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**SDBJ Poll**

Are you worried that your bank will fail?

- No, I don't believe that could happen.
- I have some concerns, but my savings are government-insured.
- Yes, I am withdrawing money and opening new accounts.

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DEADLINE AUGUST 14, 2008

WOMEN WHO MEAN BUSINESS AWARDS

Posted date: 8/11/2008

## San Diego People

### Executive Spotlight: Brad Mason

By KEVIN BLACK

SAN DIEGO BUSINESS JOURNAL STAFF

Executive Spotlight: Brad Mason

Orthofix International N.V. announced that Brad Mason has been promoted to the newly created position of group president, North America. Previously, Mason was president of BREG Inc., the company's sports medicine subsidiary. In his new position, Mason will report directly to Orthofix's CEO, Alan Milinazzo, and be responsible for leading the company's efforts to identify and enhance synergies existing between the company's spine, orthopedic and sports medicine divisions. Mason has more than 25 years of experience in the medical device industry. He founded BREG before selling it to Orthofix in December 2003 and was co-founder and executive vice president of dj Orthopedics, now DJO Inc. Mason is a prolific inventor with 35 issued orthopedic-related patents and several others pending.



Brad Mason

### Banking and Finance

Denis Trafecanty has joined Accountants Direct LLC as principal. Previously, Trafecanty served as managing partner of Tatum LLC for more than eight years.

James Elko has been appointed priority banking manager for the Golden Triangle branch of Union Bank of California. Elko is responsible for overseeing staff who provide a full range of banking services including consumer and business loans, investment management services, retirement and estate planning.

### Government and Nonprofit

Haskell & White LLP information technology practice leader Lee Barken has been elected to the board of the U.S. Green Building Council's San Diego chapter as treasurer. Barken will manage the chapter's fiscal responsibilities that support the organization's programs and activities.

### Health Care and Biotech

Cardium Therapeutics has appointed Paul Foster as chief medical officer to lead the company's late-stage clinical development activities at Cardium's Tissue Repair Co. for the Matrix Phase 2b clinical study. Foster will assume study oversight responsibilities for the clinical programs of both Cardium and the Tissue Repair Co.

AMN Healthcare Services Inc. has promoted Wendy Newman to senior vice president, marketing. Newman will be responsible for all marketing, brand strategy and corporate communications for AMN and reports directly to the CEO.

the Book of Lists included **FREE**

John Hippen has joined the internal medicine department at Sharp Rees-Stealy Rancho Bernardo. Hippen received his medical degree from Georgetown University and completed both his internship and residency at the Mayo Clinic Arizona, Scottsdale.

Jennifer Desby is now providing services to Centre for Health Care patients in Centre's dermatology department. Desby earned her master of science, physician assistant studies degree at Western University of Health Sciences in Pomona.

### WEEKLY EDITION

Aug. 11 to Aug. 17, 2008



#### UCSD Pharmacy School Coping With Fiscal Crisis

Just six years old and barely through its third class of graduates, UC San Diego's pharmacy school is already struggling with financial problems that could weigh heavily on its accreditation status.

#### Hotel Lights Out, The Party's Over

If there was any doubt that the recent buying boom, which saw a record number of hotels sold, is over, consider that the historic La Valencia Hotel in tony La Jolla failed to find a buyer after going on the block early this year.

#### Venture Funding Tightening Up, Especially for Startup Firms

Most won't admit it, but venture capitalists are getting more cautious in the types of investments they make.

#### Metal Thieves Growing Bolder at Building Sites

The high price of copper has turned construction sites, vacant homes and even businesses into targets for thieves looking to cart away the highly valued metal that fetches hard cash on the black market.

[Table of Contents: this week's business news stories](#)

WEEKLY EDITION

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DEADLINE AUGUST 14, 2008

WOMEN WHO MEAN BUSINESS AWARDS

Mitchell Kronenberg has been appointed deputy editor of "The Journal of Immunology." Kronenberg currently serves as president and scientific director of the La Jolla Institute for Allergy and Immunology.

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