

---

# SAN DIEGO BUSINESS JOURNAL

## U.S. Navy Jumps On Board Earth Day With Fresh Water Dispenser

By Tom York

Monday, April 19, 2010



**SDBJ INSIDER**

*Tom York*

With Earth Day on the horizon, the U.S. Navy got into the act early on April 14, unveiling a new environmentally friendly water vending machine at the Navy Exchange in the Broadway Complex. The idea is to minimize use of single-use plastic bottles, which have become a blot on the landscape. Rear Adm. William French, who serves as commander for Navy Region Southwest, was on hand for the ribbon-cutting, or shall we say, water tasting? E-Day is April 22 ... Local social media expert Becky Carroll addresses San Diego Ad Club members on using the new online communications tools to put customers first April 23. Carroll — the author of two blogs, “Customers Rock” and “Teaching Social Media” — teaches at

UC San Diego Extension. The charge is \$35 for members and \$45 for nonmembers. Go to [sandiegoadclub.com](http://sandiegoadclub.com) for details ... And speaking of experts, advice to the lovelorn guru Mary Berney will be signing her new book, “Attracting the Right Person Into Your Life, the Real Truth,” at the Earth Song Books & Gifts store in Del Mar on May 1. Berney says her book is a list of do’s and don’ts for

Well, some lucky soul could get a \$100,000 job as a vice president of sales for local reality television production company. Ken Gora, CEO of NEXT Productions, says he’s casting 25 San Diegans to compete for the job (along with a \$10,000 cash prize) in a seven-week-long television show titled, “The VP Contest.” Live auditions will be held April 21 at NEXT’s office in Carmel Valley. Details at [theyvpcontest.com](http://theyvpcontest.com) ...

Council to offer guests price cuts at 20 of the region’s 35 cultural attractions, including 10 percent off admission. Hotel GM Brian Hughes says the program will allow guests to enhance their stay while in town ... Meanwhile, the San Diego Museum of Man in Balboa Park holds its first-ever film festival during its 27th annual American Indian Art Market on May 15-16. More details at [museumofman.org](http://museumofman.org) ... Meanwhile, Jack in the Box restaurants held an interesting promotion April 16 for those who found April 15 a little too taxing. The fast-food chain gave away one free small order of french fries for those who asked ... Finally. Sports Illustrated photographer Robert Beck, who lives in San Diego, joins a number of other professional photographers in The Nik Summit, set for May 13-16. Participants will get hands-on training at various tourist locations. Nik Software Inc. sponsors the event. Details and costs at [niksummit.com](http://niksummit.com). See ya!

Contributing Editor Tom York writes the SDBJ Insider. You can send him items at [tyork@sdbj.com](mailto:tyork@sdbj.com).