



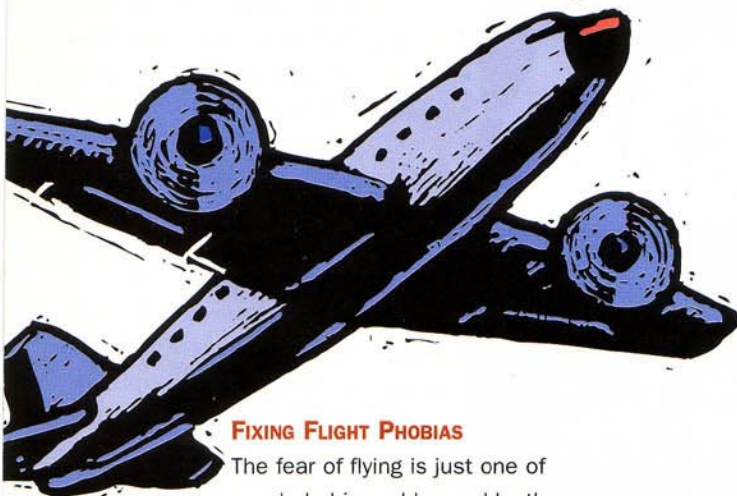
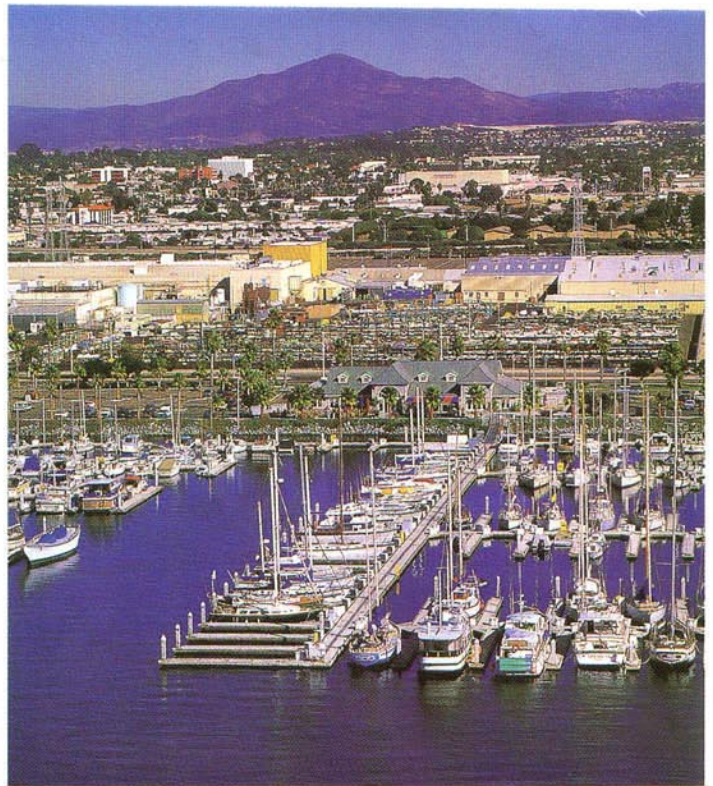
**BY
ROB
AKINS**

CITY LIGHTS TO THE SOUTH

Once considered just a sleepy suburb to the south of San Diego, Chula Vista is proving it can draw businesses, boomers and bucks. With the opening of the \$65 million ARCO

Training Center in 1995, the city's community development department grabbed the spotlight and focused on attracting other top-flight companies to the South Bay. Recent additions to its growing roster of corporate citizens include the EastLake Village Center, the \$15 million White Water Canyon, the \$20 million Universal Coors

Amphitheatre opening this month and the Veterans Center under construction. The newly annexed Otay Ranch increased the city's size by 42 percent, adding 48.36 square miles and, over the next 30 years, a likely 68,000 new residents. Now the second largest city in San Diego County, Chula Vista has an ethnically mixed population of more than 153,000 with an average age of 32 and a median household income of \$37,000. At right: Chula Vista's marina.



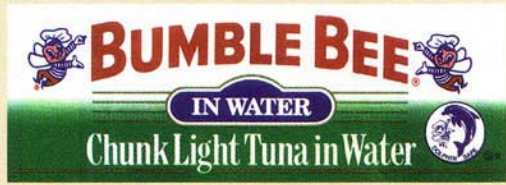
FIXING FLIGHT PHOBIAS

The fear of flying is just one of several phobias addressed by the recently opened Center for Advanced Multimedia Psychotherapy at the California School of Professional Psychology. Aimed at travel-traumatized CEOs and globetrotting business people, therapy programs utilize the latest virtual-reality technology coupled with physiological monitoring. Patients don head-mounted displays that simulate the cabin of a commercial airplane. From there, the "passenger" is taken through a series of "in-flight activities" over and over again (eight sessions are suggested) until the need for preflight consumption of Xanax and Jack Daniels is a thing of the past. The California-based school, with locations in San Diego, Fresno, Los Angeles and Alameda, plans other programs to deal with fear of heights and driving.



THE BUZZ AT BUMBLE BEE

San Diego-based Bumble Bee Seafoods has launched an \$8 million advertising campaign, attempting to regain market share and the shine the industry has lost over the years. Purchased last year by International Home Foods Inc. (NYSE: IHF), owner of Chef Boyardee, Orleans and Pam products, Bumble Bee is looking to win new consumers with its first new ad campaign in 10 years.



AVOIDING THE TIME BOMB

The hype over the Year 2000 computer problem continues to resonate in businesses around the globe, creating a stream of sensational headlines and doomsday talking heads. Finally, there's a common-sense booklet developed by TEC Worldwide, an international organization of CEOs that's headquartered in San Diego, which presents helpful tips that clearly explain the situation (despite the frightening title "The Year 2000 Time Bomb: Are You Ready?"). For a copy, call TEC's Candidate Services at 800-274-2367.

Submit tips or information for Business Buzz to rjakinsjr@aol.com.