

Point Loma's Business School Honors Top Deal Makers

BY LIZ WIEDEMANN

At Point Loma Nazarene University's Fermanian School of Business, success is about more than the bottom line.

In keeping with the school's philosophy, the inaugural Dealmaker of the Year awards Sept. 28 honored individuals, organizations and transactions that contribute to the success of San Diego's business community.

Winners were William Jones for the individual category; NTC Foundation/NTC Promenade for the organization award; and the 2008 U.S. Open golf championship led by the Friends of Torrey Pines Golf Course Committee for the transaction category.

The 300 or so attendees included more than 150 business professionals representing 60 local companies and 120 students, along with a handful of FSB faculty and administration.

Randy Ataide is director of the business center, which offers career services to business students and connects Point Loma to the business community.

"We were searching for individuals, firms or transactions that created long-term value for our regional business community. And then we had to define what 'long-term value' really means," said Ataide.

The committee says the definition of long-term value combines innovation with the unity of diverse parties and interests to work on a common goal, plus creativity.

Deal Of The Year

One such winner fell under the Deal of the Year category as the Friends of Torrey

Pines organization took the award for best transaction.

"I had not even heard this committee's name before we began our research, yet its members are responsible for one of the most prestigious championships in sports coming to our back yard. They fought for that for the past seven years, and that's the kind of long-term vision we seek to reward," said Ataide.

Winner of the company category, the NTC Foundation/NTC Promenade, has raised \$18 million through its capital campaign. The NTC Foundation supports the transformation of historic buildings at the former San Diego Naval Training Center into NTC Promenade, a new shopping center at Liberty Station.

The individual category winner, Jones brought business and government together at the breakfast as the former San Diego city councilman and Federal Reserve Board member took the stage.

A developer and philanthropist, Jones, 51, left the public service sector 20 years ago, but his continued service has not gone unnoticed.

After earning an M.B.A. from Harvard Business School, Jones founded CityLink Investment Corp. and in partnership with the city of San Diego Redevelopment Agency transformed a section of the City Heights neighborhood into an eight-block, \$65 million retail complex. Jones reconnected with longtime friend Sol Price, founder of the Price Club warehouse chain, on the project.

CityLink built and manages the City Heights Retail Village, which features an Albertsons supermarket, Starbucks store and other retailers and restaurants.

"No matter what occupation Jones has

had in his career, he's brought people together. He's done well financially, but he's contributed to changes that go far beyond the bottom line," said Ataide.

Recognizing A Fast-Growing Program

H.P. Sandy Purdon, founder and general chairman of the Clean Marinas California Program, was a finalist for the individual award. Clean Marinas, a local partnership among private marina owners, government marina operators and yacht clubs in California, seeks to provide clean facilities to boaters and protect waterways from pollution.

"Marinas pay \$300 for the certification, and our goal is for competing marinas to seek that qualification; we think it attracts clientele to put their boat in a clean certified marina," said Purdon.

Since its launch three years ago, the Clean Marinas program has certified 65 marinas in California and neighboring states.

Fermanian Business Center manager Cathy Gallagher says the nominating committee's job is to honor San Diego's many contributors to business, reflecting the community's diversity.

"We have been a part of the business world in our careers, and we know that it's diverse. As judges, we hoped to show that good balance," Gallagher said.

Guests at the breakfast included Craig Irving of **Irving Hughes Inc.**, Jessie Knight Jr. of **Sempra Energy**, and executives from Bank of America Corp., Kyocera Corp., Junior Achievement of San Diego, Lennar Corp., Advanced Planning Services Inc. and Colliers International.

Point Loma Nazarene's undergraduate program includes 450 business students; about 100 of them graduate each year.



William Jones