Fi networks (already established across the country). The company's innovative technology is making an impact in the physician community. This approach is the first step towards changing the way health care is delivered in ambulatory care services. Mehta has worked on a highly sophisticated integration system to exchange data between PatientClick EHR with wireless devices like FitBit, DigiFit and several other Wi-Fi health activity tracking tools. In 2012, he successfully transferred the application to a true cloud-based platform; allowing end subscribers track their favorite music artists, regardless of the size of the project. Noles is active in the community and participates in charity work at the Church of Rancho Bernardo Community campaign to provide food for people in need.

Chuck Norris
Chief Technology Officer
Eventful Inc.
www.eventful.com

A pioneer in marketing the music industry, Chuck Norris has used his more than 20 years of experience to lead several startups and shift the industry's paradigm on how people listen and consume music. As chief technology officer for Eventful Inc, his achievements have contributed to enhancing the experience of the company's 20 million subscriber base, making the company more innovative and helping the organization lead the digital media industry. Norris has an aptitude for finding and retaining talented engineer teams in a competitive marketplace. He empowers his team of 20 to build upon Eventful's foundation—a scalable IT infrastructure—and elevate its design. He has had a recognizable year. Under his leadership, the team has developed "Artist Tracker" where subscribers track their favorite music artists,
and "Performer Alerts" in which Eventful provides its users with a seamless interface and sends email alerts notifying them when their favorite music artists come to town. Norris also was recently instrumental in launching Eventful's mobile app and redesign of the website.

Terry Orletsky has been a witness to the technology revolution from room-sized mainframes to miniature Nanos. He began his career in 1969 and, after a decade spent in programming and designing systems for the wholesale industry, Orletsky became CEO of a software development firm in Canada that focused on providing accounting solutions for small businesses utilizing the burgeoning microcomputer climate. He was the primary author and lead developer of the Abacus suite of accounting products. He joined The Ken Blanchard Companies in 2003 and is currently the vice president of Information Technology for the well-known leadership training organization headquartered in San Diego. During this time the company has focused on an international presence for the past five years with modern offices including cutting-edge technology established in the U.K. and Singapore. The existing Canadian office has been upgraded as well. Under Orletsky's guidance, global operations are monitored by a 24x7 network operations system in San Diego. During his tenure, the company has moved from a shaky, sparse, unreliable set of IT systems to solid, reliable, and economical information technology. Orletsky has overseen the introduction of cloud support, mobile app development, and overall infrastructure upgrades to accommodate the growing needs of the organization as it grew from its local roots.

Orletsky lends his years of experience to a number of professional organizations including the Association of International Technology Professionals, the Social Executive Council and the Executive Software Development Club. He also is active in his community, volunteering at the Good Samaritan Episcopal Church.

Kathy Pennington
President
Radiant Technologies
www.radianttechnologies.com

Radiant Technologies' Kathy Pennington is leading the company's evolution in the development, use and distribution of technology. As president of the organization she is spearheading the move into the world of Cloud ERP products, helping to establish Radiant Technologies as a leader in Southern California. Pennington helped increase Radiant Technologies current list of clients more than 12 percent, implemented a new sales procedure, and secured several million dollar plus contracts. She also routinely helps customer executive teams determine and implement their IT and business system strategies. Internally, she was an instrumental part of updating Radiant Technologies' "Values, Mission and Vision," and implementing them into the day-to-day business. She also has launched a streamlined client billing process, helping Radiant to achieve 96.6 percent invoice accuracy, up from 88 percent. She also has shortened the billing cycle, moved the internal IT to the cloud, and is implementing collaboration and project management systems. Pennington is very generous with her time and mentors several young women and entrepreneurs.

Kathy Pennington
President
Radiant Technologies
www.radianttechnologies.com

As the pharmaceutical industry comes to terms with a very challenging research and development system, the trend toward outsourcing drug discovery has accelerated. Although not trained as a research scientist, Chris Petersen, CIO of Assay Depot, designed and constructed a cloud-based drug research platform to meet the needs of this dynamically changing industry. The model is working. In 2012 Assay Depot was contracted to build private research exchanges with some of the world's largest pharmaceutical companies, including Pfizer, AstraZeneca and J&J, as well as the National Cancer Institute.

Considering the company is only five years old and employs only seven full time staff, this is a major achievement and a ringing endorsement of the platform Petersen has created. As the cofounder of Assay Depot, Petersen has created a "virtual" organizational structure that empowers its employees and creates a positive, healthy working environment.

When the Padres “play ball” there is as much cyber activity as there is field activity at today’s state-of-the-art Petco Park. In 2012, Steve Reese, the San Diego Padres’ vice president, Information Technology, spearheaded the implementation of Wi-Fi and vendor neutral DAS throughout the facility, while overseeing a complete overhaul and modernization of the Padres’ information technology, for both back office and customer-facing applications. Under Reese’s direction these new systems will serve as the backbone for an innovative phase II that will change the ballpark experience for fans – delivering fan content and concession location flexibility. It also will enhance the non-baseball events department’s ability to attract events and generate additional revenue. Reese includes his staff in planning and decision-making processes, no matter the size or importance of the project and he knows what is expected of them. He began his IT career...
Eric Rockwell
President/Chief Information Officer
centrexIT
www.centrexIT.com
Eric Rockwell is the outsourced CIO for more than 60 companies in San Diego, including the USS Midway, Balboa Nephrology Medical Group and Psychiatric Centers at San Diego. With his company, centrexIT, Rockwell has created technology roadmaps for all of these companies and aligned those programs with their business plans. Rockwell has changed IT for these companies from an expense to a business driver, especially in the local health care field. Among Rockwell’s signature projects is the design and oversight of all of the technology for the 2012 Battle on the Midway NCAA basketball game. In 2012, he has successfully migrated more than 100,000 paper medical records to electronic health records at several large medical groups. Rockwell has worked to make the environment at centrexIT both professional and inspiring, including implementing technology leadership and training programs for young technicians and engineers as well as career roadmaps for techs and engineers. He has led centrexIT to numerous industry awards including a Microsoft Cloud and Virtualization Competency Award and a Cisco Small Business Security Award.

Roy Schebel
IT Manager
Petit Kohn Ingramia & Lutz
www.pkithec.com
From the hardware to the software, Roy Schebel has designed all the technology systems to fit together seamlessly at Petit Kohn Ingramia & Lutz. In the five years he has been IT manager, the active law firm has experienced zero downtime due to system failures. Schebel came on board in 2008 when the organization was equipped technically to handle only 25 employees. Prior to Schebel’s arrival, the old system was incredibly slow and could not be accessed via personal phone devices. He overhauled and modernized and now the program is received very well by all attorneys as being user friendly and efficient. In 2009, the organization grew to 40 employees, which required Schebel to redesign the entire infrastructure. He did this with only one IT assistant, and was able to keep all systems running smoothly and not produce any downtime, conversion, or any downtime or system glitches. And, the system now accommodates more than 75 employees. Schebel tracks his IT response time and most, if not all, claims are addressed within 20 minutes of submitting. He inspires and empowers his small team (now a total of three) to achieve great results.

Reuben Shaffer
Chief Information Officer
Sambreel
www.sambreel.com
Sambreel’s CEO Kai Hankinson recently remarked that Chief Information Officer Reuben Shaffer and his team’s work over the past year “is the equivalent of taking an old slow biplane and, while in mid-flight across the Pacific, transform the biplane into a Boring jumbo jetliner.” In his first year at the company, Shaffer has led the drive to a more sustainable data infrastructure that continues to evolve to meet the needs of the firm’s diverse portfolio of businesses. Charged with the leadership and development of a sophisticated team of programmers and systems analysts, Shaffer is empowered to compete with large enterprises. The firm’s leadership has recognized the need to innovate at a pace that challenges their competitors. Shaffer is committed to community support as well and has helped build houses with Habitat for Humanity and volunteered at the Humane Society and Salvation Army.

Scott Smeltzer
CEO
On-Site Tech Support
www.ostrasitesupport.com
CEO Scott Smeltzer is the embodiment of On-Site Tech Support’s IT program. He is intimately involved in the day to day business, as well as sales and marketing, accounting and all decisions related to the strategic direction of the company. Smeltzer encourages his staff to think independently and he empowers them to make decisions they see are in the best interest of the customer. They are instructed to make those decisions as they see fit, under the guidance of On-Site Tech Support’s CEO. Smeltzer has led the company to numerous recognitions including winner of 2012’s BBB Torch Award for Business Ethics; finalist for San Diego Chamber of Commerce Small Business Award; and finalist for Solana Beach Business of the Year. He volunteers at UTC Ice Sports Center, helping to coach three to six year olds in learning to play ice hockey. He also is a member of Surfrider Foundation and volunteers at the San Diego Surf Film Festival every year.

Matt Stamper
Vice President, Technology
redIT
www.redit.com
Matt Stamper has a mantra - don’t let others dictate what’s possible. Few people would have the confidence to attempt from a data center-centric operation to one of the largest regional cloud computing providers - yet Stamper dove right into it and now manages the entire service catalog for all of redIT. As the vice president of technology for the company, he took on the challenge without question, grew the managed services team, and set the path that could be done despite the slew of naysayers. Stamper’s tenacity combined with an unparalleled expertise and forward-thinking acumen were key reasons why the company grew its client base by 16 percent and revenue by 28 percent and his positive impact was felt throughout the company during what was a banner year. Over the last 12 months he helped the company launch the region’s first secure metro fiber network between San Diego and northern Baja Mexico and facilitated a partnership to launch a completely new disaster recovery service offering in Phoenix. He is a regular course instructor at the UC San Diego Extension Program and a highly sought-after speaker at various technology associations throughout the region, including the Association for IT Professionals and Software San Diego.

Steve Wallace
CTO/VP Engineering
AIS (American Internet Services)
www.americanis.net
As CTO and VP of Engineering at AIS, Steve Wallace is the company’s IT leader who must balance the opportunities and benefits of new technologies with the realities of integration and management of existing systems in a 25-year-old company. Wallace was a key supporter of moving AIS into cloud services. This was an opportunity for technology innovation and a strategic move into adjacent markets. Wallace worked to make the data center network engineering team to roll out two commercially-available cloud service offerings, AIS BusinessCloud1 and AIS CloudCompute. This was an impressive achievement given the strategic importance, available financial and human resources, technology complexity, integration challenges, and the competing demands of servicing the existing large client base. He was integral to the launch of San Diego’s first-ever VMware-based cloud service offering and the SouthWest’s first bioinformatics software as a service featuring publicly available applications and data for important sequencing research. Wallace also juggles family responsibilities with his demanding role, having his children’s school. He is a regular course instructor at the UC San Diego Extension Program and a highly sought-after speaker at various technology associations throughout the region, including the Association for IT Professionals and Software San Diego.

Hussein Yafoufi
Sr. Director, Technology & Corporate Services
OneRoof Energy
www.oneroofenergy.com
Making solar accessible and affordable to mainstream America is not only good for the planet, but profitable as well for San Diego-based Hussein Yafoufi, senior director, technology and corporate sales has helped guide OneRoof Energy to experience rapid growth. The company provides a comprehensive platform for the sale, distribution and financing of residential solar electric systems in the United States and as a start-up solar financing...
company, the firm’s expansion has been at lightning speed. OneRoof has expanded its staff by 100 percent and created 100 direct jobs in the local community. In order to keep up with the pace, Yadoulse ensures that appropriate technology is in place to streamline, automate, simplify and optimize the workflow. He has implemented the team, technology and end-to-end support systems to enable OneRoof Energy employees, solar dealers, partners and homeowner customers to effectively and efficiently achieve their goals. His systems provide partners with badged technology infrastructure, centralized access to information and data and has extended partner retention by integrating OneRoof’s systems into their business. In addition, as a “tech enthusiast” he uses technology to increase the company applications’ "cool factor" and improve user experience. OneRoof Energy’s technology is a distinguishing competitive edge in the solar financing industry.

Daniel Zeiler has helped ScaleMatrix become a leader in cloud and data center services in San Diego. As VP of Technology, he has written standards that allow the company to provide the highest level of security for its clients. Zeiler’s expertise and knowledge of both physical and data security contribute to ScaleMatrix’s position as one of the most secure data center facilities in San Diego. He led the company in creating and delivering IT solutions for organizations such as the San Diego Padres, Bridgepoint Education, San Diego City Schools and The Superior Court of California, San Diego. Outside of his responsibilities at ScaleMatrix, Zeiler leads many educational discussions centered on security and compliance at the San Diego Technology Symposium, San Diego Cloud Computing Conference and Securing our City events.

Cloud Service ROI: 10 Key Considerations

One of the biggest questions facing decision makers today is whether to continue investing in physical IT infrastructure or start migrating to cloud services. The following are 10 key factors that, in addition to capital expenditure, should be considered when making a cloud ROI calculation.

Takeaway: “Doing It Yourself” is much more expensive than you might think.

1. TIME TO IMPLEMENTATION
   Traditional IT procurement consists of considerable lead time for financing, hardware, power, and/or space provisioning. A typical implementation cycle from decision to production is easily two to three months, resulting in lost opportunities or service degradation.

2. COST OF IMPLEMENTATION
   Traditionally, once hardware is received there are still numerous expensive tasks prior to reaching production:
   - Acquiring new space and power
   - Physical installation of servers, switches, storage, and cabling
   - Prepping and testing the hardware, including burn-in
   - Integrating the new hardware into the existing control infrastructure

3. HARDWARE MAINTENANCE
   Hardware maintenance contracts are roughly 20 percent of purchase price per year. Contracts can be avoided by lowering expectations of availability or by purchasing additional hardware (spares), but this too can be risky and expensive.

4. SOFTWARE LICENSING AND MAINTENANCE
   Virtualization software licensing is a considerable portion of the upfront costs — and usually only covers basic items. Support for these licenses, which provides access to troubleshooting patches, and new features, typically runs at about 20 percent or more of the purchase price — every year.

5. REDUNDANCY
   For production environments, a high degree of redundancy is expected, including all levels of the platform from internal and external connectivity to orchestration and the automatic recovery of hosts after a failure. Such redundancy can be very expensive — and it adds to the labor requirements.

6. FEATURE SET
   Taking advantage of the full features and benefits of virtualization software requires additional costs and the management of a more complex platform. Some are built into the hardware platform (e.g., snapshots) but can be very expensive to implement and maintain.

7. SCALABILITY
   Additional workloads — either unexpected or derived from organic growth — can be problematic with a fixed set of resources. The inability to meet these needs may result in lost opportunities or over-purchasing of resources to meet production demand (and under-utilization in non-peak periods).

8. RELIABILITY
   In order to maintain consistent performance and uptime, resources and procedures are required to operate, patch, and support the platform. This may require additional personnel, training, or third-party support contracts — which means more overhead.

9. PERFORMANCE
   By optimizing performance one can often meet production requirements with fewer hardware resources. Better performance typically requires the purchase of expensive technology that must be configured correctly, adding to costs and complexity.

10. EXPERTISE
    Building and operating an in-house cloud environment requires a high level of expertise. Skill sets must be obtained through training or experience, and can be a distraction from the enterprise’s primary business objectives.

BOTTOM LINE
   Net net — the operational and financial reasons for migrating a cloud service provider such as AIS are quite compelling because the "traditional way" of planning, provisioning, delivering, and managing in-house IT services is EXPENSIVE.

AIS has a staff of seasoned professionals who are trained and experienced in advanced cloud technologies. This is what we do — so that you can focus on your core business.
In recent months, we have read headlines featuring the hack-attacks on big Fortune 500 companies like Facebook and Google. And many of us probably got a few laughs at the expense of poor Burger King, whose Twitter account was hacked and changed to make it seem that they were bought out by McDonald’s. On Monday, February 18, their profile picture was changed to the famous “golden arches” and their information stated, “Just got sold to McDonalds because the whopper flopped.” In this digital age, protecting your assets has become a little more complicated than in years past. Hearty passwords, anti-virus software and web restrictions make up much of the cyber security that protects our digital content; yet, while our laptops, iPhones, server rooms, etc., may be protected from the inside, we should not forget to protect them from the OUTSIDE as well.

Cyber security requires just as much physical security as any other aspect of business. Once the coded walls of the matrix are cracked, an entire business’s private information can and will be compromised for years to follow. A single stolen laptop, virus-ridden USB drives, or an abc123 password breach can cause a snowball effect which awakens CEOs from a dead sleep. Previously, the idea of physical security was reserved for property management and defense purposes. However, intellectual and digital properties need to be given the same level of protection which cyber security software and protocols are not sufficient to cover. If an organization wants to protect itself, it needs to integrate cyber security with a strong physical security presence and have clear lines of communication between both systems. A system implementing this design would, after a physical breach, examine the premise for a possible compromise in safety as well as a compromise in digital information. Together both forms of security synergize and create the safest environment for the physical property and digital information in each organization.

If you haven’t joined in the physical security movement, now is the time to have your business secured. Security isn’t what it once was – a Mission Impossible-style static red-lined motion detector that caught less intelligent burglars and the thief with an average IQ got a laugh out of cheating the system. Advances allow for multi-point intrusion detection like glass break warnings, asset protection on that $1.5 million Basquiat painting in the lobby, customized access control and the ability to control your security system and view HD surveillance footage from your mobile device.

In the age of uncertainty, you can count on SDA Security to have your back, side, top, bottom and front protected from all unwanted intruders and threats such as fire, burglaries, carbon monoxide, and much more. Through our 5 Diamond Certified Central Station, locally operated in Little Italy for more than 80 years, we provide quality protection with a personalized touch because we also know that as great as the rapid technological advances are, nothing will beat the sound of a familiar voice if you are ever in a true emergency.

Submitted by SDA Security
For more information on your security options with SDA Security and our current RockI.T. promotion for mobile security, visit the link http://www.sdasecurity.com/rockit