

# San Diego Business Journal

[PRINT](#) | [CLOSE WINDOW](#)

## Regional Roundup

By - 10/27/2008

San Diego Business Journal Staff

**NORTH COUNTY: Parata Max the Robot to Provide A1 Service**

A pharmacy that serves diabetics exclusively opened in Encinitas this month. It uses an automated robotic dispenser, called Parata Max, which allows the pharmacists to spend more time with patients.

“We were trained as pharmacists to be medication management experts, not to count pills,” said Michael Bosse, CEO and founder of Carlsbad-based A1c Rx. “Patients and caregivers are often asked to manage very complicated medication regimens that are constantly in flux.”

Each customer meets privately with a pharmacist, who helps the patient choose diabetic testing supplies and refine testing techniques.

A1c Rx delivers all medications and testing supplies to the patient’s home.

There is no extra cost to use A1c Rx, but patients need a physician referral before scheduling their first appointment.

— Ned Randolph

**ENCINITAS: New Rules May Not Be So Swell for Surf Camps**

The City Council has set new regulations for surf camps that will take effect next summer. The rules supplement the council’s earlier decision to regulate businesses that use city beaches and parks.

The new rules will limit surf camps to a handful of beaches: Swami’s, D Street, Moonlight, Beacons, Grandview and Ponto South. Camps will have to compete for city permits and pay fees based on the number of students participating.

The council did not issue any new rules for other businesses that use public recreational areas.

— Ned Randolph

**EL CAJON: Vic Salazar Drops Anchor on New Career**

Veteran TV news anchor Vic Salazar has formed Vic Salazar Communications, a public relations firm offering media training, corporate community relations and multimedia production, among other services.

Before starting the business, Salazar spent 26 years in TV journalism, most recently as the news anchor for San Diego’s NBC affiliate. His newly established firm is registered as a minority-owned enterprise.

— Heather Chambers

**EAST COUNTY: Learn to Recession-Proof Your Business Nov. 7**

The East County Chamber of Commerce and East County Economic Development Council plan to host an event Nov. 7 aimed at helping businesses survive and thrive during tough economic conditions.

“Recession Proofing Your Business” takes place from 7:15 a.m. to noon at Cuyamaca College, 900

Rancho San Diego Parkway in El Cajon.

For more information, call 619-440-6161 or e-mail [eccham@eastcountychamber.org](mailto:eccham@eastcountychamber.org).  
— Heather Chambers

VISTA: Psomas Garners \$600K Contract for Trail Design

The city selected Psomas, a design engineering firm with offices throughout California, to design a seven-mile stretch of a regional pedestrian and bike trail that will eventually connect from Escondido to Oceanside. The \$600,000 contract is for designing the bike and walking path from the Buena Creek Sprinter Station to Melrose Drive.

An estimated cost for construction of this phase of the path is \$10 million, says Larry Pierce, the city's director of engineering.

Construction of the first phase of the project, from Escondido to San Marcos, is nearly finished.

— Mike Allen

CHULA VISTA: Homebuyers May Want to Take Winding Walk

Lantana at Windingwalk, consisting of 118 detached single-family homes, should be closed out by year end, according to builder Brookfield Homes.

The final three homes up for sale have four bedrooms and about 2,800 square feet. They are priced at about \$575,000.

— Mike Allen

DEL MAR: It Takes a Village Group To Raise Firms' Profiles

The Del Mar Village Association recently updated its Web site, [delmarmainstreet.com](http://delmarmainstreet.com), with an interactive downtown map.

The map allows Web surfers to navigate local businesses by location or category. A click of the mouse allows visitors to obtain a hyperlink to each business's Web address and a Google map.

The association is a nonprofit organization made up of local residents, business owners and property owners who work together to enhance the vitality of the village while preserving the community's history, according to its Web site.

— Michelle Mowad

NATIONAL CITY: H&M Adds Fashionable Touch to Westfield Mall

International clothier H&M opened a store Oct. 16 in Westfield Plaza Bonita Shopping Centre. The Swedish retailer sells clothes for women, men and children. It operates 1,600 stores in 32 countries.

H&M was the latest retail opening following the \$130 million expansion and renovations at the mall.

— Michelle Mowad

VALLEY CENTER: Valley View Casino Has Groundbreaking Moment

Valley View Casino broke ground Oct. 20 on an adjacent hotel tower, which will rise 12 stories.

Swinerton Builders is the general contractor for the \$100 million project.

The San Diego office of JMA Architecture Studios designed the hotel. Thomas J. Schoeman was principal in charge and Alan M. Turner was project manager.

The casino says it plans to open the 161-suite hotel and spa by early 2010.

— Brad Graves

#### SAN DIEGO: Scripps Gives Healthy Grant to Grossmont

Grossmont College's nursing school has a new partnership agreement with Scripps Health that includes a \$958,000 enrollment grant to help the community college train future nurses.

Under the agreement, the grant will support the nursing program for the next three years with hiring and retention of faculty and, in turn, the college will provide special opportunities for Scripps employees who meet the admission requirements and are interested in entering the nursing field.

"The health care industry is facing a critical shortage of nurses, and Grossmont College has provided a high-quality nursing program for the past 40 years," said Vic Buzachero, a senior vice president for Scripps Health. "We are proud to help expand student capacity at Grossmont's nursing program and, at the same time, help our employees develop and enrich their skills in the health care industry."

— Connie Lewis

#### SOLANA BEACH: \$70M Cedros Project Crossing Into Oblivion

The partnership behind the Cedros Crossing development — the \$70 million, mixed-use project proposed for 5.7 acres at the middle of town — called it quits this month.

Meeting Oct. 16, the North County Transit District board voted to end the district's development agreement with Aliso Viejo-based Shea Properties. The decision was mutual, says Shea Properties Vice President Greg Shannon.

The project was slated for land at the train station at Lomas Santa Fe Drive and North Cedros Avenue. Tracks pass through town in a deep trench at that spot. Developers wanted to create a subterranean parking garage with more than 500 spaces, then build stores and apartments on top of it.

Shea got involved with the project in 2001, and redesigned it as the years passed. But the City Council never gave the project its blessing. With no approval, a deadline passed to collect \$6 million in federal funds for the garage.

— Brad Graves

---

**San Diego Business Journal, Copyright © 2008, All Rights Reserved.**