

# NEWS RELEASE

FOR IMMEDIATE RELEASE

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## LA JOLLA PACIFIC LTD. ANNOUNCES PROMOTIONS

### Cherry, Denny Promoted by Irvine-based Construction-Quality Firm

IRVINE, Calif. — La Jolla Pacific Ltd., an Irvine, Calif.-based construction-quality and risk-management firm, has announced two promotions to further the company's growth plans. Cassie Cherry, previously marketing manager, has been promoted to director, marketing and media relations, and Steven "Jonas" Denny has moved up to director of pre-construction services. He had been a project manager.

In making the announcement, Don Neff, president, stated: "Cassie and Jonas have proven themselves as exceptional team members and we look forward to their continuing contributions to the company's growth and success."

In his new position, Denny will oversee high-rise, podium and detached product plan and specification reviews on behalf of builder clients. A graduate of Auburn (Alabama) University with a Bachelor of Architecture degree, Denny has extensive construction, architecture, and engineering related experience, including with several highly regarded architectural and engineering firms in Florida and Alabama. Projects in which he was involved range from large, multi-million dollar parking decks, industrial, apartment complexes, hotels, custom homes, and large multi-family structures.

With La Jolla Pacific since 1999, Cherry has nine years of marketing, media relations, advertising, graphic design, and market research related experience within the building industry. In addition to continuing to manage the company's overall marketing efforts across its eight offices, she will be responsible for generating media and brand-awareness in new markets and coordinating the company's client training programs. Cherry graduated with a bachelor's degree in Social Sciences with an emphasis in Biological Sciences from the University of California at Irvine. She is involved in various

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activities with the Building Industry Association/Orange County Chapter and is an accomplished equestrian, having won a number of dressage competitions.

With an extensive background in direct construction experience, La Jolla Pacific Ltd. is an industry leader in construction risk management, third-party peer review, quality assurance, and forensic investigation services. For more than a decade, the firm has provided its exclusive Shark Repellent® package of proactive defensive strategies to single-family, multi-family and commercial builders throughout the West.

For further information about La Jolla Pacific Ltd.'s array of services, please visit [www.lajollapacificltd.com](http://www.lajollapacificltd.com), or contact Cassie Cherry at (949) 788-0300, ext. 13.

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