

connect

THE WEEKLY NEWSLETTER OF UCSD CONNECT

ATHENA KICKS OFF '98...

By Barbara Bry (barbara@okbridge.com)

Athena, UCSD CONNECT's program for women executives, will kick-off its 1998 schedule on **Monday, February 23**, with a lunch meeting at **QUALCOMM** (6455 Lusk Blvd.) from 11:30 a.m. to 1:30 p.m.

Athena, established nine years ago to facilitate networking among senior women executives at CONNECT member companies, has formed its own board of directors and is inviting senior women executives at CONNECT member and sponsor companies to join the organization.

"Our mission is to foster personal and professional change through inclusion, risk taking, education, recognition, and diversity of thought to enhance competitiveness and opportunity in the San Diego business community," said **Karen Klause**, the first Athena resident. Klause is the president and CEO of **Digirad**, a world leader in the development and manufacture of its patented solid-state detector technology.

Klause is taking the time to lead Athena because "I sincerely believe that Athena can make a difference in bringing tangible value to executive women that will enable them to advance in their careers." **Barbara Bry**, who founded Athena while at CONNECT, will serve as the organization's executive director. Barbara is now also the chief operating officer for **OKbridge**, the premier Internet bridge club.

The benefits of Athena membership include:

- Athena membership meetings
- Participation on the key committees that advise Athena
- Athena Professional Development Conferences
- Athena Member Directory

The fee to attend the February 23 lunch is \$20. For further information or to sign up for the lunch, contact Tanya Hincapie at (619) 534-6114, or e-mail thincape@ucsd.edu.

RUDOLPH & SLETTEN STRENGTHENS SAN DIEGO PRESENCE

By Ann Marsh (amarsh@ucsd.edu)

With the near completion of a building for Cymer and the groundbreaking for a building for RW Johnson and another for the Scripps Research Institute next week, the construction management firm Rudolph and Sletten are finally hoping to rid themselves of the image of an 'outsider' to the San Diego community. This image has lingered in the minds of some, despite their quite impressive track record of involvement in previous well-known projects for The Scripps Research Institute, Agouron, and IDEC, just to name a few.

According to Robert Maxwell, Project Manager, "we see the completion of this and our other projects as a wonderful opportunity for us to present ourselves as a viable part of the ongoing efforts to continue San Diego's growth toward the 21st century."

Although headquartered in Foster City, with divisional offices in San Diego, Irvine, San Francisco and Sacramento, they maintain the corporate philosophy of being a good citizen in each community in which they build. "For us San Diego is home, we own houses here, send our children to the local schools, volunteer and work on various community committees, we consider ourselves very much a part of the community" says Maxwell.

Part of the "outsider" image, Maxwell admits, was fostered by the belief that money earned here would be sent up to the corporate office. "Not so" Maxwell states "We maintain the corporate philosophy of being a 'good citizen' in each community we are involved in. During our six years here we've dedicated ourselves, as individuals and as a company to building deep roots here. We maintain the corporate practice of working only with local contractors with the goal of keeping business in San Diego thriving."

The firm was recently ranked as the 45th largest privately held building contractor in the nation by *Engineering News Record* and is well known for specializing in biotech projects. The strength of the company can be defined by the significant cash reserves it has on deposit, combined with an absence of corporate debt. These two factors combine to give them over \$350 million dollars worth of bonding capacity. Their strength also lies in priding themselves on the ability to nurture long-term relationships with their clients. "We've developed a unique 'Customer Satisfaction Index', to give us a constant amount of feedback from our clients that enables us to better reflect their needs and respond to them as often and as quickly as possible", said Maxwell.

"It's the nature of business and the human condition that sometimes mistakes are made or problems do arise", Maxwell concluded, "but we strive to incorporate our own '100% Satisfaction' program so that we can all get to the finish line faster. We are absolutely mad about customer satisfaction,"

The company maintains personnel with a variety of fields, including Technical Expertise (Electrical/Mechanical Systems, Roofing, Estimating and water Proofing), Management Skills and General Improvements (CPR, Health Systems and First Aid). "We require our staff, regardless of position or length of employment, to attend Continuing Education classes every 18 months."

They stand on their safety record, "an injured worker can be very costly for the building process and thus the owner," said Maxwell, they also stand behind their high standard of quality and their fast track record (hypertrack construction) of starting the building process before all of the designs are completed.

They are the largest buyer of construction services in the West, which allows them to prepare complete and accurate budget information and they maintain a "zero punch list" establishing quality standards as each part of the work is completed.

In addition to their community work with various foundations, the company is particularly interested in helping to develop a strong program in construction management in biotech

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FROM THE DIRECTOR

By William W. Otterson (boterson@ucsd.edu)

THE FOLLOWING COMMENTARY IS THE OPINION OF THE WRITER, AND DOES NOT NECESSARILY REFLECT THE OPINION OF CONNECT AND/OR OUR SPONSORS & MEMBERS.

SAN DIEGO'S SUPER BOWL

With tickets for the Super bowl being scalped as high as \$6,000, all eyes in San Diego and the nation were focused on the Super Bowl in JALCOMM Stadium. It was reported that as many as 100 million people watched the game Sunday, and the San Diego Ad Council calculated the value to San Diego tourism at over \$60 million.

But, just as the photographs of fans watching the Rose bowl in shirt sleeves brought thousands of job seekers to California in the sixties and seventies, we are hopeful this extravaganza may lure hundreds of engineers to San Diego. The weather just couldn't have served us better (consider what El Niño might have done) at a time when Eastern Canada was having ice storms and our daughter in Vermont is reporting fresh snow through which she trudges to work.

Finally, every time we heard announcers say "QUALCOMM Stadium", we were pleased at the attention they were drawing to high-tech in San Diego. (When we testified in support of the **QUALCOMM** renaming proposal at City Council last year, we had just this sort of favorable publicity in mind).

The game also gave **San Diego Economic Development Corporation** President **Julie Meier Wright** an opportunity to tout the region's high-tech strength in an Op-Ed piece carried in the *San Diego Union-Tribune* the day of the game. If previous visitors read anything, they probably read the local Sunday morning paper. If they read the Opinion section, they couldn't miss it. "We'd like every visitor to this area to leave with the image of San Diego as a vibrant, high-tech center of excellence and the global hub between the Asia-Pacific region and Latin America that it is."

RAYTHEON LAY-OFFS

Only a few years ago, we would have read the news of **Raytheon's** work force cut of 9,700 employees nationwide with alarm. Today we almost applaud. We expect that the 150 largely software and systems engineering people laid off in San Diego will find immediate re-employment here, and we suggest that some of the remainder of the 9,700 could be aggressively recruited by our San Diego Tech Force - particularly given the current weather in Boston where Raytheon is headquartered.

As far as engineering recruiting is concerned, we note that the Raytheon lay-offs are in addition to 20,000 at **Kodak** and perhaps 400 at **Exabyte** in Boulder and an unnamed and unnumbered batch in a high-tech company in Florida. This is recruiters' heaven!

ECONOMIC POLICY INSTITUTE FORECAST

Let's put a recent report by the Economic Policy Institute in perspective for San Diego. They **forecasted a net loss in California manufacturing jobs of 126,681 if the current Asian economic crisis causes an increase of \$100 billion increase in the merchandise trade deficit**, as they expect. If CONNECT's forecasts are correct, San Diego alone could make up 30,000 of these jobs, and we are only a part of the state totals.

No reduction in your customers' demand for your product is good news, but it is a further example of the strength of San Diego's economy that it should be able to absorb its share of the expected reduction without experiencing another recession.

BILL'S BITS

...We were pleased to see **Bruce Bigelow's** story, "The Brothers Daou," featured in the Sunday *Union-Tribune* Business section a week ago. **Georges and Daniel** have built a powerhouse of a company by providing computer networks for hospitals and clinics. Their family escaped the insane bombings of Beirut to move to the U.S. where Georges graduated from UCSD. We would also like to acknowledge that it was Georges who encouraged us to start this newsletter. Thanks, Georges.

...As reported in the *Wall Street Journal*, our friend and CONNECT Advisory Board member, **Dr. Monroe Trout**, was elected Chairman of the board of **Cytec Corporation**.

...Two kudos for **Dr. Gail Naughton**, President and Chief Operating Officer, **Advanced Tissue Sciences**. First, she was named 1998 Scientist of the Year by the San Diego ARCS Foundation and secondly, the FDA Advisory panel recommended approval for Dermagraft[®] for diabetic foot ulcers.

...For the SANDAG plan on how to solve traffic corporation in the region, see **Dr. Elliot Parks'** Op-Ed piece in the *Union-Tribune* Jan 28 issue (Call us for a copy).

...According to **Dan Gallagher** of the *San Diego Daily Transcript*, **Molecular Biosystems'** new contrast agent, **Optison**, is gaining rapid market acceptance. Congratulations to **Ken Widder**, **Bobba Venkatadri**, and team at MBI.

...**San Diego Magazine** recognized it's "Fifty People to Watch" in 1998 at a huge party in Balboa Park on Friday night. Among those recognized was **CONNECT's Abi Barrow**. Other CONNECT friends who made the list include: **Todd Anson**, partner Brobeck, Phleger and Harrison; **Anne Evans**, Evans Hotels and member of CONNECT's steering committee; **Paul Jacobs**, QUALCOMM; **Peter Johnson**, CEO of Agouron; and **Julie Meier Wright**, president of the San Diego EDC and also a member of CONNECT's steering committee.

...**CONNECT's Barbara Bry**, Executive Director of Athena, and Chief Operating Officer at **OKbridge**, was just appointed to the Advisory council for the **Federal Reserve Bank of San Francisco**. (CONNECT Advisory Council member, Anne Evans, is President). The purpose of the council is to advise the board of Governors on what's happening in the industry sectors in the nine western states governed by the bank. Barbara was found on the Web for this council, through her position as a Director of the **World Trade Center**.

Congrats to Abi and Barbara.

HEALTHCARE NEWS...

ACADIA Pharmaceuticals Inc. announced receipt of a patent issued by the US Patent Office covering their Receptor Selection and Amplification Technology. The technology, R-SAT™, a platform of cell-based technologies, is a powerful tool for identifying lead compounds for drug development and for characterization of drug targets.

Advanced Tissue Sciences Inc. (ATIS) has received approval from the members of the FDA's General and Plastic Surgery Devices Panel of the Medical Devices Advisory Committee for its Dermagraft engineered skin product for treatment of diabetic foot ulcers. Approval is contingent on a postmarket study to confirm safety and efficacy and Advanced Tissue's agreement to train physicians in proper techniques for treating diabetic ulcers. ATIS, La Jolla, is producing Dermagraft for use in the U.K., Canada and Ireland, where it already has been approved and will be able to start shipping product in the U.S. as soon as it receives FDA approval. The product will be sold by Smith & Nephew pic (London, U.K.) under the partners' 50-50 joint venture. Last March, the FDA approved ATIS's Dermagraft-TC product for use on burns. (BioCentury Extra, January 30, 1998)

Cytel Corporation announced an expansion in its relationship with Baxter Healthcare Corporation's Nextran Inc. unit. Cytel, extending its original collaboration, will exclusively supply other alpha-galactose carbohydrate products for treating hyperacute rejection associated with xenotransplantation. In return Baxter has made a milestone payment and invested \$1 million in Cytel's recent private placement.

In a speech at **Genentech**, Vice President Gore announced plans to extend the R&D tax credit, which expires June 30, 1998, for one year. **California Healthcare Institute** is working with the Administration and key legislators to ensure a maximum extension of this credit.

InterVentional Technologies, developer of engineering solutions for treating cardiovascular disease, announced that preliminary animal trials have proven the feasibility of its radiation delivery system for treating cardiovascular disease. The company's IRADIATOR® system uses microscopic needles mounted on a miniature balloon to inject controlled doses of radiopharmaceuticals directly into a disease's arterial wall.

Pacific Pharmaceuticals, Inc. announced positive results from a pre-clinical trial involving metastatic mammary tumor bearing rats treated with the Company's proprietary Cancer Immunotherapy. In addition, all successfully treated rats rejected the tumor when rechallenged with 10 times the original tumor dose. The company's proprietary Cancer Immunotherapy involves co-injection of the immunoadjuvant glactochitosan and a photosensitive infrared dye directly into a tumor, followed by illumination with an infrared laser.

SIBIA Neurosciences, Inc. announced a Phase 2 clinical trial of its proprietary Parkinson's drug, SIB-1508Y, a selective brain cholinergic agonist which is being developed as a novel therapeutic agent to treat the motor, cognitive and affective deficits in Parkinson's disease.

Vista Medical Technologies, Inc. reported an 85% sales gain for 1997 due primarily to sales in Europe where adoption of Vista's Series 8000, an advanced visualization and information system for minimally invasive heart surgery, has been faster than expected.

HIGH-TECH NEWS...

American Digital Network, a internetworking technology company, announced availability of Parent's Choice™, a new proprietary Internet service allowing parents to easily control and monitor their children's access to web news groups, chat rooms and e-mail.

DAOU Systems, Inc. has been awarded more than \$8.5 million to provide computer desktop support services, an innovative approach to the management of the computing infrastructure and personal computers within health care organizations, to St. Vincent Hospitals and Health Services of Indianapolis.

The International Forum for Corporate Directors announced their Director of the Year Awards. Congratulations to Alliance Pharmaceutical Corp.'s Duane J. and Theodore D. Roth for winning Director of the Year for Corporate Citizenship and SDG&E / Enova Corp's Thomas A. Page for Lifetime Achievement of Director in Corporate Governance award.

Overland Data Inc., a technology leader in data storage and backup products, received its sixth award for the company's innovative DLT LibraryXpress data library in the Jan. 15 issue of Network Computing. Their Model LX7436 took the magazine's top honors for its combination of clever engineering, performance and scalability. In addition Overland announced they have earned a 41% market share position in automated DLT(1) tape libraries using 40 or less cartridges according to the latest tape library report from Freeman Associates.

QUALCOMM Inc. announced a signed contract with African Telecommunications Incorporated for a wireless local loop system in the Democratic Republic of Congo, formerly Zaire. The agreement, valued at \$70 million, will deploy the cdmaOne™ (IS-95 Code Division Multiple Access) WLL system in mid 1998, with commercial service expected by late 1998.

UC BioSTAR Project is providing opportunities for biotech companies to leverage their R&D investments by partnering with UC researchers in proposals for matching grants.

The World Trade Center San Diego announced the appointment of Kathy Ward to the position of President. Kathy has extensive international business background including marketing both for the Pacific Rim and Latin America. She plans to implement a new strategic plan to take the organization to its next level of business growth.

RUDOLPH & SLETTEN (CONTINUED)...

at the university level. "San Diego is hurting for construction management skilled workers." Maxwell stated "The Universities in the area are doing little to train for the demand in construction management in particular. Our company would like to see 'expertise developed in the workplace and become part of the classroom experience. We would like to see classes in long range planning, tenant representatives, classes to make facilities planning decisions for companies building, in particular, biotech facilities, classes on cost estimating, and on building a team, for example. Their desire is to be able to recruit for internship positions out of the local universities, to develop these students skills and hopefully to persuade them to stay in San Diego.

ANNOUNCEMENT...

Stan Sewitch, founder of HRG, a human resources consulting firm, was featured in the December issue of *Success Magazine* for his work with the martial arts. Stan contends that the skills needed to do well in judo and karate are the same set of tools required for a successful entrepreneur.

The CONNECT TV Show would like to do a program focused on this issue. If you are interested in participating, please contact **Barbara Bry**, the executive producer and moderator, at 619-490-4336 or e-mail her at barbara@okbridge.com.

UPCOMING EVENTS...

Biotechnology, high technology, manufacturing, and technical business leaders are invited to attend the **University of California, San Diego School of Engineering's Research Review on Friday, February 6, 1998**, from 8:30 a.m. to 5:00 p.m., at the UCSD Price Center Auditorium. There is no charge for the event. The information change is designed to foster research collaborations between industry and UCSD faculty active in diverse areas of research such as biomedical engineering, wireless communications, high performance computing, and structural mechanics. Participants will also have an excellent opportunity to meet more than 120 graduate students who will soon be entering the workforce. For further information, please call Kelly Briggs at (619) 534-2329 or register via the Web at <http://www.soe.ucsd.edu>.

The National Human Resource Association is featuring *Law Day: From Application to Termination, A Legal Analysis*, on **February 10, 1998**, 11:30 a.m. to 4:30 p.m., at the La Jolla Marriott. The program will feature such topics as the hiring and interview process, harassment and discrimination claims and investigation, discipline and termination, and a plaintiffs' attorney perspective. The fee to attend is \$85 for NHRA members, \$95 for all others. For further information, please call (619) 645-8610.

The MIT Enterprise Forum February meeting, "*Protecting the Tunes, Entertainment on the NET*," will feature **Solana Technology Development Corp.** and their solution to eliminate economic barriers between users of the Internet and the entertainment industry, and simultaneously revolutionize commercial broadcast monitoring. The meeting will be held on **Wednesday, February 11, 1998**, from 5:30 p.m. to 8:00 p.m., at the La Jolla Marriott. For more information, call (619) 236-9400 or see their website at <http://www.sddt.com/mitforum>.

The World Trade Center San Diego is featuring "*Doing Business in SouthEast Asia*" on **Thursday, February 12, 1998**, from 7:30 to 9:00 a.m., at the Raintree Restaurant in Carlsbad. The fee to attend is \$15 for WTCSA members and \$20 for all others. For further information, please call (619) 685-1450.

The National Association of Stock Plan Professionals (NASPP) - San Diego Chapter is featuring monthly local luncheon meetings to discuss issues that are pertinent to all publicly held companies who administer stock plans for their employees. The local chapter meetings are held on the third Wednesday of each month at the La Jolla Marriott. The next regular meeting will be on **February 18, 1998**, from 11:30 a.m. to 1:30 p.m. The fee for each event is \$15.00 for members and \$25.00 for non-members. If you are interested in joining the NASPP or would like to attend the next meeting please call Amy Romaker at Pillsbury Madison & Sutro LLP, (619) 544-3372 or send e-mail to romaker_aj@pillsburylaw.com

The Foundation for Enterprise Development is featuring "*Building the High-Performance Organization with Entrepreneurial Equity Compensation*," **February 26 & 27, 1998**, at the Sheraton Grande Torrey Pines. The conference is structured to provide people with the tools needed to make equity sharing decisions as they relate to your corporate group. The first day of the event involves two workshops, priced at \$65 each, entitled "*Journey of Equity of Sharing*" and "*The Power of Open Book Management*," as well as a speakers' dinner, also \$65. The second day is an all day conference featuring a variety of experts and company leaders who have worked through these processes. The fee to attend the second day is \$190. For further information, please call (619) 459-4662, or e-mail cpayne@fed.org.

The Biotechnology Industry Organization (BIO) is featuring its

annual *CEO and Senior Manager's Conference, March 4-6*, at the Fairmont Hotel in San Francisco. The conference will provide management with essential tools for examining the most critical components of their corporate and business development strategies. For more information, call BIO at (202) 857-0244.

San Diego Dialogue presents "*Forum Fronterizo III*," part three of a luncheon series designed to bring leaders from the crossborder region together to address shared challenges and opportunities. Speakers will include **Hon. Denise Moreno Ducheny**, California State Assembly, 79th District; **Frank del Olmo**, Assistant to the Editor, Los Angeles Times; **Hon. Fernando Solana**, Chairman, Foreign Relations Committee, Senate of Mexico; and **Mayor Willie Brown, Jr.**, City of San Francisco. The event will be held on **Friday, March 6, 1998**, 1:00 to 3:00 p.m., at the Sheraton San Diego. For further information, please call (619) 534-9817 or e-mail sddialogue@ucsd.edu.

GUEST EDITORIAL

THE FOLLOWING COMMENTARY IS THE OPINION OF THE WRITER, AND DOES NOT NECESSARILY REFLECT THE OPINION OF UCSD CONNECT AND/OR OUR SPONSORS & MEMBERS. CONNECT WELCOMES OPPOSING POINTS OF VIEW.

As a member of Bill Otterson's CEO Coalition on Engineering Recruiting, Immigration Subcommittee which is addressing the shortage of engineers in the San Diego region, it has come to my attention that many companies wish to immigrate personnel from other countries to meet their staffing needs.

The H1-B Temporary Working Visa is a vehicle which San Diego companies have used for years to augment their talent pools with expertise from abroad. Historically speaking, this was a luxury. Today, it has become a necessity.

Currently, San Diego companies are not alone in this need. Many other companies from around the U.S. also need engineers, which places a heavy demand on the limited number of working visas each fiscal year. At whatever point each year that the available visas are obligated, there are no more to be issued until the beginning of the next fiscal year (October). In this current year, visas are projected to be obligated by mid-summer. If you have not yet initiated your prospective engineer's application well in advance of that time, **YOU WILL NOT GET A VISA APPROVED FOR THAT ENGINEER FOR AT LEAST ANOTHER SIX MONTHS!**

I hope this information is helpful to you and if you would like more information on the work of this subcommittee, please contact me.

Bert Watson, Watson and Company and Former Legislative Assistant to Bill Lowery, Member of Congress

FEBRUARY 10-12, 1998

1998 UCSD CONNECT TECHNOLOGY FINANCIAL FORUM

CONNECT is currently preparing for the 1998 UCSD CONNECT Technology Financial Forum. If you are a venture capitalist, investor or seeking potential partnership opportunities, and are interested in attending the conference, please contact CONNECT at (619) 534-6114 or e-mail cquaranta@ucsd.edu.

CONNECT members and sponsors are invited to attend the Concept Forum and Reception at 5:00 p.m. on February 11 for a fee of \$75. If you are interested in attending, call (619) 534-8449.