

Dr. Raul Coimbra

After a quarter-century of research and service, UCSD Medical Center boasts one of the nation's more advanced trauma systems. Coimbra, professor of surgery and chief of trauma, surgical critical care and burns, is dedicated to changing public perceptions about trauma, which he classifies as a disease. "If we use a disease-management model like we have for cancer," he says, "then we can create systems, and we'll always be prepared." President of the Pan-American Trauma Society, Coimbra will work in 2010 with the World Health Organization to develop and implement trauma systems and centers throughout Latin America.



Chadwick Bell

Elle magazine gushed about the 27-year-old designer's spring 2010 collection during fall Fashion Week in New York: "It was a true treat to view modern silhouettes in innovative fabrics for women who care far more about subtlety and sophisticated design than sartorial shock and awe." Just one year after the debut of his first collection of classic women's apparel, the Scripps Ranch native has the attention of top fashion editors and a promising future as a sought-after designer. "Fall 2010 is going to reveal the bohemian side of Chadwick Bell," says the designer.

Dennis Burton & the Scripps AIDS Vaccine Team

The Scripps AIDS Vaccine Team has collaborated with the International AIDS Vaccine Initiative to identify a pair of broadly neutralizing antibodies, research that shows promise in the effort to protect against the different strains of the HIV virus. "By far the best way to control viruses is through vaccines," says Burton, a professor of immunology and microbial science at The Scripps Research Institute. "The hope is that these antibodies can now act as clues in a reverse-engineering process to permit the design of new vaccine candidates, which would induce broadly neutralizing antibodies in recipients and protect against AIDS."

Mike Rosenberg

Coming west from New York, where he'd been executive director of the off-Broadway company Drama Dept., was a slam dunk for Rosenberg, who last spring was appointed managing director of La Jolla Playhouse. "Nobody in the country does work of this caliber," says Rosenberg, a veteran producer and longtime friend of Playhouse artistic director Christopher Ashley. Rosenberg's mission this year is to create more partnerships between the nonprofit theater and both corporate and cultural organizations in the community.

Pete Balistreri

"Details, details, details." That's the succinct business philosophy espoused by Pete Balistreri, executive chef at Tender Greens, a Liberty Station restaurant that specializes in "artisan, farm-to-table cooking." Balistreri's right at home in Point Loma, too. He was born and raised there and played sports for Point Loma High before moving on to San Diego State and, from there, to the California Culinary Academy in San Francisco. He plans to open a Tender Greens location in Hollywood in early 2010.

Colin Rice

Rice served for eight years as chief of staff to city councilman and Assemblyman Juan Vargas, managing district and legislative offices in San Diego and Sacramento, before founding Elevate, LLC, which offers political consulting, advocacy, public relations, marketing, advertising and creative design. He most recently joined The Amerland Group, an affordable-housing developer, and is a partner of Alternative Energy Capital, a renewable-energy financing firm. "I'm excited about leading my teams in solar finance, affordable housing development, marketing and political consulting to clear and decisive success in 2010," says Rice.

Dave Brown

His official title at his company, Holiday Matinee, is creative problem solver, and everyone from bands to multinational corporations to local charities seeks his savvy marketing skills. Brown's creative secret? "I love my work and work my love." Look for his forthcoming book, *I Swear to Good You Are God at This: An Inspiring Guide to Being Creative and Making Awesome*, his way of "spreading some optimism" in 2010.



Pete Balistreri,
Colin Rice
& Dave Brown



Dennis
Burton