



**SOUTHERN CALIFORNIA  
LEADERSHIP NETWORK**

Leadership L.A.

Leadership Southern California

## **Leadership Southern California Class of 2010**

**Seminar 6: San Diego & the Crossborder Region-  
The People, Places & Trends**

**Thursday, March 25, 2010 – Friday, March 26, 2010**

**The Grande Colonial Hotel, 910 Prospect Street, La Jolla, CA 92037**

### **THURSDAY, MARCH 25, 2010**

- 12-1 p.m. Lunch on your own**
- 1 p.m. Leadership Southern California 2010 Fellows Drop Luggage at Hotel Concierge**
- 1:30 – 1:45 p.m. Welcome & Announcements in the Sun Room at the Grande Colonial**  
*Kevin Cottrell*, Executive Director, Southern California Leadership Network and Vice President of Leadership Programs, L.A. Area Chamber of Commerce
- 1:45 – 2:45 p.m. San Diego-Baja California Regional Economy**  
*Brad Kemp*, Economist, Beacon Economics  
**An overview of the current economic environment in San Diego and the crossborder region**
- 2:45 – 3 p.m. Break**
- 3 – 4 p.m. Local Perspectives: Dialogue on San Diego**  
Moderated by *Robert Kittle*, Former Editorial Page Editor, The San Diego-Union Tribune
- *Hon. Lori Holt Pfeiler*, Mayor, City of Escondido & Chair, San Diego Association of Governments
  - *Gerald Hoffmeister*, Chair, The San Diego Foundation
- 4-4:15 p.m. Break**
- 4:15-5:30 p.m. Panel: Southern California-Mexico Border Region Trends & Issues  
Perspectives on security, the environment, health, and civic engagement**  
Moderated by *Richard Kiy*, President & CEO, International Community Foundation
- *Dr. Kathy Moser*, Director, San Diego County Tuberculosis Control
  - *Amy Isackson*, Reporter, KPBS
  - *C.P. Mario García Carrasco*, Board Chair, Fundación Internacional de la Comunidad & Partner, Deloitte & Touche Tijuana
- 5:30 – 6:15 p.m. Break and check-in**
- 6:15 – 7 p.m. Cocktail Reception**
- 7-7:15 p.m. Break**
- 7:15– 8:45 p.m. Hosted Dinner- Safety, Security, and Binational Cooperation**  
Discussion on safety and security in the crossborder region, and what measures are being taken to improve cooperation between the US and Mexican governments

*Robert C. Bonner*, Former First Commissioner, US Customs and Border Protection & Chair, Binational Task Force on the United States-Mexico Border for the Pacific Council on International Policy

FRIDAY, MARCH 26, 2010

- 7-8 a.m. **Breakfast on your own**
- 8-8:30 a.m. **Travel to excursion sites from Grande Colonial**
- 8:30-10 a.m. **Local Exploration – Trends shaping San Diego and Southern California**
- **Group A-Redevelopment:** Downtown San Diego redevelopment, led by *Michael Stepler*, Former Dean, New School of Architecture and Design and *Derek Danziger*, Vice President of Marketing & Communications, Centre City Development Corp.
  - **Group B-Energy:** Sempra Energy, led by *Mitch Mitchell*, Regional VP of External Affairs, San Diego Gas & Electric
  - **Group C-Military:** Naval Base San Diego, Principal Homeport of the US Pacific Fleet, led by *Capt. Ricky Williamson*, Commanding Officer, US Navy
- 10-10:30 a.m. **Travel to Frida Restaurant**
- 10:30-10:45 a.m. **Break and assemble report out**
- 10:45-11:30 a.m. **Report out on San Diego excursions**
- 11:30-1 p.m. **Lunch at Frida Restaurant and Featured Speaker on Crossborder Economy: Perspectives from Baja California**  
*Jesús Sandez-Contreras*, Secretario, Desarrollo Económico de Tijuana
- Invited guests to join for lunch and discussion include:
- *Flavio Oliveri*, Executive Director, Tijuana Economic Development Corporation (DEITAC)
  - *Humberto Inzunza*, Presidente, Baja Logistic Cluster
  - *José Avelar*, Presidente, Comité de Turismo y Convenciones de Tijuana (COTUCO)
  - *Ascan Lutteroth*, Director General, Muhl Hausen Corporativo
  - *Miguel Velasco*, Associate Director, NAI Mexico
  - *Mauricio Monroy*, Socio Director, Mauricio Monroy Contadores
  - *John Riley*, CEO, BC Manufacturing
  - *Claudia Basurto*, Subdireccion de Difusion y Relaciones Publicas, Centro Cultural Tijuana (CECUT)
  - *Luis Saucedo*, Finance Director, Suntron
  - *Alejandro Bustamante*, President, Plantronics Mexico
  - *Rod Gunther*, Plant Manager, Suntron
  - *Kenn Morris*, President, Crossborder Group Inc.
- 1-1:30 p.m. **Travel to border site at Otay Mesa Port of Entry**
- 1:30-2:45 p.m. **Otay Mesa Cargo Port of Entry: Understanding Customs, Goods Movement, and Inspection Procedures & Technology** (see attached)  
Tour led by *Rosa Hernandez*, Port Director, US Customs & Border Protection
- 2:45-3:50 p.m. **Otay Mesa Passenger Port of Entry: Understanding the Movement of Peoples, Protecting the Border, and Preventing Terrorism** (see attached)  
Tour led by *Chris Maston*, Port Director, US Customs & Border Protection
- 3:50 p.m. **Debrief, wrap, and travel back to Grande Colonial**