

SAN DIEGO BUSINESS JOURNAL

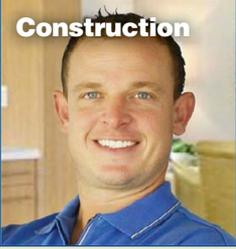
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Construction



Chad Arendsen of ServicePair says his new app allows contractors and tradespeople to vet one another without having to worry about a middleman.
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ETF Designer Has Eye for Opportunity

FINANCE: New Indexes Track Various Market Segments

By MICHAEL LIPKIN

Jane Edmondson has noticed an uptick in unsolicited advice since she started a new business designing new varieties of exchange-traded funds (ETFs). The products, similar to mutual funds, track an underlying index that can mirror anything from the overall market leaders to a more trendy market niche.

EQM Indexes LLC, which Edmondson co-founded with Dan Janowiak, designs ETF indexes, the blueprint that dictates what assets

will be in the ETF. So far, EQM has two indexes, one focused on the online retail market and another on wearables, including activity trackers, medical devices and virtual reality headsets.



Jane Edmondson

Given Edmondson's focus on industry-specific ETFs, friends and acquaintances often suggest a market they believe she may not have considered, with marijuana-focused companies a frequent choice. But Edmondson said marijuana companies mostly trade in penny stocks, presenting

ETF page 10

TMD Again Has Target On Its Back

TOURISM: Stadium, Lawsuit Could Affect Funding

By LOU HIRSH

Hoteliers and other advocates for the San Diego Tourism Marketing District were not happy in 2013 when Mayor Bob Filner began his brief and controversial tenure by choosing not to renew what was



Cory Briggs

Chargers page 24

Technology



Eric Haller of Experian DataLabs will be part of the effort to use data and analytical tools to possibly transform sectors like auto buying, retail banking, health care and marketing.
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Holding Pattern

TRAVEL: Six-Year-Old Airline Still Waiting to Be Cleared for Takeoff

By LOU HIRSH

At age 95, the founder of the fledgling — though yet to fly — California Pacific Airlines remains adamant that the region needs a North County alternative to the landlocked San Diego International Airport for commercial air service.

“We are looking to foster transportation in San Diego County,” said Ted Vallas, a 30-year aviation veteran, of plans in the works by his

Airline page 50

Software



Sue Swenson of Novatel Wireless Inc. is making strides in the effort to turn the company from a hardware emphasis to one focused on SaaS and the Internet of Things.
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Culture Is Paired With Wine on Baja Tour

TOURISM: Wine Pub Gets Boost in Business, Reputation

By KATIE CALLAHAN

Traveling along a one-lane dirt road in Baja California, Mexico, Sandy Hanshaw thought there couldn't be anything out there. Instead, she found a business opportunity in the vineyards of Valle de Guadalupe.

Since she discovered the wine region south of the border last year, Hanshaw, the owner and CEO of The Wine Pub restaurant in Point Loma, has partnered with a wine importer who grew up in the valley to offer wine tours.

The endeavor is still in its infancy, but Hanshaw believes it brings a fresh offering to her existing customers — the ability to taste

and buy Mexican wine while learning about a new place, something she hopes will also be attractive to new customers.

“I truly think that Guadalupe Valley is much more exciting, much more passionate about what they're doing (than the wineries in Temecula or Ramona),” Hanshaw, 49, said. “And it's from old generations to new generations. They've been growing grapes down there for 80 years. So there's the older group that's been doing it and then there's this really young, very passionate group of winemakers, as well. So it's neat to see them both come together.”



Sandy Hanshaw

Wine page 8

Special Report: Sustainability

All About Algae

Adult nutrition and baby formula are the latest targets of the algae industry, a sector blooming with new uses for the plant.



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