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are proud to present the  
12<sup>th</sup> Annual

# MULTICULTURAL HERITAGE AWARDS 2007

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## Celebrating and Recognizing Companies for Promoting Cultural Diversity

Along with title sponsor Stewart Title, the *San Diego Business Journal* is proud to present its 12th Annual Multicultural Heritage Awards. With more than 450 people from around the San Diego region in attendance at the March 29, 2007 event, Stewart Title and the *Business Journal* honored firms that promote diversity in the workplace and community.



An independent panel of judges was appointed to narrow the pool of nominees down to a select group of 15 honorees, three in each of five categories: small nonprofit, large nonprofit, small businesses, medium businesses and large businesses (see honorees' profiles on page 4). The honorees' selections were based on how each organization develops, fosters and promotes a sense of multicultural understanding in the workplace, community and region.

We were especially pleased to have Ruben Barrales provide the keynote address. As the president and chief executive officer of the San Diego Regional Chamber of Commerce, and his extensive background in both government and private industry, we were honored to have him be a part of this year's awards ceremony.

The *San Diego Business Journal* once again thanks all firms that participated in this year's event. Through programs, policies and recruitment, these top companies set the standard for others to follow. These firms value the fellowship and wisdom that results when different cultures and backgrounds are respected and celebrated, both in the office and in the community.

The *San Diego Business Journal* would also like to recognize the title sponsor, Stewart Title. Special thanks also to the event co-sponsor, Neighborhood National Bank, Kaiser Permanente, Kyocera, Sempra Energy and Sullivan International Group, as well as the table sponsor, Genentech. These companies truly honor the spirit of multiculturalism in San Diego, and their commitment to recognizing diversity in the workplace makes this event possible.

We hope you find this event as enriching and enlightening as we have putting it together, and look forward to many more years of nurturing, supporting and recognizing the many companies and people who help make this event the success that it has become.

Thank you again for your support,

*Arvid Mills*  
Arvid Mills  
President and Publisher  
San Diego Business Journal

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For 30 years, Genentech has been at the forefront of the biotechnology industry, using human genetic information to develop novel medicines for serious and life-threatening diseases. Today, Genentech is among the world's leading biotech companies, with multiple therapies on the market for cancer and other serious medical conditions. The company is the leading provider of anti-tumor therapeutics in the United States.

Our founders believed that hiring highly talented, enthusiastic people would make Genentech a success. Today, we still believe our employees are our most important asset.

### Genentech is a proud sponsor of and nominee for the San Diego Business Journal Multicultural Heritage Awards.

As we work to deliver the next generation of breakthrough medicines for cancer and other serious diseases, we remain committed to our employees and unique culture. Genentech is dedicated to fostering an environment that is inclusive and encourages diversity of thought, style, skills and perspective. To learn more about all of our current opportunities, please visit [www.gene.com/careers](http://www.gene.com/careers). Genentech is an equal opportunity employer.

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IN BUSINESS FOR LIFE



Genentech was named #1  
on FORTUNE's 2006 "100 Best  
Companies to Work For" list.



## Multicultural

### Large Business Category

#### Sempra Energy

Sempra Energy doesn't just support diversity, it pursues it. And one of Sempra Energy's core values is to give back to communities in which it serves, and in doing so, it makes sure its corporate contributions support a broad array of causes and that it embraces diversity. Corporate charitable contributions have increased from about \$1.5 million a year to more than \$10 million a year in the past 10 years. Supported organizations include American-Arab Anti-Discrimination Committee, American Jewish Committee, Asian Youth Center, Latino Builders, Chicano Federation of San Diego County, California Black Chamber of Commerce, Black Youth Leadership Project Inc., Native American Council and many more.

Sempra Energy continually strives to develop multicultural understanding among the community, in doing so it has created partnerships among a diverse group. This includes cross-border partnerships, such as the San Diego-Tijuana Sister Cities Society, as well as working

with groups like San Diego Grantmakers to create international grant-making opportunities in the Baja region. A part of Sempra Energy's International Economic Summit has conducted training in Ensenada, Mexico for teachers, and a resulting course will be offered to 80-120 students in Baja California. The program is to help improve a country's standard of living through international trade and internal improvements.

The employees that work at Sempra Energy widely reflect the makeup of the communities in which it serves. The percentage of women and minority employees rank among the highest of businesses across the nation, 50 percent of its work force and 31 percent of its managers are African-Americans, Asians, Hispanics and Native Americans. The company fosters a work environment that shows fairness and equity. One way it has accomplished this is with its Employee Diversity Activities Committee, the company also hosts an annual Diversity Champions event.



Sempra Energy®

### Small Nonprofit Category

#### The Black Contractors Association

The Black Contractors Association operates more as a focus group, building race relations and addressing the concerns of small builders emerging into the mainstream building industry.

One significant approach BCA has taken to develop multicultural understanding and appreciation among the community is creating unique relationships over the past 25 years with developers, architects engineers, builders and contractors resulting in opportunities for the underutilized small business enterprise community.

It is the mission of BCA to support community outreach for individuals seeking employment in the San Diego's

construction industry and to increase community hiring from the inner-city community. The organization stays connected within the community to help promote diversity in its industry, it is currently involved with the San Diego County Black Chamber of Commerce, City School MBE/WBE Affirmative Action Board, San Diego Urban League, the California Association for the Advancement of Apprenticeship Training and many more.

BCA member contractors have trained and fostered program to serve thousands of young adults of all ages and ethnicities from all walks of life. Current programs include BCA YouthBuild, Pre-Apprenticeship and Inner-City Unilateral Apprenticeship Committee.



### Small Nonprofit Category

#### UCSD Division of Community Pediatrics

To improve understanding of the community's rich multicultural character, UCSD Division of Community Pediatrics have mastered the teaching of professionals in cross-cultural communication, and worked collaboratively with nonprofit, private and public agencies to identify needs, assets and potential resources to meet the priorities identified by the communities.

The organization trains community-based pediatricians and other clinicians to better understand the effects that immigration, acculturation, religion and health beliefs have on a community's ability to respond to preventive public health issues and threats. In doing so, UCSD Community Pediatrics has established partnerships with local commu-

nity agencies that represent various cultural populations.

Examples of its multicultural achievement includes educating 253,000 Latino families and 5,000 African-American families about physical activity and nutrition, it has also processed 10,521 applications for subsidized health insurance in 2006.

UCSD Community Pediatrics has promoted multicultural understanding among its organization by implementing a variety of training modules to create a culturally competent pediatric physician work force to meet the health needs of the diverse culture in San Diego. Other physicians who are not UCSD employees are invited to attend its educational events, thereby expanding its influence beyond the borders of UCSD.



### Small Nonprofit Category

#### Urban Corps of San Diego

Urban Corps of San Diego provides at-youth risk opportunities to build transferable skills, ranging from operating a forklift to public speaking, so they can take what they have learned into the community.

The Urban Corps' Earning While Learning program develops and promotes diversity. The low-income, at-risk youth that come from diverse ethnic and socioeconomic backgrounds learn from this program through education

and environmental job training activities.

To promote diversity within the community, Urban Corps of San Diego has expanded its program to include the communities of National City, Chula Vista, Coronado, La Jolla, Escondido and Carlsbad.

The Urban Corps has implemented various strategies to recognize and promote diversity among its work force. In doing so, it currently works hand-in-hand with the City Heights Redevelopment Area, International Rescue Committee and Catholic Charities Refugee Program.

