WOMEN-OWNED BUSINESSES

Ranked by 2012 gross revenue

Rank (last year)	Company Address Website	Telephone Fax	Gross revenue: •2012 •2011 $ Millions •% change (loss)	Employees as of 5/1/2013: •Full-time •Part-time •Companywide	Percent women-owned	•Certified women-owned business? •Agency certified by[1]	Majority owner(s)	Company description	•Local executive(s) •Title(s)	Year established locally
1 (1)	**Jazzercise Inc.** 2460 Impala Drive Carlsbad 92010 www.jazzercise.com	760-476-1750 760-602-7180	$100.00 $98.00 2	71 206 277	100	N NA	Judi Sheppard Missett	Dance fitness program, workout apparel	Judi Sheppard Missett founder, CEO	1972
2 (NR)	**Innovative Employee Solutions Inc.** 9665 Granite Ridge Drive, #420 San Diego 92123 www.innovativeemployeesolutions.com	858-715-5100 858-715-5110	$65.98 $73.96 (11)	22 3 22	100	Y WBENC	Karla C. Hertzog	Outsourced payroll, human resources	Gaby Mergenthal president	1974
3 (2)	**Coffman Specialties Inc.** 9685 Via Excelencia, #200 San Diego 92126 www.coffmanspecialties.com	858-536-3100 858-536-3131	$65.42 $96.68 (32)	100 0 270	100	N NA	Colleen Coffman	Engineering firm	Colleen Coffman president	1991
4 (5)	**I.E.-Pacific Inc.** 1663 Pacific Rim Court San Diego 92154 www.iepacific.com	619-671-5870 619-671-5877	$35.30 $19.38 82	22 2 24	100	Y SBA	Diane Koester-Dion	General and engineering contractor	Diane Koester-Dion president	1993
5 (4)	**G2 Software Systems Inc.** 4250 Pacific Highway, #125 San Diego 92110 www.g2ss.com	619-222-8025 619-226-8025	$24.10 $21.47 12	108 0 119	80	N NA	Georgia Griffiths	Software application development, systems engineering	Georgia Griffiths president	1989
6 (6)	**Gafcon Inc.** 701 B St., #1600 San Diego 92101 www.gafcon.com	619-231-6100 619-231-6995	$20.62 $18.80 10	92 1 119	100	N NA	Pam Gaffen	Development, construction management	Robin Duveen COO	1987
7 (7)	**Neyenesch Printers Inc.** 2750 Kettner Blvd. San Diego 92101 www.neyenesch.com	619-297-2281 619-299-7250	$15.36 $15.54 (1)	69 0 69	67	Y NWBOC	Carol Bentley Kandy Neyenesch	Commercial sheet-fed printer, pre-press, Kodak digital press	Carol Bentley CEO	1899
8 (11)	**Cask LLC** 5151 Shoreham Place, #140 San Diego 92122 www.caskllc.com	858-458-9951 858-332-1781	$15.10 $12.20 24	75 1 76	100	Y SBA	Elizabeth Guezzale	Technology investment advisory services	Liz Guezzale CEO	2004
9 (9)	**Luth Research** 1365 Fourth Ave. San Diego 92101 www.luthresearch.com	619-234-5884 619-243-1025	$14.14 $14.40 (2)	87 82 169	100	Y WBENC	Roseanne Luth	Market research service, mall intercepts, phone	Roseanne Luth president	1977
10 (13)	**Kahala Travel** 3838 Camino del Rio N., #300 San Diego 92108 www.kahalatravel.com	619-282-8300 619-280-3186	$12.50 $10.95 14	9 0 9	99	Y ORCA	Joyce L. Dentt	Travel agency	Joyce Dentt owner	1987
11 (16)	**Anderson Plumbing Heating and Air** 1150 N. Marshall Ave. El Cajon 92020 www.andersonpha.com	619-449-7646 619-449-0312	$12.40 $9.78 27	98 19 117	100	Y WBE	Mary Jean Anderson	Plumbing, drains, heating, air conditioning service repair, replacement and maintenance	Mary Jean Anderson president	1978
12 (8)	**Destination Concepts Inc.** 4241 Jutland Drive, #200 San Diego 92117 www.destinationconcepts.com	858-274-7979 858-274-1440	$11.41 $14.49 (21)	37 300 337	100	Y WBENC	Brynne Frost Ana Reilly	Event design/production, logistics	Brynne Frost CEO	1998
13 (14)	**Sedona Staffing** 7380 Clairemont Mesa Blvd. San Diego 92111 www.sedonastaffing.com	619-857-9844 858-268-9880	$10.97 $10.33 6	13 0 13	100	Y Supplier Clearinghouse	Carla Stanley	Full-service temporary and direct hire staffing	Carla Stanley president	1986
14 (17)	**Balboa Travel Management** 5414 Oberlin Drive, #300 San Diego 92121 www.balboa.com	858-678-3300 858-678-3399	$10.35 $9.08 14	124 6 130	62	Y San Diego Regional Minority Supplier Development Council	Mary Alice Gonsalves	Travel management	Denise Jackson president, CEO	1969
15 (19)	**Pridestaff** 8950 Villa La Jolla Drive, Suite A127 La Jolla 92037 www.pridestaff.com	858-453-7823 858-453-7826	$7.50 $6.80 10	10 1 11	100	Y Caltrans	Christine Rupp	Staffing service	Christine Rupp owner	1999
16 (20)	**Picnic People/Festivities Catering & Special Events** 9558 Camino Ruiz San Diego 92126 www.picnicpeoplesandiego.com; www.festivitiescatering.com	858-586-1717 858-547-3777	$5.50 $4.83 14	25 125 150	51	N NA	Lisa T. Richards	Full-service catering, event planning	Frank Christian president	1984
17 (18)	**The Lawton Group** 4747 Viewridge Ave., #210 San Diego 92123 www.lawtongrp.com	858-569-6260 858-569-8026	$5.49 $6.10 (10)	11 0 150	100	Y WBENC	Judith R. Lawton	Staffing firm	Shannon Erdell president	1985
18 (23)	**Cut 'N Core Inc.** 9194 Chesapeake Drive San Diego 92123 www.cutncore.com	858-560-6627 858-560-1841	$5.37 $3.98 35	23 0 23	100	Y Caltrans, Supplier Clearinghouse	Susan Mercurio	Concrete and wall sawing, core drilling, demolition services	Susan Mercurio president	1979
19 (22)	**Waters Catering Inc.** 1105 W. Morena Blvd. San Diego 92110 www.waterscatering.com	619-276-8803 619-276-8810	$4.45 $4.37 2	25 150 175	100	Y San Diego County	Mary Kay Waters	Full-service catering, gourmet food to go	Mary Kay Waters president	1988
20 (25)	**intelliSolutions Inc.** 591 Camino de la Reina, #420 San Diego 92108 www.intellisolutions-inc.com	619-683-2139 619-683-2188	$4.37 $3.18 37	19 5 24	56	N NA	Jamie Moraga	C4I systems engineering, software engineering, program management, tactical data link support	Jamie Moraga president, CEO	2006
21 (NR)	**Paradigm Mechanical Corp.** 6550 Federal Blvd. Lemon Grove 91945 www.pmccontracting.com	619-456-4562 619-456-4754	$4.32 $1.78 142	27 0 27	100	Y California Public Utilities Commission, California Unified Certification Program,City of San Diego	Melinda Dicharry	HVAC mechanical contractor	Melinda Dicharry president, CEO	2010
22 (NR)	**American National Investments Inc.** 4439 Lamont St. San Diego 92109 www.americannationalinvestments.com	858-270-9900 858-270-9903	$3.82 $0.94 307	10 68 78	100	N NA	Gina Champion-Cain	Real estate firm	Gina Champion-Cain president, CEO	1997
23 (36)	**The Cydio Group Inc.** 591 Camino de la Reina, #1150 San Diego 92108 www.cydio.com	619-573-4848 888-253-6925	$3.46 $1.93 79	32 0 32	50	N NA	Kimberly Sitz, Curt Sterling	Information technology staffing	Kimberly Sitz CEO	2006
24 (3)	**Innovative Commercial Environments** 12250 El Camino Real, #103 San Diego 92130 www.icesd.com	858-947-7272 858-947-7273	$3.39 $2.68 26	10 2 12	100	Y Caltrans	DeLinda Forsythe	Furniture solutions for commercial office environments	DeLinda Forsythe president	2006
25 (26)	**A-Star Staffing** 2835 Camino del Rio S., #220 San Diego 92108 www.astarstaffing.com	619-574-7600 619-574-6700	$3.31 $3.15 5	104 0 104	95	Y California Public Utilities Commission, Supplier Clearinghouse	Diana M. Barnes	Staffing agency	Diana M. Barnes president	1999
26 (27)	**CCS/PR Inc.** 2710 Loker Ave. W., #350 Carlsbad 92010 www.ccspr.com	760-438-5250 760-438-5230	$2.92 $2.65 10	7 2 16	92	Y WBENC	Gayle Mestel	Public relations, customer reference programs, integrated marketing	Gayle S. Mestel president, CEO	1973
27 (38)	**J Public Relations** 1620 Fifth Ave., #700 San Diego 92101 www.jpublicrelations.com	619-255-7069 619-255-1364	$2.69 $1.76 53	16 1 27	100	N NA	Jamie Lynn Sigler, Sarah Evans	Public relations firm specializing in travel, hospitality and lifestyle brands	Lindsey Back CFO	2003
28	**Media Planning & Placement** 9605 St. Andrews Drive	619-562-6622 619-596-1216	$2.67 $2.40 11	2 0 2	100	Y Caltrans, State of California	Gloria Valenti Gerak	Media buying, advertising, promotional coordination	Gloria Valenti Gerak president, CEO	1987

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29 (32)	**Nautilus Environmental** 4340 Vandever Ave. San Diego 92120 www.nautilusenvironmental.com	858-587-7333 858-225-3449	$2.66 $2.24 19	22 2 24	81	Y Caltrans	Marilyn G. O'Neill	Environmental consulting, testing	Marilyn G. O'Neill founder, CEO	2004
30 (34)	**Streeter Printing Inc.** 9880 Via Pasar, Suite C San Diego 92126 www.streeterprinting.com	858-566-0866 858-566-0866	$2.57 $2.03 27	18 0 18	51	Y California Public Utilities Commission	Adrienne Streeter	Printing, Web and graphic design	Adrienne Streeter president	1980
31 (31)	**Acme Safety and Supply Corp.** 1616 West Ave. National City 91950 WWW.acmesafetysupply.com	619-299-5100 619-542-0763	$2.29 $2.10 9	26 2 28	100	Y Caltrans	Candace Friedman	Rental, sales and service of traffic safety equipment and materials, custom sign shop	Candace H. Friedman president	1999
32 (39)	**Sonic Boom Wellness** 5963 La Place Court, #100 Carlsbad 92008 www.sonicboomwellness.com	790-438-1600	$2.20 $1.73 27	19 2 21	51	N NA	Danna Korn	Corporate wellness program	Danna Korn co-founder, CEO	2007
33 (33)	**San Diego Family Magazine** 1475 Sixth Ave., fifth floor San Diego 92101 www.sandiegofamily.com	619-685-6970 619-685-6978	$2.19 $2.08 5	4 6 10	55	N NA	Sharon Bay	Free monthly magazine for San Diego County families	Sharon Bay publisher	1982
34 (37)	**Logo Expressions Inc.** 2357 La Mirada Drive Vista 92081 www.logoexpressions.com	760-598-9011 760-598-4911	$2.10 $1.84 14	6 8 14	100	Y State of California	Sandra Moffitt Adams	Promotional products	Sandra Moffitt Adams president	1999
35 (30)	**At Your Home Familycare** 6540 Lusk Blvd., Suite C266 San Diego 92121 www.atyourhomefamilycare.com	858-625-0406 858-558-6640	$2.06 $2.39 (14)	4 2 165	100	Y California Association for Health Services at Home	Laurie Edwards-Tate	Nonmedical, in-home care	Laurie Edwards-Tate president, CEO	1984
36 (40)	**Simply Biotech** 11858 Bernardo Plaza Court, #230 San Diego 92128 www.simplybiotech.com	858-487-0507 888-631-4111	$2.04 $1.62 26	15 0 15	55	Y Supplier Clearinghouse	Michelle Medley Travis Medley	Recruiting firm for the biotech industry	Michelle Medley managing director	2008
37 (42)	**Torrey Pines Transportation** 10637 Roselle St., Suite B San Diego 92121 www.torreypinestrans.com	858-587-1184 858-587-1446	$1.80 $1.50 20	30 5 35	100	N NA	Anne Daniells	Chauffeured ground transportation service	Anne Daniells president, owner	1988
38 (41)	**San Diego Homecare Supplies/Burlingame Health Care Center** 7846 Broadway Lemon Grove 91945 www.sdhs-medical.com	619-667-3700 619-667-3777	$1.59 $1.61 (1)	6 3 9	100	N NA	Sara Cummings Sydel Howell	Home medical supplies, equipment store	Sara Cummings owner	1946
39 (43)	**Oussoren Eppel Corp., dba Gateway Marketing Concepts and Fleisher Products and Signs** 4666 Cass St. San Diego 92109 www.fleisherproducts.com	858-483-6770 858-483-6077	$1.56 $1.34 16	11 3 14	56	Y DOT	Judy Eppel	Architectural interior signage, employee name badges, large format metallic and white digital printing	Judy Eppel president	1946
40 (NR)	**Amarx Search Inc.** 9524 Kearny Villa Road, #205 San Diego 92126 www.amarx.com	858-578-6050 858-578-6091	$1.48 $1.77 (17)	16 4 3	67	Y Caltrans	Ann Marx	Staffing and placement firm	Ann Marx CEO	1987
41 (51)	**20Lounge** 2023 San Elijo Ave. Cardiff-by-the-Sea 92007 www.20lounge.com	760-230-6840 760-230-6845	$0.98 $0.80 21	25 15 40	100	Y WBE	Valerie Griggs	Nail bar, boutique	Brooke Lamb director of operations	2010
42 (45)	**Village Mill Bread Co.** 12845 El Camino Real, Suite S2 San Diego 92130 na	858-794-4994 858-704-0840	$0.80 $0.76 5	6 14 20	100	N NA	Sandra Sexton	Variety of fresh goods, Pioneer bread, Challah, decorated cookies	Sandra Sexton-Pike president	1995
43 (47)	**Urban Property Services** 501 W. Broadway, Suite A290 San Diego 92101 www.urbanpropertyservices.com	619-239-9100 619-330-2710	$0.54 $0.50 7	8 1 9	100	N NA	Rebecca M. Kim	Homeowner associations manager	Rebecca M. Kim CEO, president	2004
44 (48)	**Oster and Associates Inc.** 3525 Fifth Ave., second floor San Diego 92103 www.osterads.com	619-906-5540 619-906-5541	$0.44 $0.49 (10)	6 2 8	100	Y San Diego County	Bev Oster	Advertising, public relations	Karin Salas vice president	1986
45 (NR)	**Jasmine Creek Florist** 753 Jamacha Road El Cajon 92019 www.jasminecreekflorist.com	619-588-2377 619-588-2403	$0.40 $0.37 8	3 3 6	100	N NA	Beverley Ireland	Florist	Beverley Ireland president	1993

(NR) Not ranked
NA Not applicable
na Not available
Due to rounding off, some percentages appear to be incorrect.
Source: The companies and their CPA/CFO-attested documents.
To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions to the Research Department at the San Diego Business Journal. 858-277-6359. This list may not be reprinted in whole or in part without prior written permission from the editor. Some companies have declined to participate or did not return a survey by press time.
It is not the intent of this list to endorse the participants nor to imply a company's size or numerical rank indicates its quality.
(1) Certifying agencies include Women's Business Enterprise National Council (WBENC), Woman Business Enterprise (WBE), the California Department of Transportation (Caltrans), Online Representations and Certifications Application (ORCA), National Women Business Owners Corporation (NWBOC), and Small Business Administration (SBA).

Researched by Emily Pippin and Stephanie R. Glidden