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CBRE

For a tour of our new offices or to discuss how CBRE can help you with workplace strategy initiatives, please contact:

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"The Evolving Workplace:
How U.S. Office Space is Changing"
cbre.com/evolvingworkplace

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SPECIAL REPORT: OFFICE OF THE FUTURE



Wells Fargo Plaza in downtown includes predesigned, turnkey office space that suits the modern workforce. | Photo courtesy of Gensler/Ryan Gobuty



Carlsbad-based Processing Point has numerous whiteboards and display monitors built into common areas. | Photo courtesy of Alan Smith/PreviewFirst.com



CBRE Group Inc.'s office space in Carlsbad features a concierge desk to facilitate communication. | Photo courtesy of Maha Comianos/studio MAHA

SPACE AGE

Offices of the Future Are Designed to Encourage Collaboration, Boost Job Satisfaction While Reducing Overhead

BY EMMET PIERCE



Photo courtesy of Gensler/Ryan Gobuty
Gensler designed the office space for TakeLessons, which connects students with music teachers. This office is on the sixth floor of the NBC building in downtown.

By creating office environments that place a greater emphasis on collaboration and having shared workspaces, many San Diego County businesses are striving to increase their productivity.

Georgia Collins, the managing director of workplace strategies for the CBRE commercial real estate brokerage, said the concept — often called the “office of the future” — seeks to improve efficiency while meeting the changing needs of workers.

Businesses that fail to adapt eventually will find it difficult to recruit and keep quality employees, she added.

“There is tremendous competition for talent in many markets,” Collins said. “Part of it is about retaining people.”

Because of their mobile devices, workers no longer are tethered to desks, she explained. They are less willing to sit alone in a cubicle all day. They prefer to work with their colleagues.

Gary London, president of the London Group of Realty Advisors in San Diego, said part of the motivation for having shared workspaces and fewer individual offices is to reduce the amount of square footage that businesses must lease in commercial buildings. This approach results in an increased return on investment.

“This office-of-the-future environment has really tamped down the demand for new office space,” London said. “It brings down overhead. The most significant part of overhead always is

➔ Future page 23



Georgia Collins

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Workspace Trends Favor Flexibility, Collaboration Over Cubicles

PROPERTY: For Office Designers, Division Is Out as Shared Spaces Take Shape

By MARION WEBB

If you're wondering what the office of tomorrow looks like, two local office designers suggest looking at the trend-setters of today.

And if you do, you might include **Chad Buckmaster's** office space. He's the CEO of Carlsbad-based **Processing Point**, which provides software and hardware for small and midsize businesses.

Buckmaster hired **Tamara Romeo**, founder and CEO of **San Diego Office Design**, to integrate an empty warehouse into a bigger office space and tear down the walls that separated Processing Point's hardware folks from its software developers.



Tamara Romeo

"We were looking for a more open space and a Google-ish environment," Buckmaster said.

The days of an individual employee operating from a private cubicle with a fixed PC-supported device, scheduling meetings in large conference rooms and striving for the coveted corner office are quickly becoming yesterday's news. Instead, when office design experts are asked about tomorrow's workplace, the conversation generally involves topics such as communication, culture, flexibility, mobility, health and collaboration.



Photo by Steven Whalen
Chad Buckmaster, CEO of Carlsbad-based Processing Point, said one of his goals in redesigning workspace was to tear down the walls that separated hardware staff from software staff.

To those ends, particularly communication, culture and collaboration, Processing Point's new office features whiteboards on every wall to encourage brainstorming, a working lounge with video games, a lunch lounge and more.

"The productivity is a lot higher now," Buckmaster said. "It's more open. A lot of technology employees are looking for that type of environment."

Appealing to Millennials

In a recent study of more than 20,000

workers around the world, commercial real estate company **CBRE Group Inc.** found people already spend less than 50 percent of their work time at their individual work area. About of a third of their time was spent in meetings and collaborative settings.

"Successful companies like **Zappos**, **Google** and **Starbucks** are setting the tone for the workspace of today and tomorrow," Romeo said. "It has become a template, especially for young companies to build out their workspace."

Deborah Elliott, president of workplace design specialist company **ID Studios Inc.** in Solana Beach, said there is a clear trend to appeal to millennials. Besides embracing social media, networking and an open environment that fosters collaboration, in many organizations, they are the people who will occupy leadership positions in tomorrow's offices.



Deborah Elliott

"When we enter discussions with clients, we talk about who will be in the office 10 years from now," Elliott noted. "If you get into a new lease and hire millennials, this generation is creative, ambitious, tech-savvy and has a low requirement for privacy."

Mobility Within the Office

When Romeo and Elliott initially meet with clients, the discussion typically revolves around gaining a better understanding of their culture, mission, strategy and identity. All of these factors play a pivotal role in designing the right environment.

"We really focus on the brand identity of the client's space, their vision and how it is unique in the marketplace," Romeo said. "We look at the company website, their marketing materials and messaging, and try to make those things come alive in the office environment."

The explosion of new digital devices that enable users to connect, collaborate

► Workplace page 23

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SDEA's Strategic Leadership Series Featuring Sheriff Bill Gore, District Attorney Bonnie Dumanis, & Police Chief Shelley Zimmerman Moderated by Jerry Sanders



San Diego Sheriff Bill Gore, District Attorney Bonnie Dumanis and Police Chief Shelley Zimmerman present at San Diego Employers Association's Summer 2014 Strategic Leadership Series, taking place on August 13th at Crowne Plaza Mission Valley.

In a presentation moderated by Jerry Sanders, three of San Diego's top law enforcement executives discuss their approach to leadership and share their personal leadership philosophies.

Each will share stories from their careers and key leadership insights which are relevant in the professional realm and in every area of life where one strives for excellence and mastery.

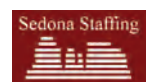
Wednesday, August 13

11:30 am - 1:30 pm

Crowne Plaza Mission Valley
2270 Hotel Circle North
San Diego, CA 92108

SDEA Members | \$49
Non-Members | \$59

Lunch & networking included.



San Diego Employers Association | info@sdea.com | 858-505-0024 | www.sdea.com



“The design of CBRE’s office of the future is about opening up the plan and infusing the company culture into the work environment. This project is a great representation of how we partnered with a client to help transform their office by re-thinking the workplace.”

— **Stacy Cannon**
Senior Project Manager, Gensler



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“Herman Miller Inc. worked hand in hand with CBRE’s workplace strategy and project management teams to define and implement the solutions needed to adapt to evolving needs in the workplace.”

— **ELIZABETH DEA** Global Accounts Manager for Herman Miller

“With great project leadership, partners, and subcontractors this space was delivered on-time and on-budget with the desired quality that met the high level of satisfaction the client expected.”

— **KEVIN ALEXEN** Construction Project Manager for Johnson & Jennings General Contracting



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ARCHITECTURAL FIRMS

Ranked by number of local staff as of June 1, 2014

Rank (last year)	Firm Address Website	Telephone Fax	Number of local staff: •2014 •2013 •% increase (decrease)	•Licensed architects •Companywide employees	Percentage of billings for projects in: •S.D. County •United States •International	Project specialties: Percentage ⁽¹⁾	Other services offered							Current local representative projects	•Firm principal(s) •Year established locally
							Engineering	Land planning	Space planning	Interior design	Construction mgmt.	Landscape	Forensic		
1 (NR)	Kleinfelder 550 W. C St., Suite 1200, San Diego 92101 www.kleinfelder.com	619-831-4600 619-232-1039	242 235 3	2 1,863	90 10 0	Energy: 40 Municipal: 30	Y	Y	Y	N	Y	Y	Y	Miramar clearwells, Carlsbad desalination plant	Bill Siegel 1999
2 (2)	Gensler 225 Broadway, Suite 1600, San Diego 92101 www.gensler.com	619-557-2500 619-577-2520	78 58 34	16 4,616	85 10 5	Corporate: 60 Institutional and higher education: 20	N	Y	Y	Y	Y	N	N	Sorrento Pointe, Mesa College Center for Business and Technology, Junior Achievement	J. Kevin Heinly Scott Peterson Tom Heffernan 2004
3 (1)	ETC Building & Design Inc. 6805 Nancy Ridge Drive, San Diego 92121 www.etcusa.net	858-554-1150 858-554-1151	70 77 (9)	2 78	85 15 0	Health care: 100	Y	N	Y	Y	Y	N	N	Rady's fifth floor plaza remodel, Rady's fire sprinkler upgrades, UC San Diego NPC seismic upgrades	Michael Essrig Chris Taylor Steve Nielsen 2002
4 (3)	Carrier Johnson + Culture 1301 Third Ave., San Diego 92101 www.carrierjohnson.com	619-239-2353 619-239-6227	62 53 17	40 62	95 4 1	Public sector: 37.6 Commercial office: 28.4 Mixed-use residential: 21.2 Higher education: 12.8	N	Y	Y	Y	N	N	Y	Sempra Energy corporate headquarters, Ballpark Village, CareFusion headquarters, R.J. Donovan, HCFIP Program Point Loma Nazarene Sator Science Center	Gordon Carrier Michael Johnson 1977
5 (4)	Delawie 2265 India St., San Diego 92101 www.delawie.com	619-299-6690 619-299-5513	40 52 (23)	23 40	50 45 5	Hospitality/entertainment: 43 Education: 29	N	N	Y	Y	N	N	N	wnd	M. Andrew Rodrigues Frank Ternasky Michael Asaro Paul Schroeder 1961
6 (6)	Ferguson Pape Baldwin Architects 4499 Ruffin Road, Suite 300, San Diego 92123 www.fparch.com	619-231-0751 619-231-4396	34 35 (3)	16 34	85 15 0	Life Sciences/university: 60 Commercial/municipal: 40	N	Y	Y	Y	N	N	N	The Alpine Library for the County of San Diego, La Jolla Institute of Allergy and Immunology, Genentech	James Ferguson Philip Pape Andrew Darragh 1976
7 (12)	Awbrey Cook Rogers McGill Architects 1045 14th St., Suite 100, San Diego 92101 www.acrma.com	619-398-3480 619-398-3488	34 28 21	14 34	29 71 0	Hospitality: 71 Retail: 29	N	Y	Y	Y	N	N	N	Sixth Ave. Courtyard Gaslamp, Outlets at the Border, Fifth Ave. Gaslamp Hotel, Columbia Tower, Liberty Station East Hotels	Tom Awbrey Clifford Cook Dennis Rogers 2002
8 (7)	Joseph Wong Design Associates Inc. 2359 Fourth Ave., San Diego 92101 www.jwdainc.com	619-233-6777 619-237-0541	32 32 0	13 137	85 5 10	Hospitality/residential: 30 Governmental/educational: 25	N	Y	Y	Y	N	N	Y	IHG Hotels-719 Ash Street, Alpha Square, Atmosphere Housing, Mesa College	Joseph Wong Bert Shear Rick Rounds Matthew Geaman 1977
9 (9)	AVRP Studios 703 16th St., Suite 200, San Diego 92101 www.avrpstudios.com	619-704-2700 619-704-2699	32 30 7	9 38	70 20 10	Health care: 30 Residential/mixed-use: 40	N	Y	Y	Y	N	N	Y	Lofts at 688, Sharp Chula Vista, SDUSD Hoover High School Performing Arts	Doug Austin Chris Veum Randy Robbins 1976
10 (14)	DGA Planning Architecture Interiors 445 W. Ash St., San Diego 92101 www.dgaonline.com	619-685-3990 619-685-4077	29 26 12	5 96	80 20 0	Biotechnology: 40 Office tenant improvements: 30	N	N	Y	Y	N	N	N	Illumina HQ manufacturing building (Shell), Spectrum Development, UC San Diego York Hall laboratory renovation	Nancy Escano 2002
11 (8)	Roesling Nakamura Terada Architects Inc. 363 Fifth Ave., Suite 202, San Diego 92101 www.rntarchitects.com	619-233-1023 619-233-0016	28 27 4	13 34	70 30 0	Education: 60 Civic/governmental: 30	N	Y	Y	Y	N	N	N	San Diego River Park Foundation, Discovery Center at Grant Park; San Diego City College Arts; San Diego Unified School District, Wilson/Central school	Ralph Roesling Kotaro Nakamura Chikako Terada 1980
12 (NR)	Stantec 9179 Aero Drive, San Diego 92123 www.stantec.com	619-296-6195 619-296-6199	27 28 (4)	2 13,967	90 10 0	Acute care facilities: 23 Oil and gas: 26	Y	N	Y	Y	N	Y	Y	Rady Children's Hospital Education Center and office building, UCR Boyce & Webber Halls lab remodels; Sharp Grossmont Hospital East Tower upgrades	Dean Palumbo Trisha Clark 1991
13 (23)	LPA Inc. 131 14th St., San Diego 92101 www.lpa-inc.com	619-795-2555 619-795-2552	26 18 44	5 220	90 10 0	Education: 30 Corporate/Developer: 70	Y	Y	Y	Y	N	Y	Y	Crawford/Mann Education Complex, SDUSD One and Two Columbia Place, San Diego La Jolla Center III Office Tower	David Gilmore Dan Ringler Keith Hempel 1985
14 (16)	Safdie Rabines Architects 925 Fort Stockton Drive, San Diego 92103 www.safdie-rabines.com	619-297-6153 619-299-6072	25 22 14	3 25	78 11 11	Bridges: 16 Mixed-use: 36	N	Y	Y	Y	N	Y	N	Merge 56 retail entertainment center, La Jolla Country Day School, North City San Marcos master plan	Taal Safdie Ricardo Rabines Eric Lindebak 1994
15 (17)	RJC Architects Inc. 320 Laurel St., San Diego 92101 www.rjcarch.com	619-239-9292 619-239-9288	22 21 5	12 21	80 20 0	Civic: 75 Educational: 25	N	Y	Y	Y	N	Y	N	NSWC Coastal Campus, Coronado; San Diego City college buildings A, D & T; WSTL/calibration lab, Seal Beach	James Robbins Janene Christopher 1991
16 (21)	Smith Consulting Architects 13280 Evening Creek Drive S., Suite 125, San Diego 92128 www.sca-sd.com	858-793-4777 858-793-4787	21 19 11	12 21	100 0 0	Manufacturing: 50 retail: 40	N	Y	Y	Y	Y	N	N	La Costa Town Square, Petco corporate remodel, Viasat expansion	Cheryl Smith 1988
17 (18)	JCJ Architecture 750 B St., Suite 2800, San Diego 92101 www.jcj.com	619-282-9922 619-282-6678	20 21 (5)	6 92	15 83 2	Hotels/resorts: 65 Education/civic: 30	N	Y	Y	Y	N	N	N	Viejas Hotel, SDSU basketball performance center	Mark Griffith Lalaine Tanaka Joseph Baruffaldi 1947
18 (22)	SGPA Architecture and Planning 1545 Hotel Circle S., Suite 200, San Diego 92108 www.sgpa.com	619-297-0131 619-294-9534	19 18 6	6 34	49 51 0	Retail/mixed-use: 50 Education/civic: 25 Senior living/wellness: 25	N	Y	Y	N	N	N	N	The Village at Pacific Highlands Ranch; SDSU South Campus Plaza; Mesa College, cafeteria and bookstore	David Reinker Keith Pittsford 1969
19 (15)	Moon Mayoras Architects Inc. 655 G St., Suite A, San Diego 92101 www.moonmayoras.com	619-235-9780 619-235-9773	19 22 (14)	5 19	0 100 0	Medical facilities: 90 Behavioral health facilities: 5	N	N	Y	Y	N	N	Y	wnd	David Moon Douglas Mayoras 1994
20 (19)	Mascari Warner Architects 1717 Kettner Blvd., Suite 100, San Diego 92101 www.mascariwarner.com	619-814-0080 619-814-0081	18 21 (14)	4 18	70 30 0	Medical facilities: 95 Commercial/retail: 5	N	Y	Y	Y	N	N	N	Scripps Memorial Hospital, human resources; Mountain Health, new ground-up medical office building, UC San Diego emergency department renovation	Joseph Mascari Simon Warner Thai Dinh 1989
21 (28)	Architects Mosher Drew 4206 W. Point Loma Blvd., Suite 200, San Diego 92110 www.mosherdrew.com	619-223-2400 619-223-3017	16 13 23	9 16	93 7 0	Higher education: 43 Health care: 28	N	Y	Y	Y	N	N	N	USD Torero Store; Mission Hills Library; nurse call and paging system technology modernization, Kaiser San Diego Medical Center	William Magnuson Ben Meza Paul Lorhan 1948
22 (24)	Domusstudio Architecture 2150 W. Washington St., Suite 303, San Diego 92110 www.domusstudio.com	619-692-9393 619-692-9394	16 16 0	9 16	87 13 0	Religious: 40 Institutional: 40	N	Y	Y	Y	N	N	N	St. Augustine High School, San Diego Unified - University City High School, San Diego Botanic Garden	John Pyjar David Pfeifer Wayne Holtan 1986
23 (33)	Platt/Whitelaw Architects Inc. 4034 30th St., San Diego 92104 www.plattwhitelaw.com	619-546-4326 619-546-4350	16 12 33	5 5	95 5 0	Schools: 55 Civic/governmental: 33	N	N	Y	Y	N	N	N	Creative, Performing, Media Arts Middle School Performing Arts Center, Chollas operations yard masterplan, North Pacific Beach lifeguard station	Alison Whitelaw Sandra Gramley Naveen Waney 1979
24 (34)	Booth & Suarez Architecture Inc. 325 Carlsbad Village Drive, Suite D2, Carlsbad 92008 na	760-434-8474 760-434-8596	16 12 33	3 16	95 5 0	Telecommunications: 100	Y	Y	Y	N	Y	Y	Y	Verizon Wireless, AT&T Mobility, Sprint	William Booth Robert Suarez 1987
25 (13)	cass sowatsky consulting architects 3569 Fifth Ave., San Diego 92103 www.csc-a.com	619-298-3480 619-298-7470	16 26 (38)	3 16	11 89 0	Design-build: 100	Y	Y	Y	Y	Y	N	Y	Rambur Hall, U.S. Naval Base San Diego; BEQ Building 22183, Camp Pendleton; Alga Norte pool/ skate/baseball complex, Carlsbad	Edward Cass Mark Sowatsky 1983

In case of a tie, firms are ranked by licensed architects and then alphabetically.

(NR) Not ranked

na Not available

wnd Would not disclose

Source: The firms.

Notes: 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 companies have declined to participate or did not return a survey by press time.

It is not the intent of this list to endorse the participants nor to imply a firm's size or numerical rank indicate its quality.

⁽¹⁾ Companies were asked to provide the top two areas of specialty and the percentage that each represents of 2013 gross billing. Percentages will not equal 100 in some cases.

Researched by Leslie Fulton

➔ Continued on page 18

Hera Hub Blends Co-Working and Community at Its Offices

SERVICE: Business Signed First Franchise Agreement in April

By MARION WEBB

San Diego-based **Hera Hub**, which provides women who work for themselves a working space where they can share ideas and meet with others, has signed its first franchise agreement.

The growing trend known as co-working, where people share a professional workspace, is catching on in the United States, Europe and Asia.

As of 2013, more than 110,000 people were working in nearly 2,500 co-working spaces, according to **Deskmag.com**. Compared with 2012, there are 83 percent more co-working spaces serving a total of 117 percent more members.

The idea of creating co-working spaces where independent workers can come together and collaborate is also catching on in other parts of San Diego. The San Diego Coworking Alliance on its website has a list of co-working spaces throughout the county, providing various types of support, such as technical support for entrepreneurs and early-stage companies.



Felena Hanson

such as technical support for entrepreneurs and early-stage companies.

Felena Hanson started Hera Hub three years ago this August after being laid off three times from previous jobs

in marketing. The concept of providing female-focused shared office space in a



Photo courtesy of Hera Hub

Hera Hub has three co-working spaces in San Diego County, including this one in Sorrento Mesa.

spa-inspired workspace quickly took off.

The Zen-like environment featuring candles, soft music and running water resonated with women while enabling them to be productive.

“The focus is on collaboration and community,” Hanson said. “We are a community first, and we want to build a strong community where women can come and can launch and grow a business and get support from others.”

More than 300 female business owners, employees and students are now members of Hera Hub, and as such they can use the office locations in Sorrento Mesa, Mission Valley and Carlsbad. Members pay monthly dues that range from \$69 a month for community access to up to \$369 for 80 hours. Hanson said the average member pays \$150 to \$200 to use the workspace a couple of days a week

and host client meetings.

Hera Hub also offers workshops and networking sessions for professional development.

Expansion by Franchise

After three years of building her business, Hanson is franchising the concept, having signed her first franchise agreement in April with **Julia Westfall**, who plans to open a Hera Hub office in Washington, D.C., in November.

Hanson’s vision is to enable more than 20,000 women to launch and grow their businesses at 200 locations over the next five years.

Westfall said she learned about Hanson and Hera Hub by reading about her in a **New York Times** article and was immediately intrigued by the idea.

“I worked with small businesses for

a long time and entertained owning my own small business,” said Westfall, who is the director of finance and human resources at a communications company in Washington. “I don’t think a lot of current co-working and executive suite options really provide all the options for women. It’s about building a collaborative working community and making sure the membership has a good mix of skills and business types, so that women can support each other.”

Hera Hub franchisees pay an upfront fee of \$32,000 to start a franchise for the first 10 years, which gives them the “business in a box,” including training, marketing and branding, Hanson said.

The cost to buy a second franchise is \$35,000 and \$39,000 for a third, she said.

Westfall said she expects to invest \$100,000, or three months of operating expenses, to get her franchise off the ground and grow the membership.

A Need for Space

According to a survey by **MBO Partners**, 30 percent of U.S. knowledge-based workers are independent, working as freelancers, consultants and entrepreneurs, and that number is expected to rise 60 percent by 2020.

The San Diego Coworking Alliance coworking spaces include the **Ansir Innovation Center** on Convoy Street, **Co-Merge Workplace** in San Diego’s financial district, **Cyber Hive** in downtown San Diego, **3RDSpace** in University Heights and **Coworking Connection**.

For more information on the San Diego Coworking Alliance, visit www.sandiegocoworking.com.

RISK...needs to be managed.



Construction of the Coronado Bridge, circa 1969

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INFORMATION TECHNOLOGY



InfoSystems Resources is pleased to announce the addition of **Evan Donaldson** as Managing Director. Donaldson will lead the IT practice based out of San Diego, CA. ISR is a sister division to General Ledger Resources (“GLR”), one of San Diego’s fastest growing companies, and a local success story since 2003.



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ARCHITECTURAL FIRMS

Ranked by number of local staff as of June 1, 2014

Continued from page 16

Rank (last year)	Firm Address Website	Telephone Fax	Number of local staff: •2014 •2013 •% (increase)	•Licensed architects •Companywide employees	Percentage of billings for projects in: •S.D. County •United States •International	Project specialties: Percentage ⁽¹⁾	Other services offered								Current local representative projects	•Firm principal(s) •Year established locally
							Engineering	Land planning	Space planning	Interior design	Construction mgmt.	Landscape	Forensic			
26 (20)	Ware Malcomb 6363 Greenwich Drive, Suite 175, San Diego 92122 www.waremalcomb.com	858-638-7277 858-638-7506	16 20 (20)	2 241	97 3 1	Interior design: 51 Commercial/office: 49	Y	Y	Y	Y	N	N	N	Family Health Centers of San Diego; Hoehn Motors Audi; 5550 Morehouse- two-story entry lobby and interior renovation	Matt Brady Tiffany English 2000	
27 (31)	Studio E Architects 2258 First Ave., San Diego 92101 www.studioearchitects.com	619-235-9262 619-235-0522	15 13 15	4 wnd	45 55 0	Multifamily housing: 40 Charter schools: 30	N	N	N	N	N	N	N	Celadon at Ninth and Broadway: 17-story mixed-use affordable housing, Hotel Churchill renovation, High Tech Elementary Building 271 at Liberty Station	Eric Naslund John Sheehan 1988	
28 (10)	Tucker Sadler Architects Inc. 1620 Fifth Ave., Suite 200, San Diego 92101 www.tuckersadler.com	619-236-1662 619-236-9267	15 25 (40)	4 14	wnd wnd wnd	Private development: 30 Civic/governmental: 70	N	Y	Y	Y	N	N	N	San Diego Unified School District, 401 W. Ash Hotel, San Diego International Airport	Gregory Mueller Arturo Castro Hal Sadler 1957	
29 (25)	KPA Associates Inc. 3033 Fifth Ave., Suite 100, San Diego 92103 www.kpaa.com	619-725-0980 619-725-0988	13 16 (19)	8 13	75 25 0	Forensics: 85 Hospital tenant improvements/renovations: 13	N	N	Y	N	Y	N	Y	UC San Diego Medical Center - security command center expansion; Jacobs Medical Center - MRI installation; Fallbrook Hospital - HVAC upgrades	Bayless Cobb Yaron Tov 1985	
30 (NR)	Cunningham Group Architecture 1030 G St., San Diego 92101 www.cunningham.com	619-849-1080 619-849-1089	13 12 8	6 279	64 36 0	Health care: 100	N	Y	Y	Y	N	Y	N	Sharp Mesa Vista- renovation and improvements, Sharp Memorial Hospital Rehabilitation Center remodel, Sharp Mary Birch third-floor remodel	Gerald Hunter Phillip Soule 2013	
31 (NR)	Lyons Warren, Engineers and Architects 9560 Candida St., San Diego 92126 www.lyonswarren.com	858-573-8999 858-573-8998	13 24 (46)	1 13	30 33 37	Food service: 60 Retail: 20	Y	Y	Y	Y	Y	N	Y	CVS/pharmacy, retail spaces for Chula Vista Center, Solar Turbines	Tracy Lindquist Steven Schneider 1979	
32 (30)	Heritage Architecture & Planning 625 Broadway, Suite 800, San Diego 92101 www.heritagearchitecture.com	619-239-7888 619-234-6286	12 13 (8)	5 12	70 30 0	Rehabilitation: 60 Preservation planning: 20	N	Y	Y	N	N	N	Y	Quieter Home Program; Hotel Churchill; city of San Diego, facility conditions assessment reports	David Marshall Brian Rickling 1978	
33 (43)	The Miller Hull Partnership 2150 W. Washington St., Suite 113, San Diego 92110 www.millerhull.com	619-220-0984 206-682-5692	12 8 50	5 67	100 0 0	Higher education: 40 Federal: 60	N	Y	Y	N	N	N	N	San Ysidro Land Port of Entry, San Diego Zoo Africa Rocks, SDCCD Mesa Campus cafeteria bookstore and stockroom	Norman Strong Craig Curtis 2011	
34 (NR)	Vasquez Marshall Architects 13220 Evening Creek Drive, Suite 117, San Diego 92128 www.vmarch.net	858-513-2290 858-513-2296	12 12 0	5 12	60 40 0	Department of Defense: 40 UC System: 55	N	N	Y	Y	N	N	N	Argo & Blake Hall renovations, UC San Diego; Navy Medical Center, San Diego; Kitchen Creek Helibase, San Diego County	David Vasquez Robert Bodenhamer 1995	
35 (11)	HMC Architects 5935 Cornerstone Court, Studio 300, San Diego 92121 hmcarchitects.com	619-744-4077 619-744-4076	12 30 (60)	3 3	54 46 0	Healthcare: 52 Education: 47	N	N	Y	Y	N	N	N	San Diego County Women's Detention Facility, San Marcos USD New K-8 School, Santa Fe Christian Schools phase 1a modernization and improvement project	Steven Prince Steve Wilson 1989	
36 (34)	Architects Hanna Gabriel Wells 1955 Bacon St., San Diego 92107 www.architects-hgw.com	619-523-8485 619-523-8487	11 9 22	6 11	95 5 0	Commercial: 50 Institutional: 40	N	Y	Y	Y	N	N	N	UCSD Spanos Athletic Performance Center; Torrey Reserve office buildings; Solana 101 mixed-use	Randy Hanna James Gabriel Matt Wells 1997	
37 (35)	Harley Ellis Devereaux 225 Broadway, Suite 1300, San Diego 92101 www.harleyellisdevereaux.com	619-398-3800 619-398-3855	11 11 0	5 267	100 0 0	Education: 60 Science/technology: 40	Y	N	Y	Y	N	N	N	CSUSM School of Nursing renovation, Oceanside High School Performing Arts Center, Monte Vista High School modernization project	Neville Willmore Thomas Christian 2001	
38 (37)	Bokal & Sneed Architects 244 Ninth St., Del Mar 92014 www.bokalandneed.com	858-481-8244 858-481-8364	10 wnd NA	6 wnd	90 10 0	New custom single family: 50 Remodel custom single-family: 40	N	Y	Y	N	N	N	N	wnd	James Sneed 1978	
39 (26)	KMA Architecture & Engineering 2710 Historic Decatur Road, San Diego 92106 www.kma-ae.com	619-276-7710 619-276-7715	10 14 (29)	6 10	50 50 0	Commercial/office: 30 Federal: 65	N	Y	Y	Y	N	N	N	MV-22 Hangar MCAS Camp Pendleton, dormitories, Travis AFB, renovation Scripps Mesa retail	Don Blair Robb Walker Tim Rubesh 1973	
40 (29)	Pacific Cornerstone Architects Inc. 11750 Sorrento Valley Road, Suite 100, San Diego 92121 www.paccornerstone.com	858-677-9880 858-677-9886	10 wnd NA	6 10	100 0 0	Building rehabilitation and infill development: 40 Educational: 30	Y	Y	Y	Y	Y	Y	N	Northrop Grumman, Murphy Development Co., Scripps Ranch, ATK Rancho Bernardo	Tim Schulze Sean Tracy Kevin Perry 1994	
41 (38)	Davy Architecture 811 10th Ave., San Diego 92101 www.davyarchitecture.com	619-238-3811 619-238-0442	10 10 0	2 10	90 10 0	Education: 70 Health care: 30	Y	Y	Y	Y	N	N	N	Palomar College Child Development Center, Montgomery Middle School gym, CSUSM Veterans Center	Ric Davy 1984	
42 (40)	FreemanWhite Inc. 1230 Columbia St., Suite 850, San Diego 92101 www.freemanwhite.com	858-552-8188 858-552-8599	9 9 0	5 109	3 97 0	Health care: 100	N	N	Y	N	N	N	N	Premier Medical Institute, Sharp Hybrid OR (TI renovation), Sharp Main Pharmacy remodel	Joseph Johnston 2003	
43 (48)	Architects B P Associates Inc. 11858 Bernardo Plaza Court, Suite 120, San Diego 92128 www.abpa-inc.com	858-592-4710 858-592-4193	9 7 29	4 9	90 10 0	Residential: 85 Commercial: 15	N	Y	Y	N	N	N	N	Lilac Hills Ranch Sustainable Community master plan, Custom Homes Coastal North County, Custom Homes The Bridges, Rancho Cielo, The Heritage Golf Estates	Roger Basinger Donald Pennington 2002	
44 (42)	Arch-Pac Inc. 1351 Distribution Way, Studio 1, Vista 82081 www.archpac.com	760-734-1600 760-734-1611	9 10 (10)	3 11	0 100 0	Aquatics: 100	Y	Y	Y	Y	Y	Y	Y	wnd	Kenneth Moeller 1995	
45 (47)	Ehm Architecture Inc. 3966 Falcon St., Second Floor, San Diego 92103 www.ehmarch.com	619-299-5453 619-299-0957	9 8 13	2 13	80 20 0	Hospitality: 50 Federal/military: 50	N	Y	Y	Y	Y	N	Y	B Street Pier Cruise Ship Terminal interior, Landing Craft Air Cushion Facility Camp Pendleton, Radisson Blu Gaslamp District	Randal Ehm Grace Ehm 1987	
46 (36)	Dahlin Group Architecture Planning 539 S. Cedros Ave., Solana Beach 92075 www.dahlingroup.com	858-350-0544 858-350-0540	8 11 (27)	4 200	63 2 35	Production housing: 53 Mixed-use projects: 43	N	Y	Y	Y	N	Y	N	Eastgate mixed-use, San Marcos; Ponto Beach mixed-use, Carlsbad; Sierra specific plan, San Diego County	Nancy Keenan 1991	
47 (45)	HKS Architects 3655 Nobel Drive, Suite 550, San Diego 92122 www.hksinc.com	858-429-5558 na	8 8 0	4 1,000	50 50 0	Health care: 50 Science and technology: 50	N	N	Y	N	N	N	N	University Towne Center expansion, Port of San Diego 50 Year master plan, Camp Pendleton Hospital	Christopher Knell Jon Luft 2012	
48 (44)	H2 Hawkins + Hawkins Architects Inc. 141 14th St., San Diego 92101 www.h2asandiego.com	619-232-7700 619-232-7770	8 8 0	3 8	90 10 0	Commercial: 40 Residential: 60	N	Y	Y	Y	Y	N	N	Golden Hill Row Homes - 20 townhomes; Structure Lofts - 25 loft units with ground-floor retail; Pan Bon - restaurant located downtown	David Hawkins Steven Hawkins 1987	
49 (46)	Nadel Architects Inc. 4445 Eastgate Mall, Suite 07, San Diego 92121 www.nadelarc.com	619-232-8424 619-232-7179	8 8 0	2 90	70 30 0	Retail: 70 Mixed-use: 20	N	Y	Y	Y	N	N	Y	Camino Town & Country South, Old California Restaurant Row, Glasshouse Square, Fire Station #22-Point Loma, Mira Mesa Mall, Ocean Beach mixed-use	James Connelly 1998	
50 (41)	Zagrodnik + Thomas Architects LLP 3956 30th St., San Diego 92104 www.ztarc.com	619-528-1199 619-528-8181	6 9 (33)	5 5	100 0 0	Education: 93 Cultural: 7	N	N	Y	Y	N	N	N	Montgomery High gym and classroom buildings, The Grauer School Project 2, Miramar College LLRC Production Studio	Scott Thomas Jean Zagrodnik Ruth Farjari-Davis 1991	

In case of a tie, firms are ranked by licensed architects and then alphabetically.

(NR) Not ranked

na Not available

wnd Would not disclose

Source: The firms.

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⁽¹⁾ Companies were asked to provide the top two areas of specialty and the percentage that each represents of 2013 gross billing. Percentages will not equal 100 in some cases.

Researched by Leslie Fulton

Continued on page 19

ARCHITECTURAL FIRMS

Ranked by number of local staff as of June 1, 2014

Continued from page 18

Rank (last year)	Firm Address Website	Telephone Fax	Number of local staff: •2014 •2013 •% increase (decrease)	•Licensed architects •Companywide employees	Percentage of billings for projects in: •S.D. County •United States •International	Project specialties: Percentage ⁽¹⁾	Other services offered							Current local representative projects	•Firm principal(s) •Year established locally
							Engineering	Land planning	Space planning	Interior design	Construction mgmt.	Landscape	Forensic		
51 (49)	Benson & Bohl Architects 3900 Fifth Ave., Suite 200, San Diego 92103 www.bensonbohl.com	619-858-4040 619-858-4046	6 6 0	4 6	80 20 0	Retail: 25 Residential: 50	N	Y	Y	Y	Y	N	N	Hillside Rec Center, La Costa Town Center mixed-use watermark	Randall Bohl Richard Benson 1994
52 (NR)	Bluemotif Architecture 2311 Kettner Blvd., San Diego 92101 www.bluemotifarchitecture.com	619-269-5288 619-269-5289	6 6 0	1 wnd	95 5 0	Restaurants: 75 Mixed: 25	N	N	Y	Y	Y	N	N	Green Acres Campus Point Eatery, Kettner Exchange, Mindgruve	Matthew Ellis 2003
53 (50)	IS Architecture 5649 La Jolla Blvd., La Jolla 92037 www.isarchitecture.com	858-456-8555 858-456-8566	6 6 0	1 5	95 5 0	Residential: 60 Historical preservation: 40	N	N	Y	Y	Y	N	N	UC San Diego Audrey Geisel University House rehabilitation; Wisteria Cottage rehabilitation, La Jolla; Mohnike Adobe Porch stabilization, San Diego	Ione Stiegler 1989
54 (55)	Hubbell & Hubbell Architects Inc. 1970 Sixth Ave., San Diego 92101 www.hubbellandhubbell.com	619-231-0446 619-231-0264	4 3 33	2 4	100 0 0	Commercial: 29 Residential: 69	N	N	Y	Y	Y	N	N	San Pasqual Fire Station and Spirit House, Deer Park Monastery, Schultz master plan	Drew Hubbell 1995
55 (52)	Krenek Design Group Architecture Corp. 6520 Nancy Ridge, San Diego 92121 www.krenekdesign.com	858-558-5935 858-558-5945	4 4 0	2 4	100 0 0	Life science R&D/ manufacturing: 30 High-tech manufacturing: 40 Corporate offices: 30	Y	Y	Y	Y	N	Y	N	Ameditech Inc., General Atomics Aeronautical Systems, Sequenom	Kimberly Krenek Kevin Krenek 1999
56 (54)	richard + bauer architecture Inc. 543 N. Highway 101, Solana Beach 92075 www.richard-bauer.com	619-610-9098 na	4 4 0	wnd wnd	wnd wnd wnd	Higher education/public libraries: 40 Federal: 50	N	Y	Y	Y	Y	N	N	wnd	Kelly Bauer James Richard Stephen Kennedy 2011
57 (58)	Hauck Architecture 9350 Guild Ave., San Diego 92123 www.hauckarchitecture.com	858-384-7795 na	2 2 0	1 2	80 20 0	Residential: 65 Breweries: 20 Commercial: 20	Y	Y	Y	Y	Y	N	N	Fall Brewing Co., Callan Residence, Otay Lakes Brewing Co.	T. Dustin Hauck 2007
58 (59)	Taylor architects Inc. 4907 Morena Blvd., Suite1409, San Diego 92117 www.taylorarchitects.net	858-273-2060 858-273-0936	2 2 0	1 2	100 0 0	Hospitals: 50 Medical offices: 50	Y	Y	Y	Y	N	N	N	Kaiser Escondido Pharmacy, Kaiser Fire Walls, Hotel del Paseo Walkway	Terry Taylor 1996

In case of a tie, firms are ranked by licensed architects and then alphabetically.

(NR) Not ranked
na Not available
wnd Would not disclose

Source: The firms.

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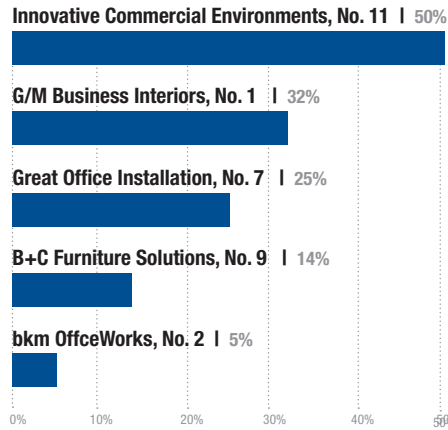
OFFICE FURNITURE DEALERS

Ranked by number of local full-time employees as of April 1, 2014

ANOTHER VIEW

Workforce Increase

The top five companies on the list reranked by percent increase in number of local full-time employees from 2013.



By the Numbers

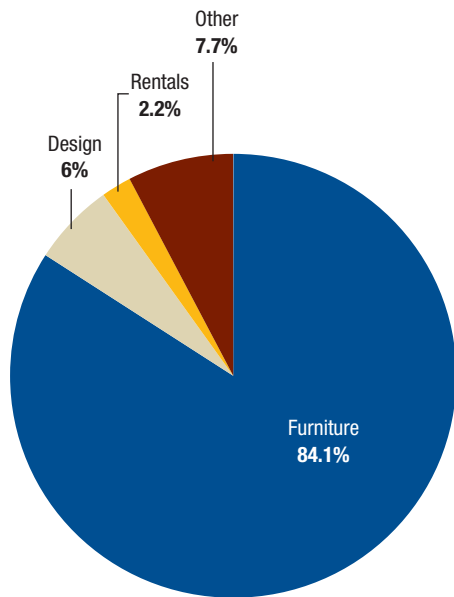
3 The number of companies on the list that have at least one female local executive

6 The largest number of offices companywide

1947 The year that the oldest company on the list was founded

Business Percentage

This chart shows the total percentage of business of the companies on the list.



Rank (last year)	Company Address Website	Telephone	Local full-time employees: •2014 •2013 •% increase (decrease)	Major brands of furniture sold	Percentage of business				Locations: •Local •Companywide	•Local executive(s) •Title(s)	Year established locally
					Furniture	Design	Rentals	Other			
1 (1)	G/M Business Interiors 110 W. A St., First Floor, San Diego 92101 www.gmbi.net	619-236-0500	154 117 32	Herman Miller, Geiger, Krug, OFS-First Office, Nemschoff, SitOnIt Seating, Davis, HON	85	5	5	5	3 6	Stephen Easley president, CEO	1960
2 (2)	bkm OfficeWorks 9201 Spectrum Center Blvd., Suite 100, San Diego 92123 www.bkmofficeworks.com	858-569-4700	123 117 5	Steelcase, Krug, Coalesse	85	2	1	12	2 5	Bill Kuhnert CEO Jim Skidmore COO	1989
3 (3)	Shore Total Office Inc. 9530 Cabot Drive, San Diego 92126 www.shoretotoffice.com	858-271-8645	49 57 (14)	AIS, National Office, Humanscale, Allseating, Deskmakers, Indiana Furniture, Maxon	85	10	5	0	2 2	Ricardo Lopez president, CEO Alan Lopez vice president	1970
4 (4)	Crawford & Co. 13370 Kirkham Way, Poway 92064 www.crawford-co.com	858-513-6584	43 48 (10)	Allsteel, Gunlocke, Hon, HBF, ESI, Davis, Omni Pacific, Via	81	2	1	16	2 2	Bill Crawford president, CEO	1992
5 (5)	Parron Hall Office Interiors 7700 Ronson Road, Suite 100, San Diego 92111 www.parronhall.com	858-268-1212	40 42 (5)	Knoll, Dirtt, Kimball, National, 200 other contract furniture lines	75	1	0	24	1 1	Jim Herr president	1947
6 (8)	Office Furniture Outlet 8840 Miramar Road, San Diego 92126 www.sdoofficefurniture.com	858-271-9700	26 27 (4)	HON, Global, Maverick, DMI, Cherryman, Boss, Humanscale, Friant, Faustinos, 9 to 5 Seating, Office Star	95	0	5	0	2 2	John Haas president, founder	1991
7 (NR)	Great Office Installation 1616 Industrial Blvd., Suite 101, Chula Vista 91911 www.greatofficeinstallation.com	619-946-4067	25 20 25	HON, Friant, Haworth, Herman Miller, Steel Case, Coaster, Clear Design, Boss	90	5	0	5	3 wnd	Lucy Olivas president, owner	2005
8 (6)	Unisource Solutions 4125 Sorrento Valley Blvd., Suite B, San Diego 92121 www.unisourceit.com	858-350-5004	18 19 (5)	Haworth, Janus et Cie, Cherryman, Arcadia, Watson	65	25	5	5	1 5	Anne Bengé president	2009
9 (9)	B+C Furniture Solutions 2251 San Diego Ave., Suite B208, San Diego 92110 www.bcfurn.com	858-549-3735	16 14 14	Kimball, Inscape, Humanscale	wnd	wnd	wnd	wnd	1 1	Carlos Arzola president, CEO	2006
10 (10)	Arenson Office Furniture 8185 Camino Santa Fe, San Diego 92121 www.arensonof.com	858-453-2411	12 13 (8)	HON, Office Master, Deskmakers, Cherryman, Maverick, DMI	95	5	0	0	1 1	Perry Arenson president	1975
11 (11)	Innovative Commercial Environments 12250 El Camino Real, Suite 103, San Diego 92130 www.icesd.com	858-947-7272	12 8 50	AIS, OFS, Allseating, National, Friant, Mayline, Lacquercraft and Saniharto.	85	5	0	10	1 1	DeLinda Forsythe president	2006

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| CUSO Financial Services, LP | MOGL | ThunderActive |
| EMC | Moss Adams LLP | Titan SEO, Inc. |
| eMoney Advisor, LLC ("eMoney") | Navy Federal Credit Union | Trace3.com Inc. |
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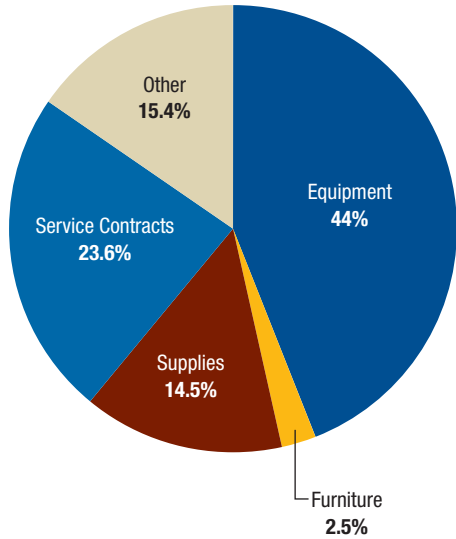
OFFICE EQUIPMENT DEALERS

Ranked by number of local full-time employees as of July 1, 2014

ANOTHER VIEW

Business Breakdown

This chart shows the breakdown of business activity, by percentage, engaged in by the companies on the list.

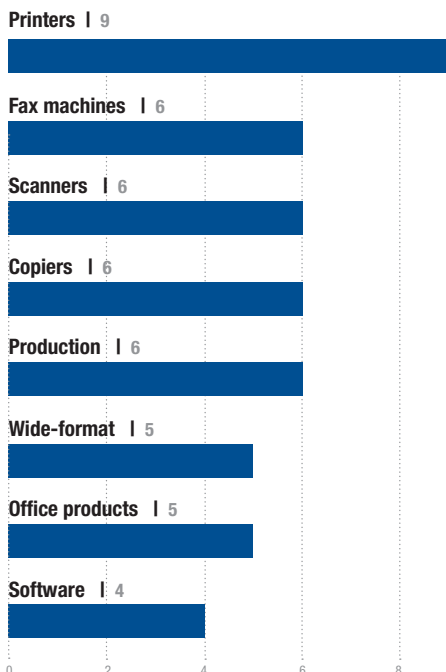


By the Numbers

- 8** Companies on the list in the city of San Diego
- 10** Companies on the list that offer new and used equipment
- 500** The largest number of offices among the companies on the list
- 1961** The year the oldest company on the list was founded

Equipment for Sale

This graph shows the number of companies that offer each type of equipment.



Rank	Company Address Website	Office phone	Number of: Local employees Offices	Types of equipment sold	Brands authorized to sell	Business percentage					•Delivery? •New or used •Lease?	•Local executive(s) •Title(s)	Year founded
						Equipment	Furniture	Supplies	Service Contracts	Other			
1	Ricoh America Corp. 404 Camino Del Rio S., San Diego 92108 www.ricoh-usa.com	619-725-8354	523 wnd	Office products, software, information technology sales, fonality and managed services	Ricoh, Fujitsu, HP, Heidelberg	40	0	20	0	40	Y Both Y	Curt Albrecht marketplace vice president	1965
2	MRC Smart Technology Solutions 5657 Copley Drive, San Diego 92111 www.mrc360.com	858-573-6354	300 7	Production equipment, color, black and white, wide format	Xerox, HP, Dell, Konica Minolta, KIP	48	0	0	52	0	Y Both Y	Bob Leone president John Taumoepeau executive vice president	1994
3	Xerox Corp. 7676 Hazard Center Drive, Suite 400, San Diego 92108 www.xerox.com	619-260-3386	150 112	Multifunction copiers, production printing systems, hi-speed ink jet, printers, scanners, fax, accounting software, digital marketing software, offline finishing	Xerox, Nuance-Equitrac, Pitney Bowes, Bourg, Duplo, EFI-Fiery	50	0	0	50	0	Y Both Y	Michael IZZI regional sales manager Alan Ray director of operations	1961
4	BCS Business Copier Solutions 13750 Danielson St., Poway 92064 www.bccopy.com	858-668-0809	138 2	Printers, scanners, fax machines, copiers, office systems	Toshiba, Konica Minolta, KIP, Muratec, HP	45	0	6	30	19	Y Both Y	Keith Justus president, CEO	2002
5	Konica Minolta Business Solutions 5959 Cornerstone Court W., San Diego 92121 www.kmbs.konicaminolta.us	858-535-0400	124 105	Office systems, print production, printers, scanners, wide-format and 3D printers	Konica Minolta, KIP, Hewlett Packard, Duplo, Lexmark, Fujitsu, Equitrac, Pharos, Jamex, NSI, Pagescope, Prism, Hyland OnBase	52	0	0	30	18	Y Both Y	Timothy Dischner area vice president	1974
6	Sharp Business Systems 8670 Argent St., Santee 92071 www.sbosfsandiego.com	619-258-1400	111 500	Office technology solutions	Sharp MFP, Sharp Professional Monitors, Sharp Video Walls and digital Signage. Onbase, Kofax, HP, Kyocera, Fujitsu, Managed Network Services	40	5	10	35	10	Y Both Y	Dale Wedge president	1969
7	Canon Solutions America 9330 Scranton Road, Suite 120/170, San Diego 92121 www.csa.canon.com	858-202-3900	109 92	Multifunctional printers, production equipment and software, scanners, wide-format and desktop printers	Canon	40	0	15	0	45	Y Both Y	wnd	2001
8	Officia Imaging 7323 Engineer Road, San Diego 92111 www.officia.com	858-300-8701	89 7	Copiers, faxes, information technology services, servers and workstations	Ricoh, HP, Dell	50	0	10	0	40	Y Both Y	Todd Rogers CEO Mike Haubner vice president	1982
9	R3 Copier Solutions 5725 Kearny Villa Road, Suite A, San Diego 92123 www.r3biz.com	858-779-1144	32 2	Copiers, printers, faxes, scanners, wide format, Kip/Canon	Sharp, Canon, Konica, Minolta, Muratec	41	0	11	48	0	Y Both Y	Roger Seeley CEO	2007
10	Signa Digital Solutions Inc. 7350 Opportunity Road, San Diego 92111 www.gosigna.com	858-467-7979	28 1	Copiers, printers, scanners, wide-format printers, production printers and software	Canon, HP, Samsung, Universal Laser Systems	80	0	10	0	10	Y New Y	Michele Kirby CEO	1999
11	Copy Link Inc. 3441 Main St., Suite 100, Chula Vista 91911 www.copylink.net	619-424-8000	24 1	Multifunction copiers, printers, scanners, fax machines, production color machines, document management, workflow	Sharp, Lexmark, Samsung, Fujitsu, Docuware	37	0	22	38	3	Y Both Y	Kevin Marshall president Steven Welty business development	1990
12	Glennie's Office Products 410 W. Fifth Ave., Escondido 92025 www.glenniesop.com	760-747-0701	9 2	All-in-one, printers, fax, small office-home office printers, copiers, time clocks, calculators	wnd	5	25	70	0	0	Y New N	Glen Burford vice president business development	1967

In case of a tie, companies are ranked alphabetically. 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.

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Future:

from page 13
employees, but after that, leasing space is right up there.”

A New Generation

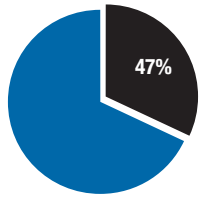
The challenge is to create offices where workers want to be, not simply to fit more people into less space.

Although the open-office concept is gaining momentum, not all workers are celebrating, London said. While it works well for 20- and 30-somethings, some middle-aged workers are less enthusiastic.

Older executives view having their own office as an earned perk, after working their way into a position of authority, he explained.

“There is less wall and floor space, which is viewed as a positive thing, but it also can be seen as a negative thing,” London said. “I don’t get my private office space, which would be nice given my place in the hierarchy of the company.”

Utilizing Time In Workspace



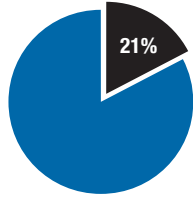
Leasing costs quickly add up for commercial tenants. London said if a business were leasing office space at a monthly cost of \$3.50 per square foot, dropping the average amount of space it needs per employee by 100 square feet could save more than \$4,000 per year for each worker.

Where is it happening?

Paul Komadina, the managing director of the San Diego region for CBRE, said there are commercial real estate submarkets here where the “office of the future” is becoming commonplace.

“Downtown is really where it started,” said Komadina, who oversees the owner-

Time Away From Workspace



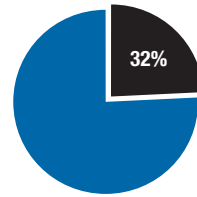
investor side of the business, with a focus on office, industrial and retail agency leasing. “There is a younger generation of workforce that lives and works downtown. They are really driving the change. It was originally driven by the tech and media companies.”

Gradually, the concept is spreading to other parts of the county, he said.

“We have seen a movement toward the suburbs,” he added. “It has been slow but it definitely is occurring. Carlsbad has pockets of it. It’s driven by the action sports and tech communities that exist there.”

The concept also is making its way into the commercial office buildings of

Empty Workspace



Source: CBRE

Del Mar Heights and University Towne Center, he added.

Who is driving the change?

Komadina said it is office workers who are pushing landlords and tenant businesses to redesign commercial office spaces.

“The tenants are building space to recruit and retain key employees,” Komadina said. “The employee drives what the employers do. The employers drive what the landlords do.”

One San Diego businesses that has embraced the concept is the Red Door Interactive marketing and advertising agency. President and CEO Reid Carr said he employees about 60 people. The payback is having top-quality workers who are prepared to invest their time into making the business a success. Common areas where workers can congregate encourages them to interact and collaborate.

“The energy is huge,” Carr said. “There is kind of a palpable energy that comes with an environment like this. People want to be part of it.”

Workplace:

from page 14
and communicate from anywhere has direct implications for businesses and the design of the workplace.

That translates into predictable trends, Romeo and Elliott said, with the top one being mobility.

“We will see more work areas that are reconfigurable with flexible work zones where people can work from their desk or move to a lounge area or brainstorm on a collaborative table,” Romeo said.

Free to Choose

Open spaces designed with a blend of furniture, including comfortable and variously sized chairs and tables where people can move around freely and choose whether to sit privately or on a bench with others, are also gaining popularity.

“You take a space that is available for a specific amount of hours, which has changed from past generations where you had a designated workspace with family photos,” Romeo said.

Furnishings will accommodate technological devices as well.

“A chair isn’t just a chair any more, but

also a place to plug in your laptop,” Romeo said. “Conference tables and meeting tables have integrated plug-in solutions. It is the trend to give people as much power as possible without having cords everywhere.”

An Office With No Name

Accounting firm Moss Adams LLP in Kearny Mesa has been in discussions with Elliott at ID Studios since last September on how to translate the firm’s vision and culture into a new office design, said Carisa Wisniewski, Moss Adams’ office managing partner.

Moss Adams is also embracing the idea of office spaces that are dedicated

to no one with a diverse design where people can choose to sit on a couch as a group for mentoring or come in and select a workspace that fits their needs on any particular day, Wisniewski said.

“When someone says I’m going into my office that means that the elevator door opens and that person will decide then what they will need according to what you’re working on now or whatever people you’ll be working with,” Wisniewski said.

“It’s a big change,” Elliott said. “But I think people will gravitate toward that mix.”



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