



OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO

MEMORANDUM

DATE : September 16, 2008

TO : Council President Scott Peters & Honorable Members of the
San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointment to the Qualcomm Stadium Advisory Board

It is my pleasure to appoint Kim Folsom to the Qualcomm Stadium Advisory Board, subject to your confirmation.

Kim Folsom, MBA, is an accomplished business executive with more than 20 years experience in business development, operations, asset management and information technology. Ms. Folsom is responsible for the founding of several companies and corporations including Momentum Solutions, SeminarSource.com, and her current venture, VuQuest, Inc., a premiere provider of product, customer, and sales support solutions to consumers and suppliers of ready-to-assemble (RTA) consumer products in the juvenile, furniture, recreation/outdoors, and home appliance market sectors. Among Ms. Folsom's many business accomplishments, while at SeminarSource, a Web-based provider of continuing education solutions for the meetings industry, she launched proprietary business process automation software, grew revenue to over \$3 million, and raised more than \$12 million in venture capital. Ms. Folsom also co-founded and co-hosted a weekly business resources talk show, "Real Business Radio Hour." Her expertise includes holding senior management positions for banks, prominent mortgage lender corporations and Fortune 1000 companies, including Central Federal Savings, Great American First Bank, Advanta Mortgage Corporation, Alltel Communications, and the law firm of Luce, Forward, Hamilton and Scripps. In 2001, Ms. Folsom was selected as a semi-finalist for the Ernst and Young Entrepreneur of the Year Award.

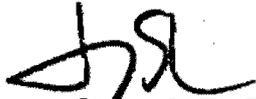
Ms. Folsom has served on various business and professional boards including the San Diego State University Entrepreneur Management Center Board of Directors and Sheppard Ventures Board of Directors. She has also been actively involved in civic activities for many years as a member of The Links, Incorporated, one of the nation's oldest and largest

001492

volunteer service organizations of extraordinary women committed to enriching, sustaining and ensuring the culture and economic survival of African Americans and other persons of African ancestry.

Ms. Folsom received a Masters in Business Administration from the University of Pepperdine and a Bachelor of Science degree in Information Systems from San Diego State University. Ms. Folsom will replace Regina Petty, who is termed out, for a term expiring January 1, 2012. She resides in Scripps Ranch.

I ask that you confirm this appointment and join me in acknowledging Ms. Folsom for her willingness to give her time and expertise to serve the City of San Diego.



JERRY SANDERS
Mayor

JS:lg

cc: City Attorney Michael Aguirre
City Clerk Elizabeth Maland