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SURVEY OF THE REGIONAL ECONOMY | OCTOBER 15, 2009

Kelly Cunningham

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Kelly Cunningham is Senior Fellow and Economist for National University System Institute for Policy Research (NUSIPR), a think tank founded by Steve Francis in 2006, and becoming part of the National University System in 2009, a network of affiliated institutions committed to meeting the emerging demands of education in the 21st century. NUSIPR is a non-partisan organization whose goal is to improve the efficiency and effectiveness of the public sector throughout San Diego County.

Cunningham was formerly chief economist and research director at the San Diego Regional Chamber of Commerce, where he established a reputation for his understanding and expertise of San Diego's regional economy. He was also a supervising economist at the City of San Diego and senior market research analyst for a national apartment developer.

After graduating from Brigham Young University with a degree in business and economics, Cunningham worked in the marketing research department of the corporate offices of the Copley Press, Inc., owners and publishers of *The San Diego Union-Tribune* newspaper, before joining the San Diego Regional Chamber of Commerce. He accepted the position with NUSIPR in November 2006.

Cunningham has closely monitored San Diego's economy over the past 25 years. His analysis and views on the state of and outlook for San Diego's economy are regularly sought by local, state, national and international businesses, government, and media.

Beth Jarosz

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Beth Jarosz is a Senior Analyst with the San Diego Association of Governments. Her specializations include demographic and economic estimation and forecasting for the San Diego Region.

Her publications include a chapter entitled "Creating an Index to Evaluate a Region's Competitiveness" in Quality of Life Indicators: Best Practices as well as various *info* bulletins on San Diego region demographic and economic trends. Another article, "Using Assessor Parcel Data to Maintain Housing Unit Counts For Small Area Population Estimates," has recently been published in Applied Demography in the 21st Century.

Jarosz has won awards at the annual ESRI conference in 2008 and 2009 for her work mapping population, housing, and urban form in the San Diego region. Jarosz holds a Bachelor of Science degree in Applied Economics from the University of Rhode Island and an M.A. in Demographic and Social Analysis from the University of California, Irvine.



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Kerri Verbeke Kapich

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Kerri Verbeke Kapich is the Senior Vice President of Marketing & Strategic Partnerships for the San Diego Convention & Visitors Bureau (SDCVB), one of the nation's leading destination marketing organizations. The SDCVB represents over 1,100 hospitality organizations and serves as the San Diego region's tourism marketing engine.

Kapich is a frequent guest speaker at industry conferences nationwide as well as a guest lecturer at the San Diego State University School of Hospitality. In 2001, she was named as one of the "Top 100 Marketers" in the country by *Advertising Age* magazine and is the recipient of numerous marketing, advertising and tourism awards.

In 1997, Kapich joined the SDCVB where she is responsible for strategic planning, brand management and partnerships. She is the driving force behind the Bureau's integrated marketing program, supervising the Bureau's research, advertising, public relations, promotions, web site, visitor services, and travel industry sales teams.

Kapich currently serves on the Marketing Advisory Board of the California Travel & Tourism Commission and the Board of Directors of the California Travel Industry Association and California Restaurant Association, San Diego Chapter. She is a member of the Travel Industry of America, Destination Marketing Association International, CMO Council and Association of Travel Marketing Executives.

A San Diego native, Kapich was featured as one of the "50 People to Watch in 2001" by *San Diego Magazine*. She is a graduate of the University of California, Santa Barbara.

Richard Kiy

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Richard Kiy is President & CEO of the San Diego based International Community Foundation, a public charity dedicated to expanding cross-border charitable giving along the U.S.-Mexico border, Baja California Peninsula and communities across the Americas and Asia. Since taking over the helm of International Community Foundation in 2001, International Community Foundation has grown to over \$9 million in assets and has granted totaling over \$18 million to nonprofit organizations and other charitable causes in the regions that it serves.

With a background in environmental policy, Kiy has held several senior level positions in the U.S. Government including Principal Deputy Assistant Secretary for Environmental Health & Safety at the U.S. Department of Energy; Special Assistant for U.S.-Mexico Border Affairs at the U.S. Environmental



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Protection Agency's Office of International Activities and the Acting Environmental Attaché at the U.S. Embassy-Mexico. Kiy's private sector international experience includes having served as Senior Vice President for Business Development for PriceSmart, Inc; Vice President for SAIC de Mexico; and Director for Environmental Information Systems with SAIC's Venezuelan based subsidiary, INTESA.

Kiy is a graduate of Stanford University (A.B. Economics, 1984) and Harvard University's John F. Kennedy School of Government (MPA, 1986). Kiy is the co-author of the book [Environmental Management along North America's Borders](#) and co-editor of [The Ties that Bind Us: Mexican Migrants in San Diego County](#).

Kiy serves on the board of the U.S.-Mexico Border Philanthropy Partnership, San Diego Grantmakers and the former New Americans Immigration Museum and Learning Center. He also serves as a member of UCSD's Board of Overseers and the Binational Advisory Board of the San Diego Natural History Museum.

Pat Libby

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Pat Libby, clinical professor, created and directs the Institute for Nonprofit Education and Research. A Boston native, she has worked as a CEO, board member, and consultant to numerous nonprofits since 1978. Her last executive management position was as President/CEO of the Massachusetts Association of Community Development Corporations which she developed into a nationally recognized organization responsible for leveraging hundreds of millions of dollars in public and private investment for CDCs. In addition, she taught nonprofit management for eight years at the Massachusetts Institute of Technology, and was a lecturer at San Diego State University where she taught courses in both nonprofit management and business ethics. Libby holds a graduate degree in Urban Planning from MIT.

Dr. Sandra Slivka

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Dr. Sandra Slivka is currently Professor of Biology and Director of the Southern California Biotechnology Center (SCBC) at Miramar College. Dr. Slivka received her A.B. degree in zoology from Miami University (Oxford, Ohio) in 1968. Her education continued with a M.S. degree in Microbiology from San Diego State University in 1982 and a Ph.D. in Physiology and Pharmacology from the University of California, San Diego in 1988.

Dr. Slivka's professional experience includes over 15 years in various research laboratories. During the period from 1994 until 2000, she was a team leader in various drug discovery efforts at Tanabe Research Laboratories and Trega Biosciences in San Diego California. Her teaching experience



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began as an industry advisor and adjunct instructor in the biotechnology program at Miramar College in 1994. In Fall 2001, Dr. Slivka became a contract faculty member in the Department of Natural Science and currently coordinates and teaches biotechnology at programs at Miramar College.

Dr. Slivka now directs the SCBC at Miramar College, an Economic and Workforce Development grant-funded effort of the California Community College Chancellor's office. The SCBC provides responsive, flexible, cost effective training for new and incumbent workers in the Life Science Industry. The SCBC also partners with the Life Sciences Summer Institute to develop area teachers and provide internship pre-service training for high school and college students. The successes of this program can be found at www.matsc.org. In 2007 Dr. Slivka and the SCBC were recognized as community partner of the year by BIOCUM.

Dr. Slivka has two adult children and loves training her two dogs for agility competitions.