

NATIONAL UNIVERSITY



Peak Performance Awards celebrate second year

For the second consecutive year, the National University Center for Organizational Excellence (NUCOE) has teamed with *The Daily Transcript* to host the Peak Performance Awards.

The Peak Performance Awards were conceived by NUCOE and *The Daily Transcript* to identify and honor outstanding companies and organizations, showcasing See Peak Performance on Page 8

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Welcome letter

Welcome to the Second Annual Peak Performance Awards.

On behalf of National University, its School of Business and Management, the Center of Organizational Excellence and *The Daily Transcript*, I am proud to present this year's finalists.

Congratulations to all of the companies, organizations and individuals who participated in making this event possible. I wish to express my gratitude to National University System Chancellor Dr. Jerry C. Lee and to National University President Dr. Dana Gibson for their support, and I would like to thank all the staff and faculty who worked to build on last year's success in seeking out and recognizing institutions in San Diego County that are performing at superior levels for sustained periods.



I would also like to recognize *Daily Transcript* Executive Editor George Chamberlin and his staff for their invaluable contributions, along with our panel of distinguished judges, who had to make some difficult decisions when selecting this year's award winners from a pool of highly qualified candidates. A special thank you also goes to this year's sponsors for their generous underwriting.

Finally, I want to commend all of the participants who took the time to complete and send in their application forms. In these challenging and uncertain times, it is more important than ever for business, academic and community leaders to join together in partnership to emphasize and celebrate the numerous benefits and dividends of organizational excellence, and to showcase the best among us and learn from their successful practices and policies.

It is worth repeating my acknowledgement last year, that all the participants are winners, and that our collective focus on peak performance through the awards presented this year will ultimately contribute to the region's prosperity and quality of life.

Best regards,
Thomas M. Green, Ph.D.
 Provost, National University

Source Code: 20081121crb

Peak Performance Award Winners

Elite Systems Integrators Inc.

Elite Systems Integrators Inc. (ESI) is a leading network integrator to organizations across the United States, the United Kingdom, Australia and Mexico.

ESI specializes in delivering network infrastructure and information worker solutions and outsourcing solutions for small, medium and large enterprise businesses. Its team of engineers and industry experts provides project management, implementation, integration and 24/7/365 support for line of business and operational systems. The company prides itself on unparalleled technical expertise and remarkable customer service, core competencies and customer references that are independently verified by Microsoft.

Since its inception five years ago, ESI has grown its business by almost 1,000 percent by assisting organizations in the areas of medical records, finance, human resources, facilities management, research and development, production, purchasing, logistics, supply chain management, property management and hospitality.

Internally, ESI has instituted sustainable practices that have resulted in sig-


nificant savings for the company and allow it to deliver more timely and efficient service to its clients. These include investments in hardware and software; establishing standards to manage computer power consumption; purchasing infrastructure with the most energy-efficient technology on the market; allowing employees to telecommute whenever feasible; use of mobile technology; use of live meetings and teleconferencing tools; and active membership in the Climate Savers Computing Initiative.


ESI's mission is to deliver personalized IT services, provided by certified professionals who are dedicated to clients' success. Its vision is to be known as the IT partner with a passion for creating value for its clients, employees and the communities in which they live and work; and for fostering a satisfying and positive client experience.

Gordon & Rees

Founded in 1974 in San Francisco, the law firm of Gordon & Rees consists of more than 350 attorneys in 16 offices in California, Oregon, Washington,

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2008 PEAK PERFORMANCE AWARDS

ELECTRONIC GROUP, INC.

Aegis Electronic Group, Inc., a global distributor of imaging products and solutions, is proud to be a title sponsor of the 2008 Peak Performance Awards. The Peak Performance Awards are the architecture and concept of National University's Center for Organizational Excellence and represent the core values of sustainability, vision, mission, purpose, commitment to customers and employees and top-line profitability.



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Peak Performance Award Winners

Colorado, Nevada, Arizona, Illinois, Texas, New Jersey and New York.

Its attorneys have successfully litigated through trial, arbitration and appeal and enjoy a national reputation for coordinating, managing and trying multiparty and multicase litigation. They have served as trial counsel in diverse matters involving business tort and other business-to-business disputes, pharmaceutical and medical device litigation and environmental and toxic tort claims. The firm has a strong record defending product liability cases, construction-related claims and professional liability actions.

Gordon & Rees attorneys also have substantial experience in many aspects of corporate transactional law and strive to provide creative, practical advice and efficient, sound solutions to our clients' legal and business needs. They have the skills to assist in a broad array of transactions for entrepreneurs, for large businesses as well as smaller, closely held businesses, for individuals and for professional and nonprofit organizations, including doctors, accountants and lawyers.

The firm's vision is to provide exceptional results-driven legal services on a

national platform. Its mission statement is "to consistently provide responses to client communications and requests that are so quick, complete, thoughtful and compliant that our clients experience a material and positive difference in working with Gordon & Rees as compared to any other law firm."

The firm has seen its annual revenues steadily increase under its mission and vision. Since 2000, it has enjoyed explosive growth, more than tripling in size and achieving a national footprint with offices coast-to-coast.

NTC Promenade

NTC Promenade is the largest historic preservation project in Southern California, fulfilling a community vision on a size and scale that San Diegans haven't witnessed since the founding of Balboa Park.

The NTC Foundation was established in 2000 to renovate the former Naval Training Center in Point Loma, preserving the Spanish Revival architecture of its 26 historic buildings. Once a restricted military facility within eyeshot of the downtown skyline, these centrally located buildings now form the core of an

engaging 28-acre creative district that is becoming a major destination for arts, culture, science and technology.

The NTC Foundation is comprised of a volunteer board of directors that has infused community input into the project through focus groups, civic forums and neighborhood presentations while forging a collaborative synergy among businesses, nonprofit organizations and philanthropists.

When complete, NTC Promenade will be home to more than 100 nonprofit and community resident groups, enriching the lives of San Diego citizens in numerous ways, attracting tourists and offering state-of-the-art venues for indoor or outdoor weddings, events, festivals, parties, seminars, exhibits, classes, meetings and retreats.

Open seven days a week, NTC Promenade caters to a broad variety of public interests by offering dozens of programs and classes. Current resident groups include fitness facilities, dance companies, theater companies, martial arts, educational groups, multidisciplinary arts, restaurants, museums and galleries.

Already, NTC Promenade has hosted more than 1,300 events and attracted

over 250,000 visitors. The NTC Foundation is conducting civic forums on a monthly basis, hosting question and answer meetings, inviting new organizations into the fold and soliciting donations as it continues to attract and consider community input.

Rancho Santa Fe Technology Inc.

Co-founded in 1991, Rancho Santa Fe Technology Inc. (RSFT) keeps mission-critical information systems up and running for businesses that rely on those systems to maintain a competitive advantage. It provides its clients with consulting, connectivity, technology upgrades, maintenance, data center design and construction, and managed services.

RSFT is a privately held, minority-owned business headquartered in San Diego, with offices in Alameda, Calif., and Tempe, Ariz. It is registered and holds construction and architectural/engineering licenses in Arizona, California, Nevada, New Mexico, Oregon, Texas, Utah, Washington and other western states.

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Peak performance requires teamwork.

Alliant, the specialty insurance leader.

Alliant Insurance Services, the nation's largest specialty insurance brokerage firm, is proud to be recognized by National University as a "peak performing" organization. The solution-focused commitment of our team of professionals has always been at the heart of our performance as a company—assuring clients of the most innovative specialty insurance products, services, and thinking in the industry.

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We salute our team for its consistent and valuable "peak performance."

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Alliant

Peak Performance Award Winners

Nominated for the Inc. 500 Entrepreneur of the Year Award after just one year in business, RSFT today has more than \$10 million in sales, with an impressive list of customers that includes manufacturers, health care providers, high-technology leaders, telecommunications providers, research institutions and government agencies.

The company's commitment to its sustainability, mission and values, customers and employees and top-line profitability is best illustrated through the Game of LIFE (an acronym for "Limitless Income For Everyone"). The object is for all employees to work as a team to achieve quarterly financial goals while having fun and delivering to customer expectations.

Every new team member is required to obtain a "Ticket-To-Ride" to be eligible to play the game. To receive a ticket, the new employee needs to articulate the company's mission, business objectives, success fundamentals, core values, key focus and annual metrics. At the beginning of each year, all team members are required to renew their tickets. RSFT was recognized by the Society of Human Resource Management in 2007 as a Marble Winner in the small compa-

ny category for its implementation of the Game of LIFE.

RBF Consulting

RBF Consulting provides design services that enhance the quality of life and the environment. Its mission is to make the world a better place through the application of sustainable development principles by providing professional design services that enhance quality of life and the environment.

The company has served communities across the western United States for more than 60 years with environmental, transportation and landscape architecture planning and engineering, as well as land development and water resources and storm water quality and management. More than 85 percent of its business is repeat business.

RBF analyzes its internal practices and external services with regard to sustainable and green development practices, based upon employee requests and innovative thinkers within the company. It has utilized sustainable practices in its business culture for several years, recycles and is proactive in a number of environmentally friendly programs. The company is committed

to identifying creative ideas that will define its leadership in advancing environmentally friendly practices in the future.

As a socially responsible organization that encourages its employees to actively participate in civic organizations, numerous RBF engineers hold positions on environmental review and water quality control boards as well as and park and recreation commissions.

IN 2006, RBF received more than 30 awards, including the Consulting Engineers and Land Surveyors of California's Professional Development Award, and was ranked among the Best Firms to Work For in the nation by *CE News Magazine* for the second consecutive year. This is the second consecutive year in which it has been honored with a Peak Performance Award.

SGIS

Founded in the garage of company CEO Hany Girgis in 2002, SGIS has transitioned from a small startup business into a multimillion-dollar company with an established track record of providing outstanding service to government agencies.

SGIS develops and applies advanced

technical solutions to help protect the United States from threats by aggressors, and develops technologies that enable the further exploration of the solar system. It specializes in the areas of intelligence analysis, information technology, engineering/integration, training and cyber security.

SGIS supports critical services for the Department of Defense, the Defense Information Systems Agency, the Defense Intelligence Agency and the Department of Homeland Security, and also provides services at the state and local levels as well. It has 14 office locations nationwide and employs talented professionals dedicated to providing individual attention to each customer.

Its size has given SGIS the ability to work with its clients to tackle the nation's most pressing challenges while being nimble enough to provide truly innovative solutions. It is currently poised to compete with other medium and large-sized defense contractors.

The company has prospered immensely due to the dedication, integrity and commitment shared by its employees. The company always

Continued on Page 5

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Peak Performance Award Winners

encourages employees to aspire to the highest standards of quality and ethical conduct. The mission and focus of SGIS, along with its core values, are instilled within the work force from day one and are practiced daily.

Its mission is to provide agile solutions that make America safer and more secure, while keeping it on the cutting edge of technology and exploration. Every action an SGIS team member takes is expected to surpass customer expectations while contributing to the company's profitable growth.

Torrey Pines Bank

Since its founding five years ago, Torrey Pines Bank has become the fastest-growing and safest community bank in San Diego in the past 30 years.

Growing from \$20 million in initial capital to more than \$800 million in assets, Torrey Pines Bank is currently among the top 10 largest of the 230 banks that have opened since the beginning of 2003.

Research conducted by Torrey Pines Bank finds that of the 63 community banks organized in San Diego County since 1970, it surpassed all banks in asset, deposit and loan growth in their

first five years of operating.

The bank recognizes that growth alone is not a strong indicator of sustainability, and it is proud of the fact that non-performing loans as a percentage of its assets (.08 percent) and as a percentage of its capital (1.3 percent) are reassuringly low.

Torrey Pines Bank's mission is to serve the San Diego region with a financial institution managed locally by experienced professionals who offer unparalleled personal service and market expertise. Its vision is to be THE business bank for San Diego County.

Bank policy dictates that, at a minimum, officers meet with clients on an annual basis to review and evaluate the relationship, ensure all documentation and paperwork is up to date, and allow customers the opportunity to share feedback about their banking relationship.

The Federal Deposit Insurance Corp. commended Torrey Pines Bank during its 2008 Community Reinvestment Act (CRA) assessment for having a CRA advisory board, and noted that more banks should work as closely with their community to ascertain credit needs.

Source Code: 20081121crc

Peak Performance Award Runners-Up

Alliant Insurance Services

Alliant Insurance Services is the nation's largest specialty insurance brokerage firm, bringing its clients a breadth of knowledge, products and services gleaned from years of practical experience.

Over the past five years, Alliant has consistently ranked among the top 15 largest brokerage firms in the nation and has seen considerable growth through a number of strategic acquisitions that have strengthened the company's national delivery platform.

It is the only firm in the insurance industry to employ broker revenue groups, an innovative team-service approach that provides clients with access to a broad skill set from a team of experts.

Alliant constantly invests in employee development by providing training, technology and team structures. It boasts a professional development department with a full-time staff.

bkm OfficeWorks

bkm OfficeWorks has been serving San Diego for nearly 20 years, with in-house services such as space planning, moving, installation, technical design,

project management, on-call service technicians, furniture rental and excess inventory storage.

In the past five years, bkm has implemented a strong focus on products supporting and contributing to Leadership in Energy and Environmental Design (LEED), a rating system developed by the U.S. Green Building Council. It continually strives to deepen its environmental awareness, while demanding the same from its vendors and their products.

bkm's 15,000-square-foot showroom displays the latest products from quality office furniture manufacturers. It also has a satellite office in Rancho Bernardo with 70,000 square feet of warehouse space, where its asset management department is located.

Mitchell International Inc.

Mitchell International Inc. is an established market leader in its industry, an award-winning company that has been improving business practices for companies in the insurance, collision repair, medical claims and auto glass replacement industries since

See **Runners-Up** on 6

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Finalists

Selected from a group of more than 60 entries with a presence throughout the San Diego region, the following eight companies earned the distinction of "finalist" from judges for the second annual Peak Performance Awards:

American Internet Services — Southern California's premier collocation company, providing business-to-business collocation services in San Diego for more than 14 years.

American Specialty Health Inc. — Offering health care coverage that complements more traditional plans and covers alternative therapies such as chiropractic care and acupuncture.

Bingham Construction — Synonymous with quality projects and exceptional customer service for more than 40 years, including much of the greater Sacramento area skyline.

Delta Dental — The largest and most experienced dental benefits carrier in the country, providing

coverage to more than 51 million people enrolled in over 93,000 groups.

GES Exposition Services — Providing exhibition and event services in the most active meeting, exhibition and event destination markets across the United States, Canada and the United Kingdom.

Occupational Services Inc. — Offering environmental, health and safety services to companies throughout California, and specializing in safety for research laboratories and medical facilities.

Smarter Small Business Inc. — A business coaching, consulting and business strategy training company, helping small business owners to plan, learn and implement proven growth strategies.

USE Credit Union — The fifth largest credit union in San Diego County, and among the top 50 in asset size of more than 700 credit unions in the state. USE serves five counties in California.

Source Code: 20081121crj

Center for Organizational Excellence

The National University Center for Organizational Excellence (NU-COE) is a consortium of business and academic professionals that was organized in accordance with the university's strengths and principles to offer a premier source of outstanding organizational expertise.

NU-COE provides consulting services and management development, and hosts executive workshops and seminars along with custom management courses on topics that are practical and relevant to modern organizations. It is the only organizational consulting practice in the nation attached to a business school.

The consultants affiliated with NU-COE possess strong academic credentials and extensive business experience. These expert assessors and advisers are committed to investing the time necessary to understand their clients' organizational culture and critical unmet needs so that the center can design or prescribe tailor-made solutions.

Whether developing a unique source of professional services that integrates organizational renewal and human systems with the science and art of managing organizations to produce the highest quality outcomes, or inte-

grating the professional application of organizational development principles and practices with academic achievement and research, NU-COE will disseminate superior consulting services designed to transcend management practices focusing on popular processes, methods and beliefs.

The center provides ongoing executive and management education based in organizational sciences, offering relevant, timely and effective solutions. This approach also harnesses the brain trust of MBA students, giving the region's future executives the opportunity to work on high-level projects with top professionals for experience and academic credit.

Partnerships between higher education and the community appear to be a growing trend as the concepts of corporate universities, executive development and onsite learning programs within the workplace expand. If your organization is considering hiring a consultant or adviser, or if you would like more information regarding the Center for Organizational Excellence, visit the center's Web page at nucoe.com, or contact NU-COE Executive Director George Agrimis at 858-642-8740.

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Runners-Up

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1946.

Since then, Mitchell has worked to become the premier provider of information, workflow and performance management solutions that enhance productivity and profitability and increase customer satisfaction for its clients. In the past five years it has experienced dramatic growth, growing from 700 to more than 1,000 employees while its revenue base has nearly doubled.

With powerful, integrated claims and business performance solutions, and a solid core of information products, Mitchell is the choice of companies that strive for accelerated performance.

Nolte

Nolte was founded as a surveying operation in Palo Alto, Calif., in 1949. It quickly expanded to include civil engineering and later expanded geographically to better serve its clients. Today it is a full-service engineering firm, offering a full range of management services.

While much of Nolte's work is in construction and program management, it also provides structural, water resources and transportation engi-

neering. Its land development, engineering and surveying groups are the foundation of several services it provides on projects from start to finish.

The company's vision is to provide leadership in delivering sustainable solutions for civil infrastructure to communities it serves. Its mission is to find solutions that benefit various physical, economic and social needs by successfully integrating infrastructure into the unique fabric of a community.

Poseidon Resources Corp.

Poseidon Resources Corp. specializes in developing and financing water infrastructure projects, primarily seawater desalination and water treatment plants, in an environmentally friendly manner.

Ranked as a Top 10 developer by *Public Works Financing Magazine*, Poseidon's senior management team has developed, financed and constructed more than \$10 billion in infrastructure projects.

Poseidon's projects are implemented through innovative public-private partnerships that link private financing with the construction and operation of water supply and treatment projects. Its mission of providing a safe and reliable supply of water is a high

priority in many locations where water resources are growing increasingly constrained or depleted.

Headquartered in Stamford, Conn., the company has regional offices in Long Beach and San Diego.

Procopio, Cory, Hargreaves & Savitch

With more than 110 attorneys in San Diego and Carlsbad, Procopio, Cory, Hargreaves & Savitch LLP is one of the largest full-services business law firms in Southern California.

Its seasoned business attorneys and its global network provide Procopio with the ability to serve its clients' interests throughout the world, advising them at every stage in the corporate life cycle, and helping them to plan, finance and operate their businesses.

Since 1946, Procopio's success has been derived from a commitment to its clients and the firm's ability to maximize the value it provides to them. It currently serves some of the region's largest companies, including WD-40, Sunrise Medical, AMCC, Forward Ventures, Union Bank of California, Wireless Facilities Inc., Kyocera and Ericsson Wireless Communications Inc.

Source Code: 20081121crd

A closer look at the National University System

The National University System was established in 2001 to meet the emerging challenges and demands of education in the 21st century. The system is uniquely aligned to connect a diverse population of students to a network of innovative educational programs that are relevant to their lives, careers and the marketplace, and delivered in a format that respects competing life priorities.

The affiliates of the National University System include National University; National Polytechnic College of Science; Spectrum Pacific Learning Company; National University Virtual High School; National University Academy of Health Sciences; WestMed College; and National University International. The system is headquartered in La Jolla.

The academic programs at National Polytechnic College of Science are organized into four areas of study: allied health, engi-

neering technology, marine technology and security management. The allied health program at National Polytechnic focuses on hyperbaric medical technology and emergency medical technicians.

Engineering technology offers construction management and non-destructive testing programs. Marine technology covers the areas of commercial diving and marine technology, while security management offers programs in the emerging field of homeland security.

Spectrum Pacific Learning Company is an industry leader in the online learning environment, providing e-learning solutions to public and private institutions around the globe. To date, SPL has served more than 80,000 e-

learners.

Accredited by the Western Association of Schools and Colleges, National University Virtual High School offers more than 65 interactive, instructor-led, content-based online courses. It currently works with more than 135 schools throughout California and the United States.

The National University Academy of Health Sciences is a tuition-free, K-12 public charter school open to ninth graders in San Diego County. The NUA of Health

Sciences provides an innovative learning environment to a diverse population of secondary school students who have a career interest in the health professions. The academy has three convenient locations, one at Lakeside Middle School and two more at National University's Spectrum Business Park and Carlsbad campuses.

WestMed College offers education and training for jobs and careers that are in high demand. The college's goal is to provide an accessible and affordable education to people looking to enter or further their careers in the growing allied health field. WestMed is nationally accredited by the Accrediting Commission of Career Schools and Colleges of Technology, and its non-degree programs include licensed vocational nursing and training for paramedics and emergency medical technicians.

National University International (NUI) was established in 2006 to provide premier online education opportunities to students around

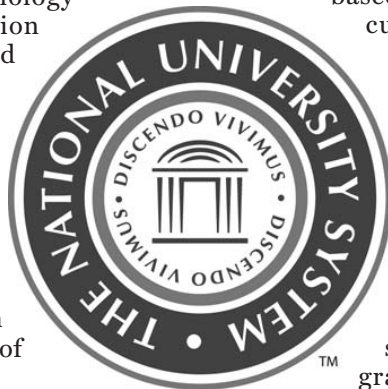
the globe. NUI's initial offerings included English language and foreign language programs. In fiscal year 2008, NUI expanded its mission to include serving the National University System as a marketing and distribution channel for all online programs. In response to demand for multilingual professionals, NUI began offering language and cultural awareness programs in fiscal year 2008. The programs — available as certificates or seminars — promote and provide increased understanding of multiculturalism and languages.

Established in 2007, the National University System Center for Integrative Health is committed to improving the quality of health and wellness care in the United States by providing education to individuals about integrative health and to help people lead healthier lives. The center's early growth has been focused on the development of innovative educational programs.

In early 2007, the National University System began to explore the creation of an organizational mechanism that would allow it to expand its commitment to health and wellness. All of the system's affiliates are involved, to some extent, in the area of health and wellness education and in the preparation of allied health professionals. The result was the creation of the National University System Center for Integrative Health, which is committed to improving the quality of health and wellness care in the United States by providing education to individuals about integrative health and to help people lead healthier lives.

For more information about the National University System, visit nusystem.org.

Source Code: 20081121cre



About National University

National University is the second-largest, private, nonprofit institution of higher learning in California. It is the flagship institution of the National University System, which was established in 2001 to meet the emerging demands for education in the 21st century.

Founded in 1971, National University consists of the School of Business and Management; the School of Education; the School of Engineering and Technology; the School of Health and Human Services; the School of Media and Communication; and the College of Letters and Sciences.

National University is proud of its commitment to diversity. National University provides more master's degrees in education to minority students than any other college or university in California, as well as more master's degrees in all disciplines combined to the state's Hispanics and African Americans, according to *Diverse Issues in Higher Education* and the Integrated Postsecondary Education Data System (IPEDS). Annually, National

University also ranks in the Top 10 nationally in granting master's degrees to women.

In each of the past eight years, National University has prepared more credentialed teachers than any other single institution of higher education in the state, according to the Commission on Teaching Credentialing.

National University offers 100 undergraduate and graduate degrees, as well as 22 teacher credential and certificate programs. A leader in online education, National offers more than 50 graduate and undergraduate degree programs and over 1,200 courses online.

National University is committed to accessibility and features locations throughout San Diego County. Regional campuses are also located in Camarillo, Costa Mesa, Sacramento, Redding, San Jose, Stockton, Fresno, Bakersfield, Ontario, San Bernardino, Los Angeles, Sherman Oaks, Orange and Twentynine Palms, as well as Henderson, Nev.

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Meet the judges

Phil Blair

Phil Blair is co-partner of Manpower Staffing of San Diego, the largest Manpower franchise in the United States, with annual revenues that exceed \$100 million. Manpower provides approximately 4,000 jobs daily through its six countywide branches. Blair is also the 2008 chair of the Greater San Diego Regional Chamber of Commerce and chair of the United Way of San Diego. He sits on the boards of the Lincoln Club of San Diego County, LEAD San Diego, SDSU College Advisory Board, the Holiday Bowl and is a Downtown Rotary member. He is a 1971 graduate of Oklahoma State University with a bachelor's degree in business administration. He and his wife Catherine reside in Del Mar. Their grown sons live in San Diego and Chicago.

George Chamberlin

George Chamberlin is executive editor for *The Daily Transcript*. He is also the business editor for KOGO Radio and host of "Money in the Morning," a personal finance and consumer program each Sunday morning. He is the money adviser for NBC 7/39, providing financial reports each weekday morning, and a columnist for the *North County Times*. He is the publisher and editor of a national newsletter, *Investing for Rookies*. Previously, he was vice president with two major Wall Street firms for 15 years. Chamberlin has twice been honored as Media Advocate of the Year by the Small Business Administration. He and his wife are longtime San Diego residents and are both active within the community.

Judy Forrester

Judy Forrester is president and CEO of LEAD San Diego. Previously, she led the start-up of the San Diego County Medical Society Foundation (SDCMSF) and served as a senior officer on the transition team of the American Red Cross San Diego/Imperial Counties

Chapter during its restructuring. She has also been vice president of public relations at American Specialty Health and a director at the San Diego Regional Chamber of Commerce. Forrester is a board member at the San Diego Convention and Visitors Bureau and at SDCMSF, and serves on the Angels Foster Family Agency Advisory Council and the San Diego Regional Chamber of Commerce CEO Roundtable. A graduate of San Diego State University, she lives in Poway with her husband and three children.

Joe Guerin

Joe Guerin joined *The Daily Transcript* in 2000 as managing editor, and was named editor in the summer of 2006. He is responsible for the daily operation of the newsroom, including the production of the newspaper. He previously served as editor of the weekly *Chula Vista Star-News* from 1996 to 2000, and prior to that he served as editor of *Neighbors*, a weekly supplement to the *San Diego Union-Tribune*. A graduate of San Diego State University, Joe has lived in San Diego for 31 years. He presently lives with his wife and three children in the San Diego community of Tierrasanta.

Eileen Heveron

Eileen Heveron, Ph.D., is vice presi-

dent of information technology at National University. She has previously served as registrar, assistant dean, director of development and adjunct professor. She also has provided service to Missouri and California as a member of each state's Board of Examiners for the state-level Baldrige Quality Award program, and is currently a member of the Board of Examiners at the national level for the Malcolm Baldrige National Quality Award program. Heveron holds a Bachelor of Science in biology from the University of California at Irvine, a M.A. in management from the University of Redlands, and a Ph.D. in education from the Claremont Graduate University. She resides with her husband in San Diego.

Carolynn Larson-Garcia

Carolynn Larson-Garcia is president of Gilbert, Ariz.-based Aegis Electronic Group Inc., which was last year named a Peak Performance Award winner. Since joining Aegis in 1992 as its third employee, she has played an integral role in the development of Aegis as a premier distributor of electronics and imaging equipment. Applying knowledge from both a semiconductor manufacturing background at Mosaic Semiconductor and electronics distribution at Arrow Electronics, she has successfully incorporated the best of organizational devel-

opment coupled with a vision of long-term growth and sustainability to make Aegis an award-winning peak performing company and a consistently recognized leader in its industry. Larson-Garcia earned an MBA with a focus in marketing from National University in 2003.

Don Zillioux

Don Zillioux, Ph.D., is chairman and chief scientist of Strategic Development Worldwide LLC. As an expert in change management, he has consulted for more than 20 years with a variety of businesses, such as John-Player and Sons, Mexicana Airlines, Dominion Bank and others throughout North America and Europe. He has also worked with various Native American government and business organizations including the Seneca Tribe, the Washoe Tribe, the Salt River Pima-Maricopa Indian Community, and the Indian Pueblos Federal Development Corp. He is the author of "Creating High-Output Organizations" and co-author of the new book, "The Art of the Turnaround." Zillioux has also authored numerous professional papers and assessment instruments, most notably, the Management Position Analysis Test and the Sales Position Analysis Test.

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Peak Performance

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their exemplary practices as a means of educating and inspiring entities within business, industry, government and the community to elevate their functional capacity and maximize their potential to achieve institutional missions and goals.

National University's participation in the Peak Performance Awards reflects a commitment to its core values of quality, access, relevance, accelerated pace, affordability and community.

Institutions of all sizes were eligible to apply for the award, including for-profit, not-for-profit, public and private entities, and were nominated by employees, clients and peers within their field.

Nominees were evaluated using criteria established by NUCOE. The five criteria considered were: (1) sustainability; (2) a clear demonstrable vision, mission, purpose and/or values; (3) a commitment to customers; (4) a commitment to employees; and (5) top-line profitability.

Twenty-one finalists were selected by a panel of judges and from those 21, eight finalists, six runners-up and

seven winners were selected. The distinguished judging panel was comprised of industry experts, including Phil Blair, executive officer of Manpower Staffing of San Diego; George Chamberlin, executive editor of *The Daily Transcript*; Judy Forrester, president and CEO of LEAD San Diego; Joe Guerin, editor of *The Daily Transcript*; Eileen Heveron, Ph.D., vice president of information technology for National University; Carolynn Larson-Garcia, president of Aegis Electronic Group Inc.; and Don Zillioux, Ph.D., chairman and chief scientist of Strategic Development Worldwide LLC. (For more information on the judging panel, see bios on this page).

This year's honorees represent a broad range of industries, including defense, engineering and technology, information management, legal services, real estate development, insurance, nonprofit and banking. They follow last year's Peak Performance Award winners Aegis Electronic Group Inc., **ARINC**, **Northrop Grumman**, Palomar Pomerado Health, **RBF Consulting**, the San Diego Family Justice Center and

Foundation, and Scripps Health/Hospital.

The desire of companies and organizations to strive for elevated levels of performance is critical to the civic and economic health of the region, and ultimately serves to strengthen the satisfaction levels of customers, clients, employees, management, stockholders and the public at large.

NUCOE and *The Daily Transcript* hope to bring together business, academia and the business media to identify and recognize peak performing organizations, and to highlight their success in sustaining long-term performance, mapping out a clear mission and purpose, defining their commitment to customers and employees, and maximizing profitability. The Peak Performance Awards provide individual institutions as well as entire sectors of business and industry with valuable insights and relevant information that will benefit the greater good and contribute to the higher ideals of our community and society.

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CONGRATULATIONS

All this year's winners of the 2008 Peak Performance Awards have what it takes; Vision, Tenacity and the Will to perform year after year. Bravo!

As sponsor for the second year and member of the judging panel, we are proud partners with NU and the SD Daily Transcript in this important event.

STRATEGIC DEVELOPMENT WORLDWIDE

LEADERS IN BUILDING SUSTAINABLE,
PEAK PERFORMING ORGANIZATIONS



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