

San Diego Newsline

Downtown San Diego news — the budget, public safety, business, and the civic life of America's Finest City

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BUSINESS

From the Desk of Veronica Perondi – December 2024



Illustration

Reflecting on a Year of Leadership and Connection

As the year comes to a close, I want to take a moment to reflect on the accomplishments, transitions, and opportunities that have shaped LEAD San Diego this past year. It's been a year of growth, learning, and meaningful impact (and not just for me!).

First, I want to express my heartfelt gratitude to the LEAD Board members who concluded their terms and rolled off this year.

Leon Clark (19), Vice President – General Manager, E.W. Scripps Company – KGTV

Gerardo Godinez, Partner-In-Charge, San Diego, Moss Adams

Rosa María Hernández (20), President & Founder, The Vida Effect

Steven Jones, Ph.D. (20), Chief Executive Officer, Global LeaderSHYFT, Inc.

Hernán Luis y Prado (15 & 23), Founder & Chief Executive Officer, Workshops For Warriors

Margie Newman Tsay (15 & 17), Founding Partner, Intesa Communications Group

Idara Ogunsaju (17), Founder & Consultant , The Antorge Group, LLC

Kari Pelters (15), Vice President, Global Finance, Hunter Industries

Brittany Santos-Derieg (19), Chief of Staff, Office of the President, San Diego State University

Timothy J. Shields (18), Managing Director, The Old Globe

Many of these dedicated individuals have been on the board since LEAD's merger with the Chamber and played a vital role in ensuring a smooth transition. As we bid them farewell, it's another opportunity to embrace change as a chance to welcome fresh perspectives and new ideas. I'm a fan of Adam Grant's work and he has wisely said, "Progress is impossible without change."

Looking back on 2024, LEAD has so much to celebrate:

We welcomed 131 new alumni to the LEAD community, each one now part of a growing network of nearly 4,000 leaders.

Through the Leadership Action Team (LAT) projects in Impact, we partnered with six nonprofit organizations and some of our alumni are continuing to support these partners long after their projects ended.

The Advance program was supported by 22 exceptional mentors ,

who shared their time, experiences and encouragement with our cohort.

Across all three programs, more than 160 speakers brought their unique insights and expertise to help develop our community leaders.

One of LEAD's greatest attributes is its ability to bring people together across industries and sectors, breaking down silos and fostering meaningful connections. Our region is stronger because of the relationships and collaborations that grow through LEAD.

As we look ahead to 2025, our mission remains clear: to create a network of leaders equipped with the skills, insights, and passion to positively transform our community. I am excited to work alongside the LEAD Board, LEAD and Chamber staff, and our incredible alumni community to build on LEAD's legacy and ensure its continued success.

Here's another year of progress, connection, and impact. Thank you for being part of the LEAD story – we couldn't do it without you.

San Diego Regional Chamber of Commerce news release · Dec 3, 2024

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BUSINESS

San Diego commerce & the regional economy



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BUSINESS
Member Spotlight: ECS – There’s a Gift in Giving

Precious’ four kids have all been impacted by ECS and the generosity of Family-to-Family sponsors. November 2024.

Every child deserves the magic of waking up on Christmas morning to find gifts from Santa waiting under the tree. One way ECS supports our families during the holiday season is through Family-to-Family for the Holidays.

Family-to-Family for the

Holidays, ECS’ annual gift-giving campaign, ensures that every family has a memorable holiday season. Donors who sign up as sponsors are matched with a family that includes at least one member who currently receives services from one of ECS’ programs. In 2023, Family-to-Family provided gifts for more than 315 neighbors from 70 families. Thanks to generous sponsors, many children got to experience a magical Christmas day, a gift you cannot put a price on.

Head Start parent and 2023 Family-to-Family recipient Precious is a mother to four children, and, like any parent, she understands just how important childhood Christmas can be. “It’s really important for me to be able to give them something and give them different experiences,” she said.

Precious, her two youngest children, and their father,

Michael. November 2024.

Every year for Christmas, Precious’ family decorates their house with twinkling lights and enjoys their own family traditions, one of their favorites being marshmallow fights. “I buy bunches and bunches of marshmallows, and we have marshmallow fights,” Precious explained, laughing. “We say ‘one, two, three, go,’ and we just start chucking them at each other, ‘got you, got you.’” Afterwards, they put all their blankets on the floor in front of the TV and watch movies while sipping on apple cider or hot cocoa.

Thanks to Family-to-Family, Precious was able to create lasting memories for her children with the joy of carefully chosen, donated gifts. “It’s so nice to know that you can lean on and count on a beautiful person to donate,” Precious said. “I hope I have an impact like that, too.”

ECS provides \$36 million in health and human services in the areas of homelessness, mental health, substance use disorders, and early childhood education across 23 locations and impacts over 10,500 individuals and families annually.

San Diego Regional Chamber of Commerce news release · Dec 2, 2024

BUSINESS
Volunteers Needed to Evaluate IRS Business Tax Account

The IRS Taxpayer Experience Office is looking for volunteers to participate in focus groups about the online Business Tax Account self-service tool. The purpose of the sessions is to get feedback about account access and authorization processes. Volunteers must be a chief executive officer, officer, partner, shareholder, Designated Official (DO) or someone who can legally bind their

organization for the entity types below. No extensive tax law knowledge is required, and the focus groups will not include policy, technical or legislative issues.

Volunteers need to register by noon ET the day before the session of their choice. To register, email txo.share.with.us@irs.gov with this information:

Subject Line: Focus Group Volunteer – Business Tax Account

Contact information including email address and phone number

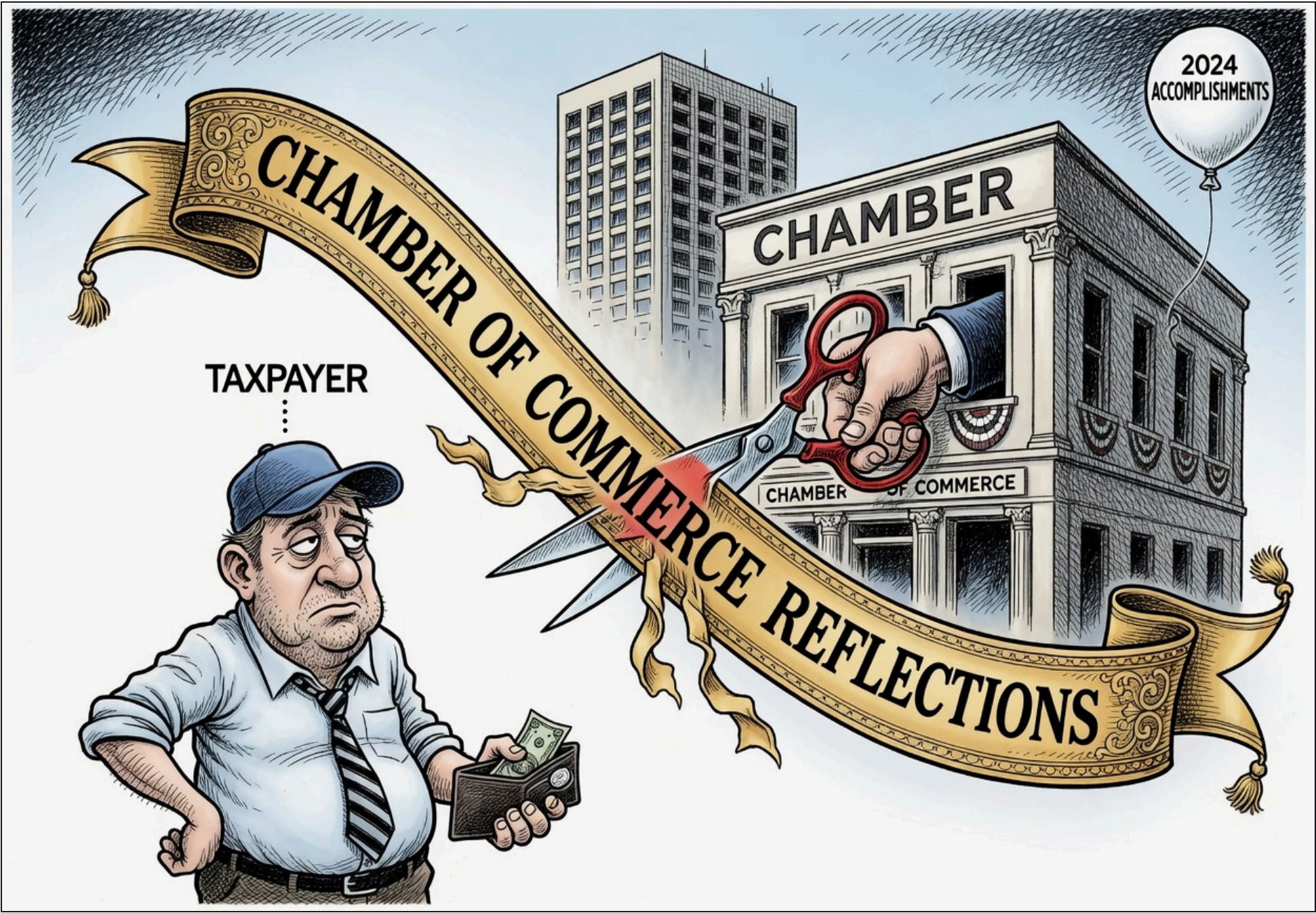
Desired focus group date and time (choose one)

Focus groups are limited to 12-participants. Selected volunteers will get a confirmation email with a Microsoft Teams meeting link from txo.share.with.us@irs.gov.

San Diego Regional Chamber of Commerce news release · Nov 26, 2024

THE NEWSLINE CARTOON

Opinion



Another year of leadership... and our shrinking wallet.

THE NEWSLINE CARTOON

SAN DIEGO NEWSLINE

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