

SAN DIEGO BUSINESS JOURNAL

# Higher Education

An advertising supplement of the San Diego Business Journal

# Put Power In Your Paycheck: It's Easier Than You Think

There are many reasons why working adults return to school. Some want to increase their income, others plan to change careers, and still others have a long-term dream of achieving an educational goal.

## Real life calls for real flexibility

For many, the idea of going back to school seems a bit daunting. It can be hard to reconcile the idea of going to school while working full time and managing a family. That's why the University of Redlands caters to adult learners. Established in 1907 and recognized as a pioneer of adult learner programs, Redlands delivers what adults need to make school work with life.

The professors at the University of Redlands understand that "life happens" and sometimes your family or job has to come first. Whether you're interested in completing your degree, earning your teaching credential or strengthening your resume and skill set

with a certificate program, Redlands offers night classes and block scheduling that make planning your school schedule easy.

## What to Look For

As an adult learner, look for a university with a strong reputation. It's a reflection of the quality of instruction you will receive, which translates into how competent employers perceive you will be in the workplace. If you're trying to complete a bachelor's degree, look for a school that helps you turn work, military or life experience into college credit.

Also, convenience shouldn't be overlooked. The University of Redlands has regional locations in San Diego, Temecula, Riverside, Orange County, Redlands, Rancho Cucamonga, Torrance, and Burbank.

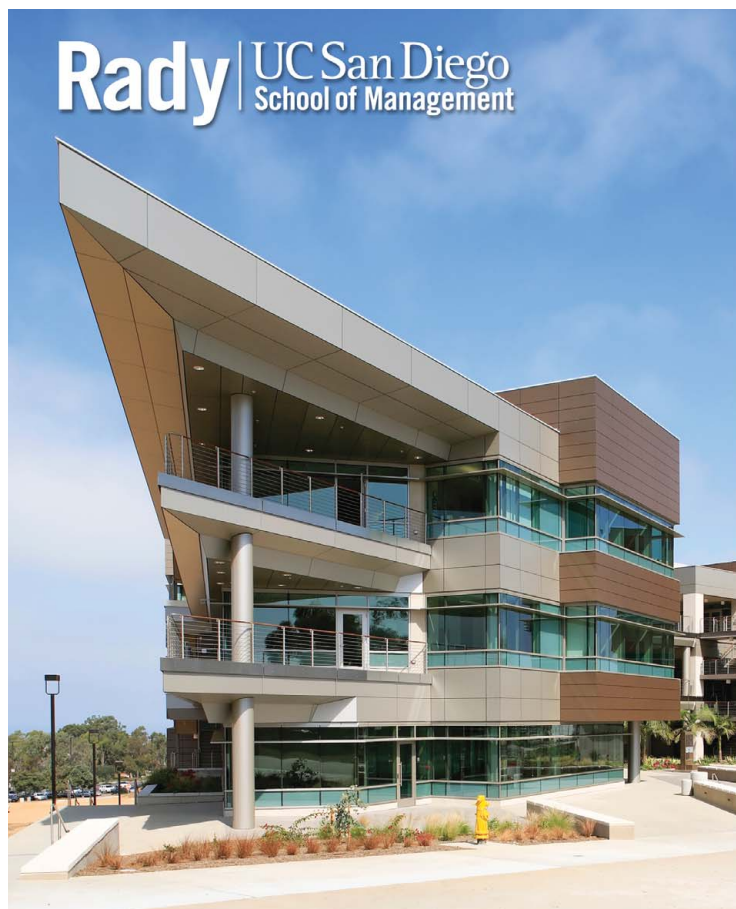
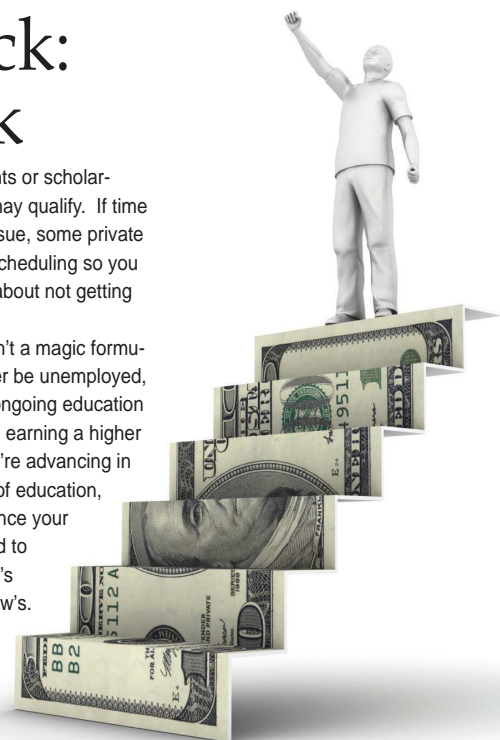
Finally, be an educated consumer. Many public colleges charge high fees beyond regular tuition charges as well as per unit costs, so be aware. Inquire

about applicable grants or scholarships for which you may qualify. If time management is an issue, some private colleges offer block scheduling so you never have to worry about not getting into a critical class.

And, while there isn't a magic formula insuring you'll never be unemployed, more often than not ongoing education makes a difference in earning a higher income. Whether you're advancing in business or the field of education, it's important to enhance your professional skills and to stay relevant in today's market---and tomorrow's.

For information about adult learner programs at the University of Redlands, visit [www.decideredlands.com](http://www.decideredlands.com) or call (888) 999-9844.

*By Yvete Bugarini, Marketing Manager, University of Redlands*



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# MBA SCHOOLS

Ranked by fall 2010 enrollment of students in San Diego County

Rank (last year)	School Address Website	Telephone Fax	Fall enrollment: •2010 •2009 •% change (loss)	Number of spring 2011 students: •Full-time •Part-time	Number of faculty as of 7/1/2011: •Full-time •Part-time	2010-2011 tuition: •Resident •Nonresident	•Type of institution •Accredited by	Major disciplines of study	•MBA school director •Director of admissions	Year established locally
<b>1</b> (1)	<b>National University</b> 11255 N. Torrey Pines Road, La Jolla 92037 www.nu.edu	858-642-8400 858-642-8726	1,082 979 11	451 631	20 167	\$9,450 \$9,450	Private, four-year nonprofit WASC, IACBE	Management, marketing, international business, accounting, finance, human resources, e-business	Farhang Mossavar- Rahmani Daren Upham	1971
<b>2</b> (2)	<b>San Diego State University</b> 5500 Campanile Drive, San Diego 92182 www.sdsu.edu/mba	619-594-8073 619-594-1863	544 684 (20)	352 270	36 10	\$12,855 \$22,483	Public, four-year AACSB	Finance, entrepreneurship, marketing, management, international business, sports business management	David Ely David Ely	1963
<b>3</b> (4)	<b>Rady School of Management, UC San Diego</b> 9500 Gilman Drive, MC 0553, La Jolla 92093 www.rady.ucsd.edu	858-534-9000 858-822-5896	293 276 6	117 176	22 29	\$39,000 \$43,000	Public WASC	Innovation, entrepreneurship, technology, life sciences, marketing, finance, health sciences	Robert S. Sullivan Margie Frazee	2004
<b>4</b> (3)	<b>Alliant International University School of Management<sup>(1)</sup></b> 10455 Pomerado Road, San Diego 92131 www.mgsm.alliant.edu	858-787-6476	222 228 (3)	NA NA	12 25	\$14,760 \$14,760	Private, nonprofit WASC	Finance, information, technology management, marketing, sustainable business, strategic management	Chester Haskell Rachna Kumar	1924
<b>5</b> (5)	<b>University of San Diego</b> 5998 Alcalá Park, San Diego 92110 www.sandiego.edu/mba	619-260-4860 619-849-8307	194 170 14	74 149	31 11	\$30,362 \$30,362	Private, four-year AACSB	Corporate social responsible sustainability, finance, international business, managerial leadership, new ventures, supply chain	Manzur Rahman Kacy Kilner Hayes	1972

The institutions on the list are accredited by various organizations, including the American Assembly of Collegiate Schools of Business (AACSB), International Assembly of Collegiate Business Education (IACBE), Association of Collegiate Business Schools and Programs (ACBSP), and Western Association of Schools and Colleges (WASC).

**NA** Not applicable

**(NR)** Not ranked

**wnd** Would not disclose

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**Source:** The schools.

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<sup>(1)</sup> Listed last year as Marshall Goldsmith School of Management.

Researched by Stephanie R. Glidden and Emily Pippin

Continued on page A18



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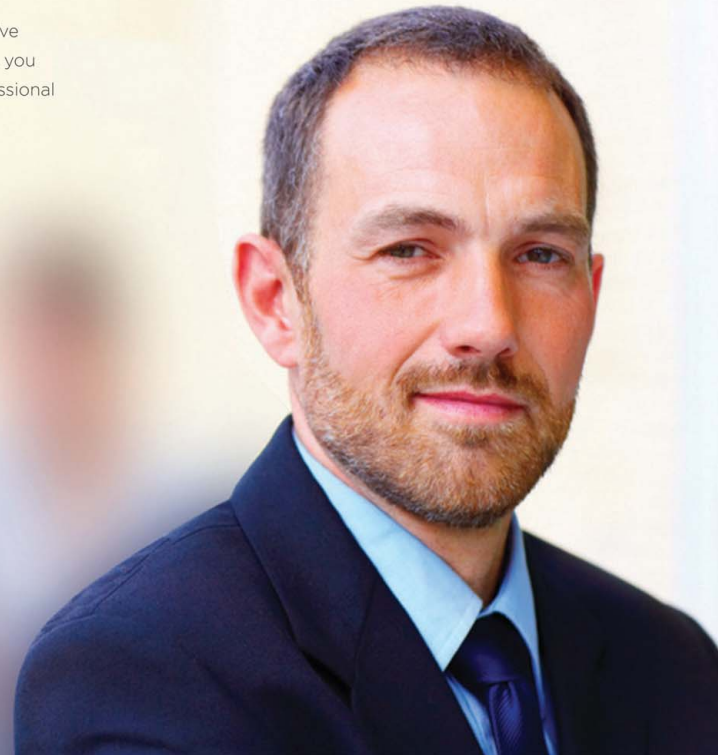
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Continued from page A16

# MBA SCHOOLS

Ranked by fall 2010 enrollment of students in San Diego County

Rank (last year)	School Address Website	Telephone Fax	Fall enrollment: •2010 •2009 •% change (loss)	Number of spring 2011 students: •Full-time •Part-time	Number of faculty as of 7/1/2011: •Full-time •Part-time	2010-2011 tuition: •Resident •Nonresident	•Type of institution •Accredited by	Major disciplines of study	•MBA school director •Director of admissions	Year established locally
<b>6</b> (NR)	Point Loma Nazarene University 4007 Camino del Rio S., San Diego 92108 www.pointloma.edu/mba	619-563-2846 619-563-2899	130 100 30	125 5	8 12	\$15,120 \$15,120	Private, two-year WASC, ACBSP	MBA programs	José Muñoz Claire Buckley	2001
<b>7</b> (7)	DeVry University's Keller Graduate School of Management 2655 Camino del Rio N., #201, San Diego 92108 www.keller.edu	619-683-2446 619-683-2448	81 36 125	13 68	NA <sup>(1)</sup> NA	\$18,040 \$18,040	Private, four-year Higher Learning Commission of the North Central Association	Accounting, e-commerce, finance, management, human resources, marketing, public administration	Pamela Daly Richard McCarthy	1997
<b>8</b> (8)	University of Redlands 9040 Friars Road, #310, San Diego 92108 www.redlands.edu	619-284-9292 619-284-9525	75 28 168	53 17	23 102	\$18,000 \$18,000	Private, four-year WASC	Finance, information systems, global business, geographic information systems	Jim Spee Peter M. Bergerin	1985
<b>9</b> (NR)	Cal State San Marcos 333 S. Twin Oaks Valley Road, San Marcos 92096 www.csusm.edu/mba	760-750-4267 760-750-4263	60 49 22	0 46	35 26	\$14,756 \$23,684	Public, four-year nonprofit WASC	General management	Soheila Jorjani Darren Bush	1995
<b>10</b> (NR)	California Miramar University 9750 Miramar Road, San Diego 92126 www.calmu.edu	858-653-3000 858-653-6786	32 16 100	27 NA	NA 42	\$5,752 \$5,752	Private ACICS, DETC	International business, finance, health care, marketing technology	Bijan Massrouf Jean Foster	2005

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Source: The schools.

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<sup>(1)</sup> DeVry University's Keller Graduate School of Management does not track faculty by program.

Researched by Stephanie R. Glidden and Emily Pippin



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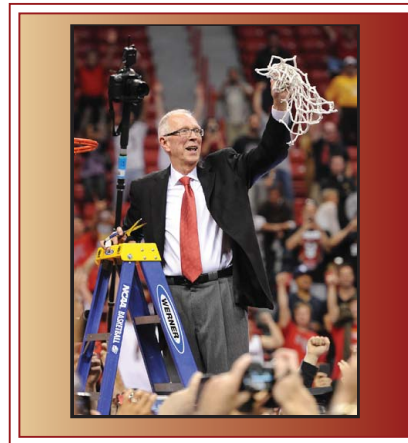
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# COLLEGES AND UNIVERSITIES

Ranked by fall 2010 enrollment of students in San Diego County

Rank (last year)	School Address Website	Telephone Fax	Total fall enrollment: •2010 •2009 •% change (loss)	Total spring enrollment: •2010 •2011 •% change (loss)	Students: •Full-time •Part-time •Percent California residents	Faculty as of 7/1/2011	2009-2010 tuition: •Resident •Nonresident •Graduate	Total operating budget 2010-2011: \$ Millions •Restricted •Unrestricted	•Type of institution •Accredited by	Major disciplines of study	•President •Director of admissions	Year established locally
<b>1</b> (1)	<b>San Diego State University</b> 5500 Campanile Drive, San Diego 92182 www.sdsu.edu	619-594-5200 619-594-5956	30,016 32,817 (9)	30,646 29,256 5	24,245 6,401 91	1,467	\$5,376 \$16,536 \$6,384	\$427.0 \$367.0	Four-year, public university WASC	84 bachelor's degrees, 76 master's degrees and 18 doctoral degrees	Elliot Hirstman Sandra Cook	1897
<b>2</b> (2)	<b>UC San Diego</b> 9500 Gilman Drive, La Jolla 92093 www.ucsd.edu	858-534-2230 858-534-3629	29,899 29,110 3	27,806 27,838 (0)	27,068 738 90	2,413	\$12,160 \$35,030 \$12,500	wnd wnd	Four-year, public university WASC, ABET, AACSB, ACPE	Biological, social, health and physical sciences, arts, humanities, education, engineering, management	Marye Anne Fox Mae Brown	1960
<b>3</b> (N/R)	<b>Grossmont-Cuyamaca Community College District<sup>(1)</sup></b> 8800 Grossmont College Drive, El Cajon 92020 www.gcccd.edu	619-644-7010 619-644-7924	27,310 27,914 (2)	27,489 28,267 (3)	10,477 17,012 95	1,045	\$312 \$2,232 NA	\$129.9 \$202.0	Community college WASC	150 programs	Cindy Miles Susan Topham	1961
<b>4</b> (5)	<b>San Diego Mesa College</b> 7250 Mesa College Drive, San Diego 92111 www.sdmesa.edu	619-388-2600 619-388-2969	26,385 24,252 9	26,991 24,752 9	6,199 15,712 95	795	\$660 \$5,052 NA	\$29.2 \$50.6	Two-year, public community college WASC	Associate degrees, certificates and career technical training in science, technology, business, allied health, computer studies, GIS	Pamela T. Luster Ivonne Alvarez	1964
<b>5</b> (4)	<b>Southwestern Community College District</b> 900 Otay Lakes Road, Chula Vista 91910 www.swccd.edu	619-421-6700 619-482-6413	20,759 25,882 (20)	20,592 20,332 1	5,137 12,624 61	948	\$36 \$190 NA	\$10.1 \$83.4	Two-year, public community college WASC	Degree and certificate options, medical, laboratory science, biotechnology, green technology	Denise Whittaker Mia McClellan	1961
<b>6</b> (7)	<b>San Diego City College</b> 1313 Park Blvd., San Diego 92101 www.sdccity.edu	619-388-3400 619-388-3958	19,869 19,713 1	19,397 18,984 2	3,685 15,712 95	674	\$660 \$5,052 NA	\$14.7 \$35.6	Two-year, public community college WASC	Nursing, biotechnology, radio, television, cosmetology, graphic design, engineering, technology, business, languages, computer information	Terrence J. Burgess Lou Humphries	1914
<b>7</b> (8)	<b>National University</b> 11255 N. Torrey Pines Road, La Jolla 92037 www.nu.edu	800-628-8648 858-642-8759	17,695 16,217 9	18,465 17,970 3	7,760 10,705 88	1,527	\$11,376 \$11,376 \$9,720	\$162.5 wnd	Four-year, private university WASC, CCTC, CCNE	Education, business, engineering, technology, arts, sciences, media and communications, health sciences	Patricia Potter Daren Upham	1971
<b>8</b> (9)	<b>MiraCosta College</b> 1 Barnard Drive, Oceanside 92056 www.miracosta.edu	760-757-2121 760-795-6609	14,564 13,618 7	14,691 14,181 4	4,279 10,615 97	173	\$36 \$185 \$26	\$7.4 \$85.6	Two-year, public community college WASC	Transfer, vocational, general and community education programs	Francisco Rodriguez Gilbert Hermosillo	1934
<b>9</b> (11)	<b>UC San Diego Extension</b> 9500 Gilman Drive, La Jolla 92093 www.extension.ucsd.edu	858-534-3400 858-534-8527	13,000 11,300 15	13,000 11,300 15	0 100 80	750	\$400 \$400 NA	\$2.0 \$35.0	University extension WASC	Business, education, engineering, health care, IT, law, art, life sciences	Mary L. Walshok Elizabeth Silva	1966
<b>10</b> (10)	<b>San Diego Miramar College</b> 10440 Black Mountain Road, San Diego 92126 www.sdmiramar.edu	858-536-7800 619-388-7929	12,490 12,030 4	13,655 12,464 10	1,933 11,722 95	365	\$660 \$5,052 NA	\$4.5 \$24.6	Two-year, public community college WASC	Associate degrees, university transfer, career certificates in transportation, biotech, paralegal, public safety, child development, medical lab tech	Patricia Hsieh Dana Stack	1969
<b>11</b> (13)	<b>California State University San Marcos</b> 333 S. Twin Oaks Valley Road, San Marcos 92096 www.csusm.edu	760-750-4000 760-750-3248	9,722 9,767 (0)	9,641 8,759 10	6,688 2,953 98	256	\$6,596 \$17,756 \$7,862	\$13.5 \$88.4	Four-year, public university WASC	Business administration, math, sciences, education, nursing, liberal arts	Karen Haynes Darren Bush	1989
<b>12</b> (14)	<b>University of San Diego</b> 5998 Alcalá Park, San Diego 92110 www.sandiego.edu	619-260-4600 619-260-5937	8,201 7,868 4	7,846 7,547 4	6,353 1,493 62	843	\$1,275 \$1,275 \$1,249	\$317.0 \$5.6	Four-year, private Catholic university WASC, ABA, CCTC, AACSB	Arts, science, business	Mary Lyons Stephen Pultz	1948

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**NA** Not applicable  
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<sup>(1)</sup> Grossmont-Cuyamaca Community College enrollment figures combine Grossmont College and Cuyamaca College.

Researched by Stephanie R. Glidden and Emily Pippin

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# COLLEGES AND UNIVERSITIES

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<b>13</b> (15)	<b>Point Loma Nazarene University</b> 3900 Lomaland Drive, San Diego 92106 www.pointloma.edu	619-849-2200 619-849-2579	2,969 2,879 3	2,878 2,824 2	2,670 208 84	177	\$26,500 \$26,500 NA	wnd wnd	Four-year, private liberal arts university WASC	Arts, sciences, social sciences, professional studies, education	Bob Brower Scott Shoemaker	1973
<b>14</b> (16)	<b>The Art Institute of California - San Diego</b> 7650 Mission Valley Road, San Diego 92108 www.artinstitutes.edu/sandiego	858-598-1200 619-291-4745	2,227 2,066 8	2,003 1,996 0	1,480 523 87	122	\$518 \$518 NA	wnd wnd	Private professional college ACCSC	Advertising, graphic design, culinary, fashion design and marketing, media arts, animation, interior design, audio, web design, game art and design	Elizabeth Erickson Melissa Carrillo	1981
<b>15</b> (NR)	<b>Embry-Riddle Aeronautical University</b> 8799 Balboa Ave., #160, San Diego 92123 www.erau.edu/sandiego	858-576-4375 858-576-4187	1,780 1,500 19	300 270 11	75 25 70	40	\$870 \$870 \$1,335	wnd wnd	Private SACS	Aviation, aerospace	John P. Johnson Oliver Schlottmann	2008
<b>16</b> (NR)	<b>Alliant International University</b> 10455 Pomerado Road, San Diego 92131 www.alliant.edu	858-635-4772 858-635-4555	1,330 1,332 (0)	4,271 4,261 0	2,739 1,532 752	254	\$16,350 \$16,350 \$19,300 <sup>(1)</sup>	\$60,000 \$1.2	Two-year, graduate, private university WASC, APA, CACT, COAMFTE, California State Bar	Business, organizational studies, psychology, couple and family therapy, education, forensic studies	Geoffrey Cox Louis Cruz	1924
<b>17</b> (18)	<b>Thomas Jefferson School of Law</b> 1155 Island Ave., San Diego 92101 www.tjssl.edu	619-297-9700 619-961-1300	1,105 1,028 7	1,127 982 15	635 337 67	45	\$38,700 \$38,700 \$1,200 <sup>(2)</sup>	wnd wnd	Private, nonprofit ABA, AALS	Legal studies	Rudolph C. Hasl Elizabeth Kransberger	1969
<b>18</b> (17)	<b>California Western School of Law</b> 225 Cedar St., San Diego 92101 www.californiawestern.edu	619-239-0391 619-525-7092	985 968 2	930 944 (1)	wnd wnd wnd	161	\$40,680 \$40,680 NA	wnd wnd	Private law school ABA, AALS	Criminal, international, health, intellectual property law	Steven R. Smith Traci Howard	1924
<b>19</b> (NR)	<b>DeVry University</b> 2655 Camino del Rio N., #201, San Diego 92108 www.devry.edu	619-683-2446 619-683-2448	786 418 88	NA <sup>(3)</sup> NA NA	352 434 96	45	\$14,860 \$14,860 \$14,860	wnd wnd	Private, four-year Higher Learning Commission of the North Central Association	Business, management, engineering, information sciences, liberal arts, sciences, media arts, technology	Pamela Daly Richard McCarthy	2002

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<sup>(1)</sup> Alliant University's tuition is an average. Graduate tuition ranges from \$15,000 to \$25,000.

<sup>(2)</sup> Thomas Jefferson School of Law graduate student tuition is based on a per unit cost.

<sup>(3)</sup> Full and part-time counts reflect fall 2010 enrollment. Spring enrollment not reported.

Researched by Stephanie R. Glidden and Emily Pippin

Continued on page A22

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# UC San Diego's Rady School of Management Earns Prestigious AACSB International Business Accreditation



Photo courtesy of Sean Selfridge

The Rady School of Management at the University of California, San Diego has earned initial accreditation from AACSB International - Association to Advance Collegiate Schools of Business. Founded in 2003, the Rady School is the only new business school created at a U.S. News & World Report top 10 ranked public research university during the past 30 years, and is one of the youngest in the nation to achieve this AACSB recognition.

The Rady School joins an elite group of institutions that have achieved business accreditation from AACSB International. To achieve initial accreditation, an institution's business program must undergo a meticulous internal review and evaluation process. Less than 5 percent of business schools worldwide have merited AACSB International accreditation, which is regarded as the hallmark of excellence in management education and can take years to achieve.

"The Rady School has met the rigorous standards established by AACSB International and earned our place among the world's most prestigious business schools," said Dean Robert S. Sullivan. "Earning AACSB International initial accreditation as a young school is an incredible testament to the exceptional quality of our faculty and our academic programs."

Receiving news of the Rady School's accreditation, Mayor Jerry Sanders commented, "Since its inception, the Rady School has had a positive impact on economic growth in San Diego by educating leaders who transform innovative ideas into companies, creating jobs for San Diegans."

Dean Sullivan explained that AACSB International accreditation will help contribute to the growth of business leaders in San Diego.

"Our core curriculum coupled with the unique discovery to market hands-on experience required of our students has made the Rady School attractive to leaders in growth industries," said Sullivan. "AACSB International accreditation allows us to recruit the best and brightest students and faculty to continue to provide San Diego with the most innovative business leaders."

The first MBA students arrived at the Rady School in the fall of 2004 and, as Rady alumni, have already had an important influence on developing new companies and organizations that are critically important to the future. Alumnus Martin Sabarsky ('06) is president and chief executive officer of Cellana Inc., a biofuel company headquartered in San Diego. Alumna Beth Anne Baber ('09) established The Nicholas Conor Institute for Pediatric Cancer Research (TNCI), an organization that facilitates the translation of laboratory results into effective treatments for childhood cancers. Current student Dan Norton ('12) and team members from UC San Diego Medical Center and the Sanford Burnham Institute founded NeuroMap LLC. NeuroMap is developing an innovative stem cell-based technology that will accurately predict a patient's therapeutic response to antidepressants, helping doctors customize therapies.

Building on the success of its MBA, Ph.D. and undergraduate programs, the Rady School has partnered with UC San Diego Health Sciences to develop

a health sciences focused MBA curriculum. This program focuses on the application of innovative technologies to the delivery of health care and the translation of new scientific and medical research to commercial viability.

"AACSB International initial accreditation clearly adds immense value to a Rady School of Management degree," said Sullivan. "It is a value not only for current students, alumni and future graduates, but also for UC San Diego

and our community. "The Rady School was founded by business leaders as an investment in San Diego's future. We are committed to fulfilling their vision and as with all good investments the Rady School will grow over time. Accreditation is an incredible milestone, but it is just the beginning for the Rady School of Management."

*By Barbra Blake  
Rady School of Management  
University of California, San Diego*

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# COLLEGES AND UNIVERSITIES

Ranked by fall 2010 enrollment of students in San Diego County

Rank (last year)	School Address Website	Telephone Fax	Total fall enrollment: •2010 •2009 •% change (loss)	Total spring enrollment: •2011 •2010 •% change (loss)	Students: •Full-time •Part-time •Percent California residents	Faculty as of 7/1/2011	2009-2010 tuition: •Resident •Nonresident •Graduate	Total operating budget 2010-2011: \$ Millions •Restricted •Unrestricted	•Type of institution •Accredited by	Major disciplines of study	•President •Director of admissions	Year established locally
<b>20</b> (NR)	<b>New School of Architecture and Design</b> 1249 F St., San Diego 92101 www.newschoollarch.edu	800-490-7081 619-684-8880	644 595 8	623 585 6	445 178 91	123	\$22,995 \$22,995 \$22,995	wnd wnd	Private ACICS, NAAB	Bachelor's and master's degrees in architecture, landscape architecture, construction management and digital media arts	Steve Altman John Kim	1980
<b>21</b> (NR)	<b>Coleman University</b> 8888 Balboa Ave., San Diego 92123 www.coleman.edu	858-499-0202 858-499-0233	599 478 25	750 600 25	750 0 95	50	\$35,200 NA NA	wnd wnd	Private, postsecondary educational institution ACICS	Computer information systems, computer networks, network security, graphic design, bioinformatics technician	Pritpal Panesar Bobbie Strohm	1963
<b>22</b> (NR)	<b>Fashion Institute of Design and Merchandising</b> 350 10th Ave., San Diego 92101 www.fidm.edu	619-235-2049 619-232-4322	289 292 (1)	231 220 5	231 0 wnd	25	\$25,232 \$25,232 NA	wnd wnd	Private, specialized postsecondary college WASC, NASAD	Fashion, apparel and retail industry, entertainment, interior design, visual communications	Denise Baca Denise Baca	1985
<b>23</b> (NR)	<b>Webster University</b> 6333 Greenwich Drive, #230, San Diego 92122 www.webster.edu/sandiego	858-458-9310 858-458-0914	225 239 (6)	118 120 (2)	22 96 100	28	wnd wnd \$565	wnd wnd	Four-year, private liberal arts university ACBSP, North Central Association	Business, technology	Elizabeth Stroble Allyson Pressman	1980
<b>24</b> (20)	<b>Bethel Seminary San Diego</b> 6116 Arosa St., San Diego 92115 www.bethel.edu	619-325-5200 619-325-5237	219 193 13	216 188 15	185 31 94	8	\$350 \$350 \$350	wnd wnd	Private nonprofit graduate school ATS, NCA-HLC	Master of arts, master of divinity, doctor of ministry degrees	Jay Barnes Theola Campbell	1977
<b>25</b> (NR)	<b>California International Business University</b> 520 W. Ash St., San Diego 92101 www.cibu.edu	619-702-9400 619-702-9476	180 160 13	180 160 13	180 0 1	22	\$13,000 \$13,000 \$14,000	wnd \$1.6	Nonprofit ACICS	International business and management	Michael L. McManus Kathie Kautz	wnd

The institutions on the list are accredited by various organizations, including but not limited to: American Bar Association (ABA); North Central Association of Colleges and Schools (NCA); Accrediting Commission of Career Schools and Colleges (ACCSC); and Western Association of Schools and Colleges (WASC).  
**NA** Not applicable  
**wnd** Would not disclose  
**(NR)** Not ranked

**Sources:** The institutions, California Postsecondary Education Commission and the National Center for Education Statistics.  
 It is not the intent of this list to endorse the participants nor to imply a school's size or numerical rank indicates its quality. To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions to the Research Department at the San Diego Business Journal, 858-277-6359. This list may not be reprinted in whole or in part without prior written permission from the editor. Some schools have declined to participate or did not return a survey by press time.

Researched by Stephanie R. Giidden and Emily Pippin

## San Diego Association of REALTORS® Presents the 3rd Annual Real Estate Summit on August 24, 2011

Join your colleagues for this gathering and receive valuable information to help you navigate your business in today's market. Respected industry experts will put the state and regional real estate economy in focus, and give you insight into trends for the near future.

**Wednesday, August 24, 2011**

- LOCATION:** Town & Country Resort, Mission Valley
  - TIME:** 9:00 am - 10:30 am (Registration & Networking)  
10:30 am - 12:00 pm (Program)
  - COST:** \$29 for SDAR Members • \$39 for Non-Members  
Price Includes Continental Breakfast
  - SPEAKERS:** Norm Miller – Director, Real Estate Academic Programs, Burnham-Moores Center for Real Estate, USD.  
Cynthia A. Kroll – Senior Regional Economist, Fisher Center for Real Estate and Urban Economics, University of California, Berkeley.
- Learn more about these speakers at [www.sdar.com](http://www.sdar.com)

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# Honoring Those Who Care

## San Diego's 5th Annual Health Care Champions Awards



**Thursday,  
October 13, 2011  
4:00 - 7:00 p.m.**

**Location TBD**

**Special Awards Reception**

This event is to recognize exceptional health care teams and professionals who go above and beyond their job responsibilities to make a significant impact on the quality of our health care and to spotlight those heroes whose work behind the scenes helps to make a difference in patient care.

Program will include Special Awards: Lifetime Achievement Award, Exemplary Performance Award, plus one very special surprise Health Care Hero to be named at the event.

### Health Care Categories for Nomination

**Health Care Management:** Honors individuals or teams that manage the business of health care including senior corporate officers, mid-level and line managers working inside the health care delivery system. Emphasis will be given to their demonstrated support of the values of leadership, customer focus, valuing of employees, managing innovation and focusing on results.

**Health Care Innovation & Research:** Honors an individual, team or organization primarily responsible for a scientific discovery or for development of a new procedure, device or service that can save lives or improve quality of life for a large number of people. Judges will consider the potential impact of the innovation.

**Health Care Staff:** Honors individuals who work in the health care field and are committed to providing quality comfort and care. Examples may include physicians, nurses, therapists and technicians and will review effective and positive outcomes.

**Emergency Medicine:** Honors an individual or team who is on the front line in dealing with the 24-hour unplanned injury or illness events in the community. They may include physicians, nurses, EMTs or paramedics, technicians, and therapists.

**Health Care Marketing:** Honors an individual or team focusing on effectively delivering the organization's messaging to attract patients, increase revenue streams and build organizational reputations.

Nomination forms and nomination criteria maybe found online at [www.sdbj.com/bizevents/](http://www.sdbj.com/bizevents/)  
**NOMINATION DEADLINE:  
WEDNESDAY, SEPTEMBER 7, 2011**

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