

An Infomercial Could Be In Inventor's Future



SDBJ INSIDER

Nels Jensen

Tara Brown of Pacific Beach is an ophthalmologist, wife and mother of two young children, which makes her mornings quite busy.

She also has become an inventor.

"I have this fantasy that I no longer own a blow dryer or a flat iron," she said, almost apologetically, as if she's the only person to wish for that.

Brown invented the sleep styler, which dries and styles your hair while you sleep. She and her husband Jason, a cardiologist, built seven prototypes over four months. They showed off their work last month at the **Hilton San Diego Bayfront** hotel at the Response Expo (think TV infomercials and "as seen on TV" products).

Tara and her sleep styler were a big hit. She and Jason have been offered a licensing contract for exclusive market testing rights and are considering several other options. Though she is a long way from cashing on her crazy idea, you can imagine Tara now has sweet dreams while her hair dries.

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San Diego State University just handed out 9,600 degrees for its Class of 2015. Business-related degrees dominate the most popular degree list, holding down spots No. 3-7. The second most popular degree was criminal justice, and No. 1 was psychology. Beyond business, there's a lot of effort and thought on the mesa going into why some of us do the things we do.

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DTZ, we hardly knew ye...

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According to international hotel industry leader **Ed Fuller** of **Laguna Strategic Advisors**, 9.6 percent of the world GDP is from tourism/hospitality. That was a jaw-dropping number to some of us at **CCIM's** 22nd annual San Diego Hospitality Industry Outlook event.

The growth of the middle class in China alone translates to a five-fold increase in Chinese tourists coming to America in the next six years. "Airlift" from China to LAX is up 44 percent. San Diego's only direct flight to Asia lands in Tokyo. No wonder **Joe Terzi**, president and CEO of the **San Diego Tourism Authority**, and other tourism stakeholders are so keen on getting a direct flight to China.

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With the **Citizens Stadium Advisory Group** due this week to recommendation on a stadium financing plan, it's a good time to gaze into my crystal ball. My vision is 2020 (the year, not my visual acuity), and I see the Los Angeles **Rams** playing in Inglewood. The **Chargers** are playing a home game in a new stadium in Mission Valley against the St. Louis **Raiders**. I see a shopping mall under construction in Carson. It's all so clear now.

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DeVry Names Pace President of S.D. Campus

EDUCATION: He Was Campus Director In Tampa Previously

By Tarcy Connors

DeVry University announced the appointment of **Gregory Pace** as president of its San Diego campus.

Pace has more than 20 years of leadership experience, and has served as DeVry University's campus director in Tampa since 2013.

"Greg has the right mix of experience, vision and leadership skills to advance DeVry University's mission and goals," said **Shelly C. DuBois**, group vice president of DeVry University. "He has established a shared vision of student success in Tampa that I know he will bring to the San Diego campus, to effectively align resources in support of the educational and career goals of our students."

Pace joined DeVry University in 2010 as a center dean in Atlanta, and was named campus dean in Tampa in 2013. He previously worked at **Kaplan, Inc.**, **Washington Mutual Bank** and **Huffy Corp.** In addition, Pace was a captain in the U.S. Marine Corps for more than 12



Gregory Pace

years and served as a Marine Air Command and Control System officer.

"During my time as campus dean in Tampa, I had the opportunity to work alongside the many dedicated faculty and staff to guide our students along their journey and prepare them for achievements beyond the classroom," Pace said. "I look forward to continuing this exciting work in San Diego as I help to challenge students to explore new opportunities and to strengthen our academic community."

Pace earned his bachelor's degree in physics from the **U.S. Naval Academy** and his master's degree in business administration from **Old Dominion University**.

Boutique Movie Theater Opening in San Diego

CINEMA: 12-Screen Theater to Feature Creative Concessions

By Lou Hirsh

Angelika Film Center & Café, a boutique-oriented affiliate of Los Angeles-based movie theater operator **Reading International Inc.**, plans to open its first West Coast location at Carmel Mountain Plaza in San Diego.

Officials said the new theater is scheduled to open in late summer 2015, in a space that currently houses an existing theater location of Reading International. The retail center off Interstate 15 is owned by San Diego-based **American**



Rendering courtesy of Angelika Film Center & Café Assets Trust Inc.

The luxury-oriented Angelika theaters, which show independent, foreign

and specialty films, have operated since 1989 in cities including New York, Dallas, Fairfax, Va., and Washington, D.C.

Operators said the 12-screen San Diego location will feature luxury recliner seats in a stadium setting, wall-to-wall screens and high-tech digital projection by Barco. The lobby, mezzanine lounge and outdoor patio are being redesigned with upscale elements by **Fred Dagdagan**, a Los Angeles-based designer of screening rooms for major Hollywood studios.

During and after films, guests can purchase from a menu that includes craft beverages, wines and bites curated by **Food Network**. There will also be traditional movie theater concessions with creative twists, operators said.

ResMed Releases ASV Device Results

Medical device maker **ResMed** announced that a major clinical trial that sought to show its sleep therapy products protected heart failure patients actually slightly increased the risk of death.

The Phase 3 study was very narrow, concentrating on chronic heart failure patients. The study centered on ResMed's specialized "adaptive servo-ventilation" (ASV) breathing devices and not its more commonly used CPAP or APAP devices.

The study, intended to show whether ResMed's ASV breathing machines could help improve the health of chronic heart patients, showed that the test subjects who used ASV had roughly the same rate of hospitalization from worsening heart problems as those who did not.

The total number of overall deaths among the two groups each year was also roughly the same. There was a small but statistically significant difference in deaths from cardiovascular problems: 10 percent of the ASV users died from cardiovascular problems within the year, compared with 7.5 percent of the control group who did not use it.

ResMed is analyzing the data to understand why the cardiovascular death rate was higher. In the meantime, it is revising the labels and instructions to reflect the outcome of the test and it is alerting global regulatory authorities, health providers and patients.

Brittany Meiling

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