

# RANCH & COAST

San Diego's Luxury Lifestyle Magazine

September 2008

## 30 Great Things About Rancho Santa Fe

Fall Fashion Trends

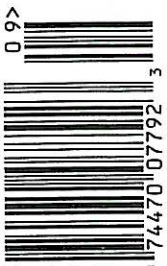
Country Friends Fashion Show

Wealth Management

Tax Planning

Choosing An Executor

\$3.95US



## On The Rise

The San Diego North Convention and Visitor's Bureau (SDNCVB) has tripled in size with its recent addition of two new members to the executive team, Mark

Mark  
Erekson



Greg  
Seckington



Erekson and Greg Seckington. "With the extensive experience these two key team members bring to our organization, we are well-positioned for the dramatic growth and opportunity our bureau faces as we continue to market the San Diego North destination as the premier resort region," says Cami Mattson, president and chief executive officer of SDNCVB. Hospitality industry veteran Erekson is now the vice president of sales and marketing for SDNCVB and is responsible for sales development, marketing, public relations, and increasing brand awareness. Erekson has over 35 years of experience in hotel management and has served as corporate director and marketing at a luxury five-diamond hotel in Salt Lake City, Utah, for the past ten years. Seckington comes on board as director of finance and administration and will oversee finance, operations, human resources, membership, and visitor services. Previously the business administrator for the Rancho Bernardo Community

Presbyterian Church, Seckington has 22 years of experience in finance and accounting. ([www.sandiegonoorth.com](http://www.sandiegonoorth.com)) — Mason Richey

## Things Are Looking Up

While the national media is reporting 20 to 30 percent housing market slumps, it can be hard to remain hopeful, but according to First American Title Company, San Diego's economy tends to grow under any circumstances and has a very positive long-term trajectory. Unemployment rates are low at about 4.9 percent. Other sectors of our economy see continued job growth, especially professional services, health services, government, freeway construction, and international trade. Tourism is also very strong and the San Diego Convention and Visitors Bureau estimates that 32 million visitors will spend \$8.1 billion in San Diego this year. These figures help to cast off some of the doom and gloom forecast, especially when we see positive signs right in our own backyard. Laura Barry of Barry Estates in Rancho Santa Fe was recently named number ten of the top 50

real estate agents by volume in the nation in the *Wall Street Journal's* 2007 Top 200 Real Estate Professionals. And according to Robert Kleinhenz, chief deputy economist for Moody's Economy.com, San Diego may be one of the first markets to recover from the current slump as it did after the recession in the '90s.

— Mason Richey



Eric Iantorno

## Advice From A Pro

Samuel Scott Financial Group recently hired real estate and mortgage expert Eric Iantorno as a senior loan officer who will advise and assist his clients throughout the mortgage qualification process. Iantorno seeks to help his clients make well-educated decisions and to offer the best loans based on their specific needs with great loan programs, lower rates, and lower total closing costs available through Samuel Scott Financial Group. "In today's market, it's no longer easy for anyone to get a loan. Having a professional mortgage advisor that understands your complicated financial situation, and can work with the banks to properly qualify you, can mean the difference between buying or refinancing a house or not," says Iantorno. Iantorno focuses on thoroughly understanding his clients and their needs in both home ownership and overall financial goals. His professional and dependable approach has resulted in a 95 percent retention rate of clients. Iantorno concludes, "Once we work together, I become your trusted advisor for life." (858/259-6070, [www.samuelscottfg.com](http://www.samuelscottfg.com))

— Rina Van Orden

