



The V in Venue

MEET THE FIVE COOL FRIENDS BEHIND
SIX OF THE COUNTY'S HOTTEST VENUES

Mike, Demien, James, Mitch and Dana are buddies, the dream team that comprise EnDev, San Diego's prolific entertainment development partnership responsible for big names in Finest City nightlife, including Side Bar, Stingaree and The Witherby, in the Gaslamp, and Bar West, in Pacific Beach.

EnDev's upcoming projects include Universal nightclub and lounge, Dish

restaurant and Ciro's Pizzeria, all poised to change the face of Hillcrest, in February '08. The team is excited to re-introduce Top of the Cove, La Jolla's famed restaurant, in mid-2009.

But that's just business.

Take a peek at the human side of five regular guys whose uncommon achievements give the rest of us great places to hang with our own friends.

I



MIKE GEORGOPOULOS, VICE PRESIDENT OF OPERATIONS, PARTNER

Best part of working with friends? If you have to be at work 12 hours a day, six days a week, who better to share that time with than friends? **Worst part?** It's never fun to tell someone they're doing a bad job, and it's even harder to do when it's a friend. **Funniest experience?** Theft of the EnDev cup from Bar West* ([full story opposite page](#)). **Which EnDev partner's wallet would you steal?** James', because I want to get a new pair of shoes, courtesy of his Macy's card. **Favorite EnDev property?** Ciro's Pizzeria...because I love the pizza. And Derek, Gino, Bob, and Nick remind me of home. **Most treasured possession?** My phone, because without it, I can't breathe. **"I don't have enough..."** Time in the day to check all my emails, eat all my meals, and return my Mom's phone calls.

II



DEMIEN FARRELL, PRESIDENT OF ON-SITE PROJECT DEVELOPMENT, PARTNER

Best part of working with friends? The comfort level. You can say anything and joke with each other. **Worst part?** When personal life issues bleed over into the work place. **Funniest experience?** There can be some serious rip sessions on each other that we could never get away with if we weren't friends. **Which EnDev partner's wallet would you steal?** Everyone probably has the same answer to this one: James, for his black AmEx. **Favorite EnDev property?** Side Bar, of course, because it made all this possible. **Most treasured possession?** My dog. **"I don't have enough..."** We probably all have the same answer to this one: Time.

III



JAMES BRENNAN, CEO, PARTNER

Best part of working with friends? We usually know the way each other will respond or react to things, because we all know each other so well. **Worst part?** Things are always personal and not always business. **Funniest experience?** Everyday it is something new. We all tend to play with each other by pranking and pushing buttons. **Which EnDev partner's wallet would you steal?** Dana's. He wouldn't know it was missing. **Favorite EnDev property?** Side Bar. It's the baby who started it all. **Most treasured possession?** My family. **"I don't have enough..."** Time.

IV



MITCHELL COMPTON II, PRESIDENT OF REAL ESTATE DEVELOPMENT, PARTNER

Best part of working with friends? It doesn't feel like work, even when we're in "crunch time" on a deal or issue. **Worst part?** Can't think of anything. **Funniest experience?** Where do I start...? **Which EnDev partner's wallet would you steal?** JB's. That's an easy one. He's got the "Black Card"... no spending limit. **Favorite EnDev property?** Stingaree. It's so different than anything else around; it's in a league of its own. **Most treasured possession?** My pregnant wife and two little girls. **"I don't have enough..."** Time in the day!

V



DANA SHERTZ, COO, PARTNER

Best part of working with friends? Being around people that you know have your back, just like friends are supposed to. **Worst part?** We don't get enough time to hang out for fun, because we're all working 14 hours a day. **Funniest experience?** One of the guys superimposed my head on a photo of a slice-of-pizza costume we used to promote Ciro's Pizzeria. The picture was hilarious. **Which EnDev partner's wallet would you steal?** I like mine the way it is, empty. It doesn't bulge out of my back pocket. **Favorite EnDev property?** I love them all, but Universal could be our best yet! **Most treasured possession?** A ring my wife had made for me before we were married. **"I don't have enough..."** Time to spend with my wife and daughter.

» EnDev Properties



BAR WEST
959 Hornblend St., PB, barwestsd.com

The refinement of downtown culture meets the casual attitude of the beach at Bar West, an upscale restaurant and lounge targeted to fashion-forward influencers who seek the exclusive appeal of metropolitan hotspots, but live seaside by choice.



SIDE BAR
536 Market St., Gaslamp, sidebarsd.com

A complete redesign of a classic Gaslamp brick-and-mortar built in 1882, Side Bar wows visitors with a unique blend of post-Victorian cachet, contemporary décor, retro Noguchi furniture and video artwork. Spacious booths and the sidewalk patio provide room for groups, while comfy lounges offer more intimate seating.



STINGAREE
454 Sixth Ave., Gaslamp, stingsandiego.com

Offering the ultimate blend of high style and excellent service, Stingaree, downtown's 2000-person capacity nightclub, was rated one of the top ten new bars in the country by MSN and was featured in the Condé Nast "2007 Hot Nights List."



THE WITHERBY
526 Market St., Gaslamp, thewitherby.com

An exquisitely designed and uniquely refined special events venue for 10 to 450 people, The Witherby (located directly above Side Bar) offers sensory arrival, custom dining packages and an expert event staff to make weddings and corporate events truly unforgettable.



TOP OF THE COVE
1216 Prospect St., La Jolla, topofthecove.com

One of Southern California's most prestigious restaurants, Top of the Cove, will be reborn in early 2009. The new incarnation of the famous eatery will offer a unique and memorable dining atmosphere, combining attention to design detail with extraordinary sunsets.



UNIVERSAL
1210 University Ave., Hillcrest, universalhillcrest.com

Slated to open in February 2008, Universal will enhance the skyline and promote harmonic unity in uptown. The magnificent facility will boast a nightclub and lounge adjacent to a Ciro's Pizzeria and Dish, an urban comfort food restaurant.

* Upon reviewing the video surveillance, it was found that the losing team sent four armed bandits (Dave, Chris, Rod, and Big Game James) to Bar West for the purpose of stealing the coveted championship cup and dumping it in the Las Vegas desert. The losing team was armed with masks, baseball bats, and an army figurine to hold the place of the missing cup. Luckily, Bar West had an insider in Vegas, and the cup was returned with only a small crack. Better luck at the EnDev games next year, STINGAREE!

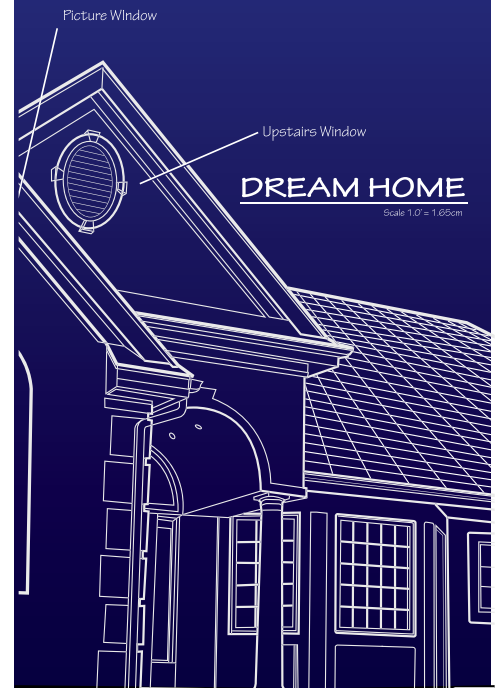


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