

# connect

THE WEEKLY NEWSLETTER OF UCSD CONNECT

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## **\*SPOTLIGHT**

### **FIRST SAN DIEGO/TIJUANA DEMOGRAPHIC ATLAS REVEALS SURPRISING SIMILARITIES**

San Diego Dialogue, The University of California, San Diego's regional public policy program, using commercial computer mapping software to create brightly colored crossborder maps and charts, and CD-ROM files identifying the geographic areas in each census, has combined the make-up of the most populous binational metropolitan region along the U.S.-Mexican border: San Diego/Tijuana.

This region of 3.07 million people, 44 percent of the border's six largest crossborder counties, has more than double the population of the second highest border area of El Paso/Ciudad Juarez, at just under 1.5 million. ~~However, despite these numbers, The Demographic Atlas of San Diego/Tijuana, shows that~~ Tijuana with predominantly middle income residents and a relative income distribution much like San Diego. Of major cities along the border, only these two have less than 40 percent of the population ~~with~~ <sup>in</sup> low incomes ~~with~~ <sup>in</sup> bracket.

"When our cross-border populations are combined, the total market area is equal to the seventh largest in the United States, whereas San Diego alone ranks thirteenth. Now government and private sector planners have the ability to visualize accurately the entire cross-border region and plan accordingly," explains Mary Walshok, Ph.D., industrial sociologist and Associate Vice Chancellor for UCSD Extended Studies and Public Service.

Katy McDonald, Associate Director, San Diego Dialogue added, "The San Diego/Tijuana corridor stands out as by far the wealthiest as well as the most populous of all areas along the border...if you were to ask most people, they would expect an uneven chart, when in fact about 45 percent of Tijuana falls into that middle range."

The San Diego/Tijuana region is defined as the stretch from Camp Pendleton south to Playas de Tijuana. The first study to compare the two cities, the Atlas illustrates the distribution of population by age, income, education, employment and marital status. Middle income for San Diego is defined as between \$25,000 and \$75,000 in the U.S., while in Tijuana it is

*Please see 'Atlas' on page 3*

## **FROM THE DIRECTOR**

*By William W. Otterson*

THE CONNECT NEWSLETTER IS UNDERWRITTEN BY BAKER & MCKENZIE

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## NEWS...

Mycogen's plant science subsidiary has received a Notice of Allowance from the European Patent Office for patent claims to *Bacillus thuringiensis* proteins which make crop plants insect-resistant. Mycogen received a U.S. patent on a related application in January.

*Space*  
Infrasonic signed a supplier agreement with Direct Medical Equipment & Supplies Inc., a group purchasing organization that includes about 400 hospitals in five states.

Pyxis Corporation has entered into an acquisition agreement with Allied Pharmacy Management (APM), Inc., and certain Allied stockholders, to seek to purchase all of the outstanding shares of APM, Inc., a provider of pharmacy management services to hospitals and other healthcare providers.

"The increasingly competitive nature of the U.S. healthcare system is causing most providers to reconsider how best to deliver high quality care at a reasonable cost. Many of our customers have already concluded that it no longer makes sense for highly skilled clinical staff to perform administrative and logistic tasks, which divert attention away from direct patient care," said Gerald Forth, Pyxis President and CEO, "The widespread use of automation technology, such as Pyxis' MEDSTATION® Rx System, [and Allied's integrated pharmacy management solutions], now make it possible to create an efficient drug distribution process, from supplier directly to point-of-use, thus freeing clinical staff to focus on patient care."

Gerald J. Yakatan, Ph.D., President and CEO, has left Tanabe Research Laboratories USA, Inc. to develop a strategic planning/consulting business to serve the pharmaceutical industry. Yoshio Iwasaza, Ph.D., Executive Vice President, Tanabe, will serve as Interim President and CEO.

Price Waterhouse LLP has introduced Knowledge<sup>SM</sup>, an interactive, on-line data repository which contains more than 4000 entries, consisting of independent research, benchmarking studies and data from a broad array of business information sources, as well as from the work of the firm's consultants around the world. This service gives the firm's business advisors instant access to the most current information available on world-class best practices and benchmarking, and is on-line to more than 30,000 Price Waterhouse professionals using interactive Lotus Notes groupware connecting the worldwide Price Waterhouse network. "Because the database is on-line, the information is always current and available with no time lag, giving KnowledgeView a key competitive advan-

tage over competing services using CD-ROM technology or printed materials," said Tom Darcy, Managing Partner of the San Diego Office.

UCSD scientists have made observations using the world's largest telescope, the WM. Keck Telescope in Hawaii that may change the theories of how galaxies are formed. UCSD physics professor Arthur Wolfe and UCSD graduate student Jason Prochaska observed what they believe are protogalaxies that existed when the universe was 20 percent of its current age. Presenting the results of their study at an American Astronomical Society meeting in Pittsburgh, the researchers said these protogalaxies are spinning at much higher speeds than expected, which could change ideas of how galaxies are formed.

First Virtual Holdings, Inc., has been named one of 36 finalists in the first National Information Infrastructure Awards, which recognizes achievements on the Internet, on-line services and other parts of the NII. First Virtual was selected in the business category for Internet Payment System, a merchant banking system introduced in October. First Virtual was chosen among more than 500 entries, including the Smithsonian Institution, the Centers for Disease Control and the Rolling Stones' Voodoo Lounge World Tour Web site. Six winners will be named July 12 in Washington D.C. (SDDT, 6/13/95, "Local Scene")

XXsys Technologies Inc. has partnered with FCI Constructors Inc. of San Diego to develop a strategy to commercially market the retrofitting technology of XXsys which uses carbon composite jackets to strengthen bridge columns. This technology is being tested for Caltrans at the UCSD Powell Structural Research Laboratories, and on a freeway bridge in L.A. Together, XXsys and FCI will perform five to 10 field demonstrations in Southern California, and will share equally in any profits or losses.

Cooley Godward Castro Huddleson and Tatum has released that in the three years since opening their San Diego branch, more than 35 public offerings have been completed for a total of \$1 billion raised. In 1994 they completed approximately 35 venture financings and private placements. The firm has 120 growth company clients in San Diego, including company clients in all of the leading technology and growth industries, and the branch has grown to ~~now include~~ 20 attorneys. One of the most exciting new company clients with which they completed a venture financing is iDUN, ~~one of the few new~~ San Diego start-up biotechnology companies, which raised \$7 million in venture capital in 1994. Also in 1994, 15 acquisition transactions were handled.

## STAFF CHANGES AT CONNECT

*Upon*  
Due to the departure of two key employees, CONNECT is pleased to announce important staff changes. Kelly Hruska, who ~~has~~ served as special programs coordinator, ~~is re-locating~~ *is re-locating* to Texas in December. Scott Fassett, our Forum Coordinator, will be leaving in August to attend UCLA Business School.

Abi Barrow is returning to CONNECT full-time as Director of Emerging Technology Programs. Her responsibilities will include the Corporate Partnership Forum, the Financial Forum, Springboard, Defense Entrepreneurship, and the InterCONNECT program in Vladivostok.

Abi has been involved with UCSD CONNECT for the last five years and has overseen many programs in the past including Meet the Researchers, Most Innovative New Products and the Defense High Technology Entrepreneurship Program. For the last ~~five~~ years she has been dividing her time between UCSD CONNECT and the San Diego Regional Technology Alliance. Abi is a graduate of the University of Edinburgh with a B.Sc. in Mechanical Engineering and a Ph.D. in Technology Transfer and Industrial Development.

Andrea Moser is joining CONNECT as associate director of programs. She will manage several programs including the Most Innovative New Products Awards, Athena, CEO CONNECT (a new program), Meet the Researchers, and the various seminars and CONNECT courses.

Andrea Moser has been at Extended Studies and Public Service for 3 1/2 years. For the past two years Moser has been the Director of Public Service Programs, which includes the Helen Edison Lecture Series, the UCSD Economics Roundtable, and the UCSD Policy Forum. She also served as the Director of Communications for UCSD-TV. Moser worked part-time for UCSD CONNECT during the past year on the Most Innovative New Product Awards and on the CONNECT Show on UCSD-TV. Moser has a B.A. from the University of Michigan and an MBA with a marketing concentration from Claremont Graduate School.

Matt Small, who has designed many of our brochures and publications, has accepted a new position in the Publications Division of UCSD Extended Studies and Public Service. We are very pleased that he will continue to do design work for us.

The rest of us are still here! We are: Bill Otterson, Director; Barbara Bry, Director, Programs; Carole Ekstrom, Director, Membership; Joan Watkins, Crossborder Connect Coordinator; Teesha Hanson, Publications Coordinator; Greg Ricchiutti, CONNECTNet Coordinator; Roxanne Rojas, Crossborder Connect Assistant; Kore Dille, Membership; Valerie Pofahl, Receptionist; and the many volunteers who contribute their time to enhancing our efforts!

*Barrow*  
*or*  
*Andrea*  
*and implemented the*  
*has both to the newsletter*

## SAN DIEGO SOFTWARE INDUSTRY COUNCIL

The San Diego Software Industry Council, a nonprofit trade association, has initiated a unique program to assist small to medium sized software companies enter the international marketplace in a cost effective manner. Their first Trade Mission is scheduled for the end of June, and will place a SDSIC representative and product specialist in Frankfurt, Germany - representing the booming San Diego Software Industry Council, and promoting firms producing software in our country.

This project has been in the works for month and was to be funded by a Defense Conversion Grant. Unfortunately, due to issues beyond their control, the grant award has been delayed until after the summer.

**THEY NEED YOUR HELP!** The SDSIC has committed to have a representative in Germany from June 27 through July 7, scheduled to meet 15 software distribution houses, the Editor of Computer Reseller News - German Edition, and other investors, joint-venture partners, and localization firms throughout Germany. To keep their commitments and establish key relationships with software purchasers in Germany, they are asking for "any and all" companies to make up for this funding shortfall.

Any companies or organizations interested in coming to the rescue of this mission are asked to contact the SDSIC immediately. The plane leaves in five working days! We are asking for \$2000 sponsorship to subsidize the expenses of this trade mission. There are a number of specific benefits to be derived by these sponsors, not the least of which is have their name attached as a "Friend of San Diego Software," making this international trade mission possible. Please contact Phil Cenedella 24 hours/day at (619) 977-5366, Fax (619) 465-6303, or email 74107.1767@compuserv.com.

## ENTREPRENEUR OF THE YEAR AWARDS

CONNECT congratulates this year's recipients of San Diego's 1995 Entrepreneur of the Year Awards presented by Ernst & Young, Inc. Magazine, and Merrill Lynch: Timothy J. Wollaeger, Kingsbury Associates in the Supporter of Entrepreneurship Category; Richard H. Chandler, Sunrise Medical, Inc., for the Health Sciences Category; in the Consumer Products/Retail Category, C. Dennis Scott of HomeTown Buffet, Inc. received the award; Peter Savage, Applied Digital Access, Inc., won in the High Technology Category; Albert A. Kercheval, Kercheval Engineers in the General Category; and Urban Miyares, Disabled Businessperson Association won in the Socially Responsible Category.

## ATLAS (CONTINUED)

those making two- to five-times the minimum wage. According to the Millicent Cox, Ph.D., the Dialogue's economist, direct comparison is tricky since the Mexican social security, healthcare and other structures are different than the U.S. model.

Housing stock characteristics are also compared, including tenure, rooms, bedrooms, kitchens, public utilities, and persons per unit. Comparisons are also made to all major U.S. and Mexican border cities and the rest of the border. A high degree of home ownership was found from this in Tijuana, where 70 percent of the housing units are owner-occupied. The study also revealed an unexpected stability in the population of both San Diego and Tijuana.

The Demographic Atlas reveals surprising similarities between two communities that often think of each other as distant neighbors. "We've found massive stereotypes about Tijuana, most of which seemed to be false. Most are created by popular discourse and propagated in the media," says Bill McGill, Chairman, San Diego Dialogue. "Many more myths than we ever guessed are exploded by this atlas," added Cox.

In closing, McDonald says, "Tijuana compares well with San Diego on all variables except water and sewer connections and number of years of schooling for the adult population. For the school aged population, however, Tijuana actually has a higher percentage enrolled in school [at 90 percent] than San Diego [at 84 percent]. That's startling news because when you talk about building an economic region, it seems more logical, easier when you think that people on the other side of the border are a lot like we are." With regards to water and sewage connection, San Diego units with access is more than 95 percent, while less than 60 percent are connected in Tijuana.

The full-color Atlas is available from San Diego Dialogue and local bookstores at a price of \$100. A special breakfast briefing on the many uses of the Atlas will be held at the UCSD Downtown Center on June 27 at 7:30 a.m. for those who reserve a space. Please call Marta Lima at (619) 534-8638 for information on the briefing and the Atlas.

## INTERNET

The Greater San Diego Chamber of Commerce Economic Bulletin is now available electronically on San Diego Source, a new on-line information and multimedia resource of the San Diego Daily Transcript. Access San Diego Source via the internet on the World Wide Web at [www.sddt.com](http://www.sddt.com). For more information, email to [subscribe@sddt.com](mailto:subscribe@sddt.com).

## LETTER TO THE EDITOR

With the U.S. Congress debating imposition of a \$1 border-crossing fee, it is not surprising that liberals are crying foul. After all, one of their cardinal principals is that people who use a government service should never have to pay for it -- a political doctrine that helps explain why liberals used to be popular at the polls.

Fiscal conservatives, such as myself, believe quite the opposite. It is our position that whenever the beneficiaries of a government service can be clearly identified, they should be required to pay for each government service they enjoy, subject in some cases to their ability to pay.

As for the liberals' claim that the \$1 fee will result in adverse economic impacts, there is just no reason to believe it. For years airport departure fees have been levied, as well as sales and occupancy taxes. So long as they are reasonable, they don't deter business. Moreover, if they are reinvested to provide better service, they enhance economic activity. For example, if the \$1 border-crossing fee cuts the wait time from 30 minutes to 10 minutes, people crossing the border will actually save money. Crossborder commerce can then be expected to actually increase.

Liberals have proven again and again that they simply can't understand common sense economics. Their opposition to a \$1 border crossing fee is just one more example of this lack of judgment.

Sincerely,

J. Bruce Henderson  
Association of  
Concerned Taxpayers

## UPCOMING EVENTS...

The Association for Corporate Growth are featuring "International Joint Ventures & Corporate Development Issues" with John B. McNeece, III, Partner, Luce, Forward, Hamilton & Scripps and Robert Plotkin, President, World Trade Center Association of San Diego. These two will present a balanced viewpoint on the opportunities and pitfalls of international joint ventures and other corporate development strategies. Some attention will also be given to the current economic situation in Mexico. The meeting will be held on Tuesday, June 27, 1995 at 5:30 p.m., and is \$20 for member companies, and \$35 for all other to attend. For further information please contact Karen Gerry at (619) 234-9682.

National Fast 500 Technology is seeking applications for the Nation's Fastest Growing Technology Companies. Your company must be a U.S. corporation which develops an/or provides technology-based products and services and has more than doubled in revenues from 1990 to 1994. You ~~must~~ be nominated through a Regional Technology Fast 500® sponsored by the member of councils of the Association of Technology Business Councils or ~~as~~ an "at-large" participant by completing the Nomination Form. The Number 1 technology company in the Greater Washington DC region grew 17,312% in five years, and Number 50 grew 423% in the same amount of time. For information on applying for this competition please call Abi Barrow at CONNECT at (619) 534-6114.

*you can apply as*

QUALCOMM is presenting a live, interactive, satellite videoconferencing seminar entitled "Breakthrough Results with Benchmarking" on June 27, 1995 from 7:30 a.m. to noon for \$95. The conference provides the opportunity to interact directly with internationally recognized benchmarking experts Dr. Robert C. Camp, best known for his work as Manager, Benchmarking Competency, Xerox Corporation's Logistics Organization, and now President, Benchmarking Competency at The Quality Network; and Dr. Carla O'Dell, President, American Productivity & Quality Center (APQC) and original Director, International Benchmarking Clearinghouse; as well as senior executives from The Ritz-Carlton hotel, Texas Instruments and Pacific Bell.

The National Association of Industrial and Office Properties presents "Redevelopment in the 90s" on Wednesday, June 28, 1995 from 7:30 a.m. - 9:00 a.m. Come hear what city governments are doing in the redevelopment arena from Peter Hall, Executive Vice President, S.D. Center City Development Corp.; Chris Salomone, Community Development Director, City of Chula Vista; and Charles Schaffer, Development Services Director, City of San Marcos. NAIOP

**JUNE 22, 1995**

**MEXICO  
IS A FOREIGN COUNTRY**

***Understanding the business culture to  
achieve success across the border***

***Doing Business in Mexico entails more than having a good product, it requires understanding how to conduct business across the border. Leading Mexican executives will share practical and valuable insights regarding the day-to-day business environment. The insights provided will help increase your firm's productivity in Mexico.***

A CROSSBORDER CONNECT PROGRAM