

SOUTH COAST **BUSINESS & TECHNOLOGY** AWARDS

Celebrating Leadership & Ingenuity

WEDNESDAY, JUNE 7, 2023



Benefiting the Scholarship Foundation of Santa Barbara

Fueling innovation,
delivering success.

Cooley

SOUTH COAST BUSINESS & TECHNOLOGY AWARDS

REGISTRATION & RECEPTION

Plaza Del Sol Rotunda

WELCOME

Grand Ballroom

Janet Garufis and Kirsten McLaughlin, Co-Chairs
South Coast Business & Technology Awards Committee

Montecito Bank & Trust Presentation

Matt Rowe, Board Chair
Scholarship Foundation of Santa Barbara

Student Speaker

DINNER

AWARDS CEREMONY

Janet Garufis and Kirsten McLaughlin

2023 HONOREES

ENTREPRENEUR OF THE YEAR

Guillaume de Zwirek

COMPANY OF THE YEAR

Yardi

EXECUTIVE OF THE YEAR

Elizabeth Cholawsky

EXCELLENCE IN SERVICE

Foodbank of Santa Barbara County

PIONEER AWARD

John Greathouse



The Board of Directors of the
Scholarship Foundation of Santa Barbara
gratefully recognizes



Janet Garufis
Montecito Bank & Trust

&



Kirsten McLaughlin
Cox Communications

for their outstanding leadership of the
South Coast Business & Technology Awards Committee

Thank you!

SOUTH COAST BUSINESS & TECHNOLOGY AWARDS

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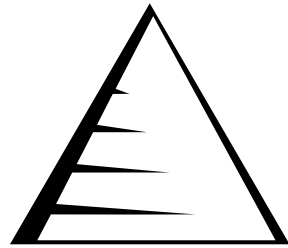
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Kirsten McLaughlin, Cox Communications

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SOUTH COAST BUSINESS & TECHNOLOGY AWARDS

Dear Friends,

Welcome to the 2023 South Coast Business & Technology Awards ceremony. The founders of this event envisioned a gathering for the local business community to celebrate today's innovators, while investing in the business and technology leaders of tomorrow. This evening's ceremony promises to deliver on all counts.

Like their predecessors, this year's honorees are an exceptionally talented and inspiring group, underscoring our region's unique capacity to produce top-flight business and nonprofit leaders. We are blessed many times over to live and work in such a remarkable place.

Each year, net proceeds from this event support the Scholarship Foundation of Santa Barbara. All funds raised go to scholarships for students countywide. Since 2001, event attendees have provided more than \$2.7 million in scholarships to more than 1,000 area students pursuing degrees in a variety of fields. Many of these students will one day attend this event as members of our local business community. Some may even take the stage to receive an award.

The Scholarship Foundation of Santa Barbara has now cumulatively awarded in excess of \$140 million to more than 60,000 county students since its founding in 1962. The organization's extraordinary longevity and effectiveness are the direct result of generous support from caring community members like you.

On behalf of the Scholarship Foundation's Board of Directors and staff, I would like to thank this year's SCBT Committee members for their tireless efforts in the months leading up to tonight's ceremony. Our thanks as well to this year's sponsors. We very much appreciate your generosity.



Thank you for joining us this evening.

Best wishes,

Matt Rowe
Board Chair



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ENTREPRENEUR OF THE YEAR

- Michael Crandell, 2022
- James Rogers, 2020-21
- Kevin O’Connor, 2019
- Guy De Mangeon, 2018
- Adam Firestone & David Walker, 2017
- Sandra Hirsch, 2016
- Ken Babcock, 2015
- Victor Schaff, 2014
- Barbara Rosenblum, 2013
- Klaus Schauser, 2012
- Bruce Willard, 2011
- Lynda Weinman, 2010
- Sara Miller McCune, 2009
- Brent Reichard, 2008
- Anant Yardi, 2007
- James G.P. Dehlsen, 2006
- Karl Willig, 2005
- Killick S. Datta, 2004
- David Y. Wong, 2003
- William J. Parrish, 2002
- John E. Bowers, 2001
- John L. MacFarlane, 2000
- Michael Klein, 1999
- Yulun Wang, Ph.D., 1998



2023 ENTREPRENEUR OF THE YEAR

GUILLAUME DE ZWIREK



Guillaume de Zwirek, CEO and founder of Artera (formerly WELL Health), started the company in 2015 with a singular mission: make healthcare No. 1 in customer service. Today, Artera is a leader in digital patient communications and a two-time Best in KLAS winner in Patient Outreach.

Artera delivers a platform-level patient communications solution that integrates across a health system’s tech stack to deliver patients a simple, cohesive communications experience while reducing workload for healthcare staff. By unifying disjointed communications and information into a single channel for patients (texting, email, and IVR), Artera fuels healthcare providers to deliver healthier patients, more efficient staff, and more profitable organizations.

Under Gui’s leadership, the Artera platform now helps more than 500 health systems facilitate 2.2 billion messages for more than 68 million patients. Artera has been recognized by *Forbes* as one of the nation’s Best Startup Employers (No. 10) and has appeared on Deloitte’s Tech Fast 500 and the *Inc.* 5000 Fastest-Growing Private Companies in America lists.

Before founding WELL Health, Gui worked at Google and Graphiq.com (acquired by Amazon).

Gui graduated from the University of Southern California with bachelor’s degrees in classical guitar performance and business administration. He is a six-time Ironman athlete.

COMPANY OF THE YEAR

InTouch Health, 2022
Patricia Bragg Holdings, 2020-21
Procore, 2019
Rusty's Pizza Parlors, 2018
AppFolio, Inc., 2017
Lynda.com, a LinkedIn Company, 2016
Inogen, 2015
Be Green Packaging, 2014
Sonos, Inc., 2013
Mission Linen, 2012
Green Hills Software, 2011
Network Hardware Resale, 2010
Wyatt Technology Corporation, 2009
MarBorg Industries, 2008
SelectRemedy, 2007
Deckers, 2006
Callwave, 2005
Citrix Online, 2004
Frontier Technology, Inc., 2003
NuSil Technology, 2002
Indigo Systems, 2001
Vetronix Corporation, 2000
Illgen Simulation Technologies, Inc., 1999
Digital Instruments, Inc., 1998
MetaTools, 1997
Hendry Telephone Products, 1996
QAD, Inc., 1995



2023 COMPANY OF THE YEAR

YARDI



Founded by Anant Yardi in 1982, Yardi has been developing and supporting real estate technology for four decades. The company began as a small startup focused on

quality software and customer satisfaction. In 1984, it released its first real estate software, Microsoft DOS-based Basic Property Management. Keeping pace with technological developments, the company introduced Microsoft Windows-based platforms during the 1990s. With the emergence of cloud computing, Yardi created its hosting service team and launched its first browser-based software in 2001.

Today, Yardi has more than 8,500 staff in 45 offices across North America, Europe, Asia, the Middle East, and Australia. The company focuses on the unique needs of the real estate industry and works closely with its clients to ensure its software evolves with industry trends. Yardi's client-driven products and services enable real estate companies of all sizes to manage their entire business on one connected, mobile platform. With clients managing assets in more than 80 countries, Yardi maintains a strong and growing presence in the global real estate market.

Yardi remains privately held and headquartered on the South Coast and boasts more than 1,300 California employees, most of whom are based in Santa Barbara and Oxnard. Its employees enjoy 100 percent healthcare premium coverage, tuition reimbursement, profit sharing, parental leave, and other benefits. Employee review company Glassdoor has repeatedly named Yardi as one of the best places to work in the United States, and founder Anant Yardi as one of the highest-rated CEOs in the country.

The company also maintains a long-standing philanthropy program to give back to the communities in which its employees live and work. Yardi fosters community projects in education, social and medical services, sustainability, and disaster relief. The company supports hundreds of nonprofit organizations worldwide, including more than 50 in the Santa Barbara area. Along the South Coast, Yardi has supported projects as diverse as sustainability research at UCSB, a children's museum, programs for adults with disabilities, small business mentoring, and local food banks. Its commitment to sustainability and energy conservation has earned the company several ENERGY STAR Partner of the Year Awards, including prestigious Sustained Excellence Awards in 2021, 2022, and 2023.

EXECUTIVE OF THE YEAR

- Dave Powers, 2022
- Sherry Villanueva, 2020-21
- Jeff DeVine, 2019
- Janet Garufis, 2018
- James Takayesu, 2017
- Gordon Morrell, 2016
- Hani Zeini, 2015
- Craig Zimmerman, 2014
- Joanne Funari, 2013
- Ron Werft, 2012
- Michael Mayfield, 2011
- Jamal Hamdani, 2010
- Richard Compton, 2009
- John Romo, 2008
- Peter Jordano, 2007
- Thomas Tighe, 2006
- Eloy Ortega, 2005
- Henry T. Yang, 2004
- William S. "Tom" Thomas, 2003
- William R. Anderson, 2002
- Jeffrey C. Barbakow, 2001
- Richard B. Johnston, 2000
- Mark Sylvester, 1999
- Kathy J. Odell, 1998
- Jack L. Gressingh, 1997
- Cathy Carter Duncan, 1996
- Robert T. Knight, 1995



2023 EXECUTIVE OF THE YEAR

Elizabeth Cholawsky



Elizabeth Cholawsky joined HG Insights as CEO in 2018. A seasoned technology executive with a strong focus on growing successful software-as-a-service-based businesses, she has led companies to build market-leading offerings, harnessing in-house talent as well as partnerships and acquisitions. Prior to joining HG Insights, she served as CEO of Support.com, where she transformed the business from being solely reliant on outsourced services revenue to selling a SaaS product that intelligently ran large contact centers.

Before Support.com, Elizabeth worked at Citrix Systems, where she held executive positions in the Citrix SaaS division, with leadership roles spanning general management, product management, global client services, and the contact center. Elizabeth has also held executive leadership roles at market-leading companies such as Move.com and ValueClick, where she used her business acumen to capitalize on large growth markets and align product and messaging for maximum effectiveness.

Elizabeth holds a Ph.D. in political science with a concentration in econometrics from the University of Minnesota, and a bachelor's degree (Phi Beta Kappa, *cum laude*) from Franklin & Marshall College.

EXCELLENCE IN SERVICE

Cottage Health, Sansum Clinic, Santa Barbara Neighborhood Clinics, 2022

Direct Relief, 2020-21

CALM, 2019

KEYT/KCOY/KKFX, 2018

Santa Barbara International Film Festival, 2017

Old Spanish Days in Santa Barbara, 2016

Santa Barbara Zoological Foundation, 2015

CMC Rescue, Inc., 2014

Westmont College, 2013

MIT Enterprise Forum, 2012

Visiting Nurse and Hospice Care, 2011

Surgical Eye Expeditions (SEE) International, 2010

Hutton Foundation, 2009

Partners in Education, 2008

Santa Barbara Foundation, 2007

Pacific Coast Business Times, 2006

DAVIES, 2005

Women's Economic Ventures, 2004

Center for Entrepreneurship and

Engineering Management – UCSB, 2003

Santa Barbara Chamber of Commerce, 2002

COX Communications, 2001

Santa Barbara Industry Education Council, 2000

Santa Barbara News-Press, 1999

Santa Barbara Region Economic Community Project, 1998

Santa Barbara Bank & Trust, 1997

UCSB College of Engineering, 1996

Santa Barbara City College, 1995



2023 EXCELLENCE IN SERVICE HONOREE

FOODBANK OF SANTA BARBARA COUNTY



The Foodbank of Santa Barbara County's mission is to end hunger and transform the health of the community through good nutrition. For 40 years the Foodbank has served as the primary hunger-relief and food empowerment organization in the region. Through its

network of 200-plus nonprofit partners, the Foodbank distributes some 10 million pounds of food (including 40 percent fresh produce) in an average year.

The Foodbank serves all food-insecure, low-income residents of Santa Barbara County, including high-need areas of Santa Barbara, Carpinteria, the Santa Ynez Valley, Lompoc, Santa Maria, and Los Alamos. Approximately 190,000 unduplicated individuals access Foodbank services each year. That number grew to more than 235,000 people during the pandemic.

The Foodbank moves clients "from Hunger into Health" with a holistic, bottom-up approach:

1. To provide immediate hunger relief, the organization distributes a variety of healthful and culturally ubiquitous foods through warehouses in Santa Barbara and Santa Maria. The Foodbank is a member of Feeding America and utilizes food system collaborations to procure healthy food.
2. To provide clients with the foundational knowledge and resources to improve their health, the Foodbank hosts a suite of nutrition education programs for children and families, provides CalFresh/SNAP outreach, and teaches food literacy skills to address the root causes of poor nutrition.
3. To build communitywide stability and resilience, the Foodbank has incorporated disaster preparedness and relief into its strategic operations. In 2019, the Foodbank championed the creation of a countywide Disaster Feeding Plan in partnership with countywide stakeholders, which continues to guide the organization's comprehensive response to economic instability resulting from the pandemic. As the county's sole distributor of USDA foods and the lead organization of VOAD-SBC (FEMA's Voluntary Organizations Active in Disaster program), the Foodbank is responsible for coordinating nonprofit response efforts when disaster strikes the county.

The Foodbank's direct-to-client programs are tailored to serve those who struggle most with food insecurity and its associated poor health outcomes, including the working poor, older adults on fixed incomes, children, migratory farmworkers, and the unhoused population. All participants enjoy programs and services free of cost.

PIONEER AWARD

- Kathy Odell, 2022
- Bill Parrish, 2020-21
- Mike Pfau, 2019
- Dr. John Bowers, 2018
- John Petote, 2017
- George Powell, 2016
- Dr. Shuji Nakamura, 2015
- Dr. Herbert Kroemer, 2014
- Larry Barels, 2013
- Fred Gluck, 2012
- Fred Kavli, 2011
- Jeff Henley, 2010
- Reece Duca, 2009
- Virgil Elings, 2008
- Paul Orfalea, 2007
- Harris W. Seed, 2006
- Paul F. Glenn, 2005
- Alan J. Heeger, 2004
- Michael Towbes, 2003
- Joseph E. Nida, 2002
- B. Paul Blasingame, 2000
- Rudy Schulte, 1999
- Dr. Glen J. Culler, 1998
- Thomas C. Bazemore, 1997
- Harold R. Frank, 1996
- Dr. Robert M. Talley, 1995



2023 PIONEER HONOREE

JOHN GREATHOUSE



John Greathouse is a serial entrepreneur, writer, venture investor, and UC Santa Barbara professor. He has held a number of senior executive positions with successful startups in Santa Barbara, spearheading transactions that have generated more than \$350 million in shareholder value.

As a venture capitalist, John has deployed roughly \$100 million on behalf of approximately 60 ventures, which collectively have created more than \$2 billion in shareholder value. Santa Barbara companies that John has been associated with include HG Insights, Invoca, Computer Motion, Citrix Online, Savings.com, RightScale, RevUpNet, Active Life Technologies, Eucalyptus, and AppFolio. He currently serves as executive chairperson for three Santa Barbara startups: CLIQ Products, BuyerCaddy, and Cadense.

As a professor of entrepreneurial studies at UC Santa Barbara, John has taught more than 10,000 students, many of whom have gone on to work in dozens of area startups and established technology companies. In 2012, he received the prestigious Venky Narayanamurti Entrepreneurial Leadership Award from UCSB’s College of Engineering, in recognition of his multi-decade impact on Santa Barbara’s high-tech community.

For over a decade, John was a regular contributor to *Forbes* and *The Wall Street Journal*, and his work has appeared in *Inc.*, *Entrepreneur* magazine, *TechCrunch*, *Business Insider*, and *TIME*. Dozens of his articles put a national spotlight on Santa Barbara startups and entrepreneurs.

John earned his MBA from Wharton and is a CPA.



IT'S GOOD BUSINESS TO INVEST IN SCHOLARSHIPS

Local companies like Yardi, Deckers Brands, and Montecito Bank & Trust have established scholarship funds to help Santa Barbara County students attend college, medical and graduate school, and vocational school.

The value to business is clear:

- You are investing in the future workforce of Santa Barbara County
- You are giving back to the community and supporting our youth
- You are supporting your current and future customers and clients
- You are boosting your local visibility and brand reputation
- Your contribution to the Scholarship Foundation is tax-deductible

*To start your company's scholarship fund,
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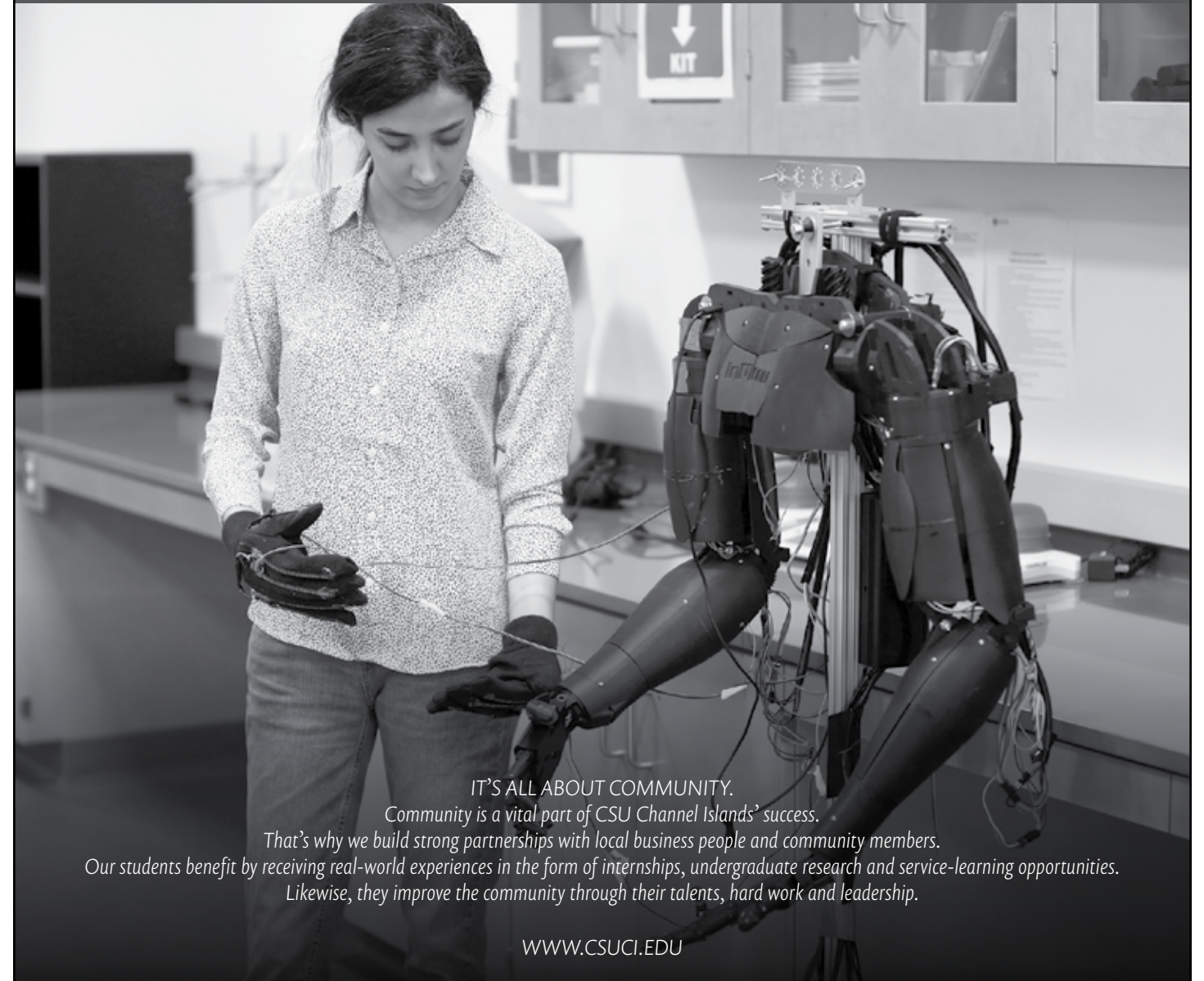
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We congratulate all 2023 South Coast
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Wells Fargo is a proud sponsor of the 2023 South Coast Business & Technology Awards. We congratulate this year's honorees who have demonstrated a commitment to excellence and economic vitality in the community.

Tyler J. Dobson, Senior Vice President, Commercial & Technology Banking
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Elizabeth Cholawsky
CEO,  HG Insights®

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Elizabeth Cholawsky
Executive of the Year

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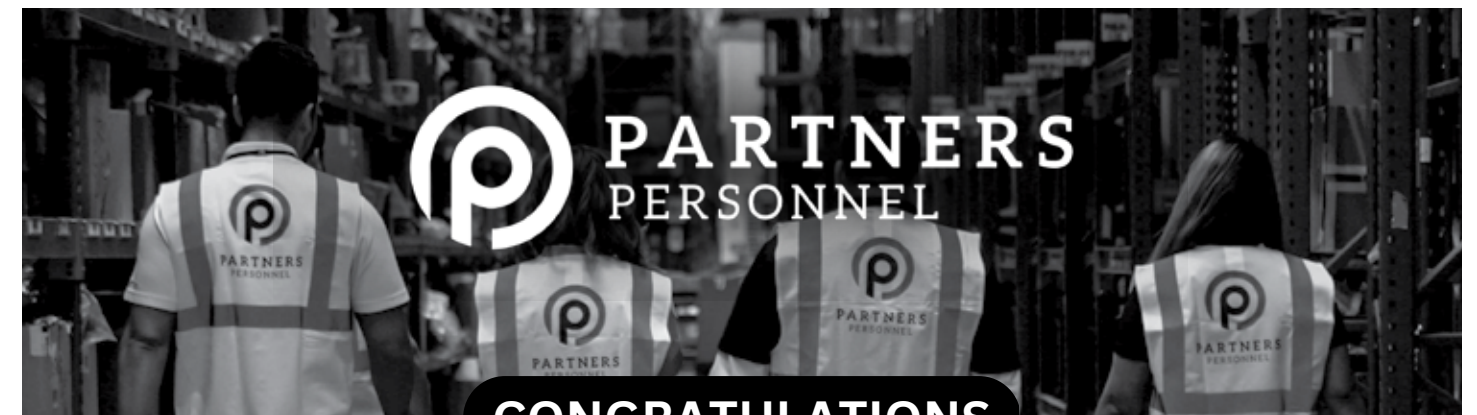
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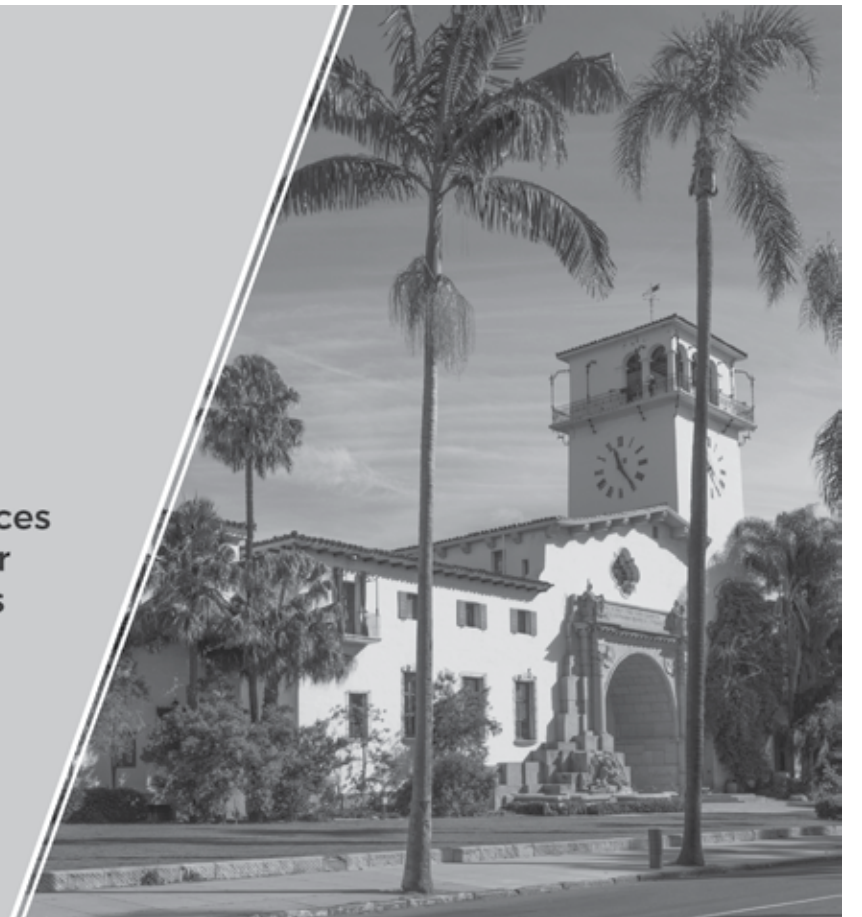
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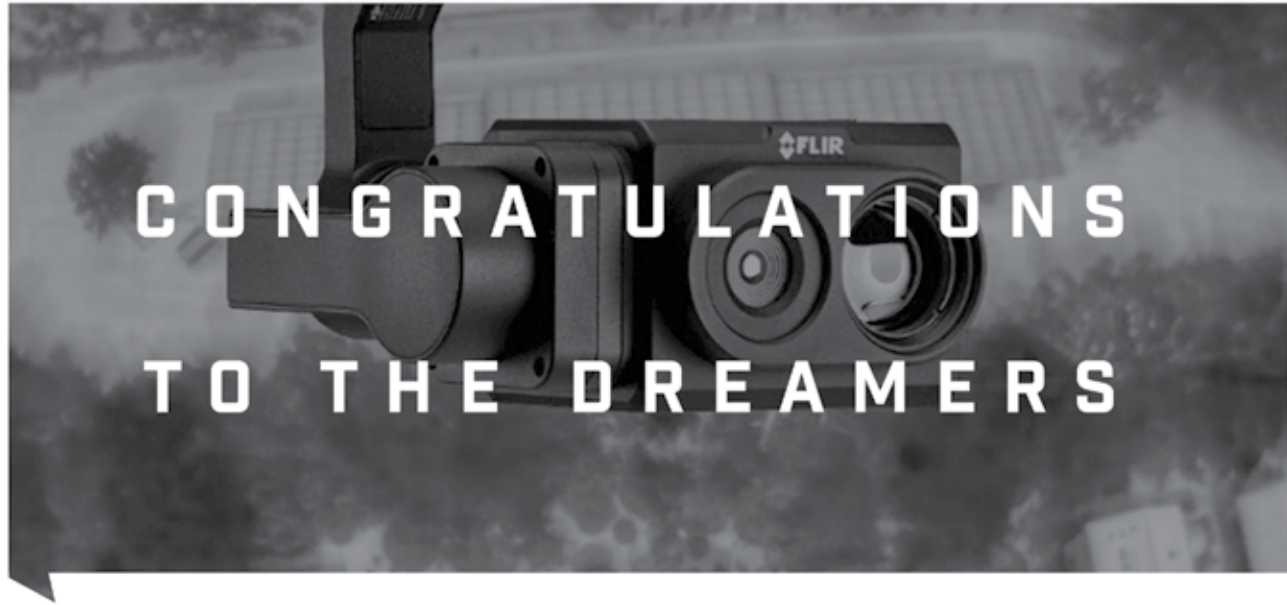
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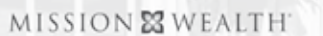
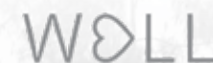
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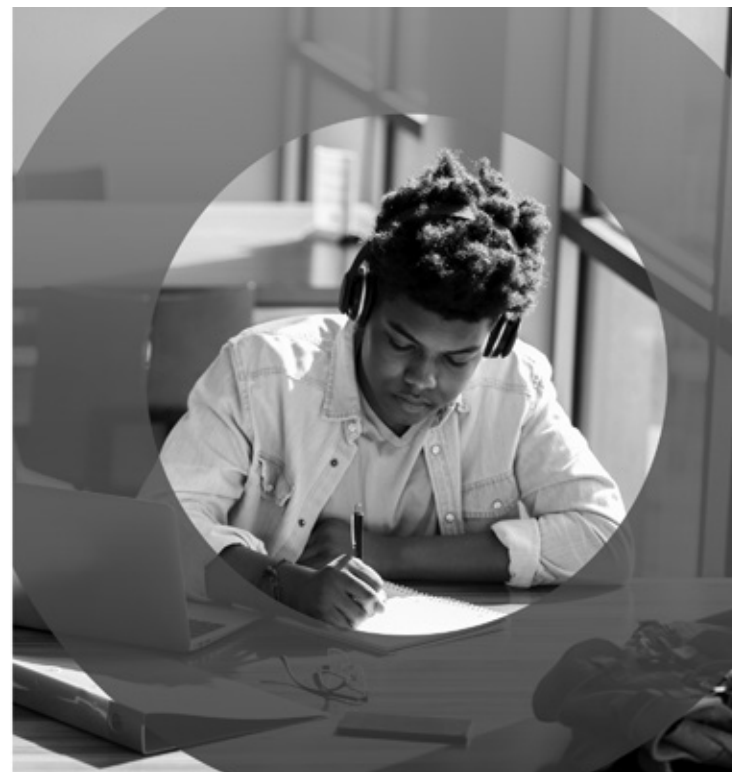
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EXCELLENCE IN SERVICE: Foodbank of Santa Barbara County

ENTREPRENEUR OF THE YEAR: Guillaume de Zwirek

COMPANY OF THE YEAR: Yardi

EXECUTIVE OF THE YEAR: Elizabeth Cholawsky

PIONEER AWARD: John Greathouse

RISING STARS: CrossnoKaye, Parker Clay, Sun & Swell

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Westmont College salutes this year's SCBT honorees.

Excellence in Service - Foodbank of Santa Barbara County
Entrepreneur of the Year - Guillaume de Zwirek
Company of the Year - Yardi
Executive of the Year - Elizabeth Cholawsky
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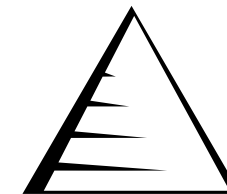
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SOUTH COAST BUSINESS & TECHNOLOGY AWARDS

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We remember these former Honorees or Steering Committee members who have passed away. Their contributions to our community will not be forgotten.

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Pioneer Award, 1997

Paul Blasingame
Pioneer Award, 2000

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Pioneer Award, 1998

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Pioneer Award, 1996

Paul F. Glenn
Pioneer Award, 2005

Fred Kavli
Pioneer Award, 2011

Michael Klein
Entrepreneur of the Year, 1999

Joseph Nida
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Rudy Schulte
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Harris Seed
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Pioneer Award, 1995

William S. "Tom" Thomas
Executive of the Year, 2003

Michael Towbes
Pioneer Award, 2003

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(AS THEY WERE RECOGNIZED DURING THEIR TENURE)

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