

University of Mississippi
eGrove

Haskins and Sells Publications

Deloitte Collection

1966

Office profile: San Diego

Virgil V. Pedersen

Follow this and additional works at: https://egrove.olemiss.edu/dl_hs

 Part of the [Accounting Commons](#), and the [Taxation Commons](#)

Recommended Citation

H&S Reports, Vol. 03, (1966 spring), p. 10-16

This Article is brought to you for free and open access by the Deloitte Collection at eGrove. It has been accepted for inclusion in Haskins and Sells Publications by an authorized administrator of eGrove. For more information, please contact egrove@olemiss.edu.

Office Profile:

Below: Terry Rogers, staff accountant, picked up his interest in boating after eight years as a Navy flier. He returned from his first time out in his cruiser with a catch of 26 fish, which may just possibly make up for some of the work of sanding and scraping and varnishing and polishing.

SAN DIEGO

BY
VIRGIL V.
PEDERSEN,
PARTNER-
IN-CHARGE

Welcome to San Diego. We hope your stay with us will be pleasant and rewarding. This is a greeting extended many times every day in a city where at any moment we have seventy-five thousand people visiting us.

Few first-time visitors know much about our city and their first reaction is usually one of pleasant surprise. The visitor who arrives by air lands at Lindbergh International Airport (near which "The Spirit of St. Louis" was built) and finds it just an easy ten-minute cab ride to our office and not more than twenty-five freeway minutes to any point of our city or suburbs. The refreshing climate not only attracts our many visitors but also lends so much to the warm and friendly spirit evident in San Diego. Our weather is mild; temperatures seldom reach the eighties with a daily range along the coast of only thirteen degrees.

Our great natural harbor, 22 landlocked square miles, is protected by Point Loma, a high promontory arcing out into the sea. From here, 500 feet above the Pacific, you can witness the migration of hundreds of grey whales each January. Sixteen miles to the south, in Mexico, you can look through the sea-haze to the towering rocks of the Coronado Islands—a favorite feeding ground of marlin and the hard fighting "yellowtail" tuna. On the ocean side of the point a salt water conversion plant is being built to replace the one that was dismantled and rushed to Guantanamo Bay in 1963. Spectacular day-and-night-time views make Point Loma one of our most sought after residential areas.

Time permitting, I would drive you to the mountains. They rise to nearly 7,000 feet about thirty miles from the coast (San Diego County is larger than the State of Connecticut), running pretty much parallel to it and clothed at their tops in pines and firs. Look to the east from the road that winds along the crest and you see the sheer drop into Anza-Borrego desert. From this height the desert is a land of blending blues and purples and browns; away in the vastness lies the Salton Sea—250 square miles of water below sea level. Go down to the desert in the Spring and you find a veritable carpet of tiny wildflowers—verbena, daisies, and California poppies. Go at any time and you can picnic in a garden of tamarisk, Yucca, barrel cactus and Ocotillo (but be careful of the Cholla cactus. Its spines can penetrate the toughest leather).

We can return via Mount Palomar and see the world's largest telescope, where man has learned so much about the universe in which

Above left: San Diego partners and principals meet weekly on Friday morning. (l. to r.) Edgar J. Bostick, Milton J. Urner, Costas C. Nicolaides, Virgil V. Pedersen, Dale D. Baker, and Milton C. Clow.

Above right: Balboa Park covers 1400 acres in the heart of San Diego; its Zoo, dating from 1915, is set in botanical gardens where the value of the rare plants is greater than

that of the 4,500 animals. Ronald Burgess, senior accountant, and his wife, Mary Kaye, introduce their children to a transferee from the north.

Below left: Gas turbines built by Solar Division of International Harvester were used by telephone companies for emergency power during the

East Coast blackout. Leonard Tamkin (l.), client's chief accountant, and Roger Lindroth, staff accountant, observe putting together of a sub-assembly.

Below right: The University of California, an H&S client, has a present enrollment of 79,000 at 9 campuses. The new San Diego campus has 1,400 of

these students and when completed will have 27,000. (l. to r.) Arnold Singleton, staff accountant, Dr. Carl Eckart, Vice-Chancellor at the San Diego campus, and Costas Nicolaides, principal, on one of the broad esplanades. San Diego is the world center for advanced studies of the sea, led by Scripps Institute of Oceanography, a part of the University.

SAN DIEGO

Below: San Diego Marine Works builds and repairs a wide assortment of marine vessels and equipment. Freshly painted tuna boat stands in drydock high above Carl Larsen (l.), company vice-president, and Clifford Lindroth, senior accountant. Nearby is the plant

of Kelco Company, a client that sends boats to sea to harvest kelp, from which it extracts sophisticated chemicals essential to such diverse products as ice cream, beer, firefighting fluids, and lubricants.

we live. From there we run down through boulder-strewn foothills that hold just enough moisture to sustain the manzanita (little apple), wild lilac, and buckthorn. This is the high chaparral country. Further on, we come to the low mesas and arroyos and burst into San Diego, with its ranch-style houses, California pepper and eucalyptus trees. The land is semi-arid, with lots of grey earth and brown grass made lush on lawns and groves by irrigation. Much of our water comes round the mountains by aqueduct from the Colorado River.

It is an easy drive through the city on the Cabrillo freeway to the Bay. San Diego is home port for our First Fleet and for many ships of the Seventh Fleet. On any day you see super aircraft carriers, guided missile cruisers, nuclear submarines, and scores of support vessels. Two naval air stations, a naval training station, a marine recruit depot, and Camp Pendleton are all located in or near San Diego. The fine young men stationed here, and their families, add much to our community. San Diego welcomes them.

Across the land spit leading to Point Loma, is Mission Bay which has been built into a 4,500 acre "aquatic playground" that offers every water activity imaginable, with motels, "boatels," parks and restaurants and marinas. Many of the boats were built by our client, San Diego Marine, and many of the land facilities by our construction company clients. Golf courses are a natural in this area and we now have over 60 right around us.

For many years San Diego clients were served by our Los Angeles office and many of these, including Kelco

Below: San Diego Symphony, Fine Arts Gallery, Ballet, Opera Guild and Old Globe Theatre provide virtually unlimited cultural opportunities. Exemplifying close ties of arts and the business community is the new civic theatre and convention center, spearheaded by community leader Guilford Whitney. Here before The Civic Theatre are three supporters of San Diego's symphony orchestra:

(l. to r.) Philip Klauber, v.p. of San Diego Gas & Electric Company and president of the symphony association; Dallas Clark, president of San Diego County Economic Development Corp.; and Haskins & Sells' Mr. Pedersen (Messrs. Clark and Pedersen are members of the symphony's board). Mr. Pedersen is currently chairman of the Chamber of Commerce's Industrial and Business Development Committee.

SAN DIEGO

Company, City Transit Systems, Solar Division of International Harvester Company, and San Diego Gas & Electric Company remain the backbone of our practice. It is memorable for each new accountant assigned to the "Gas Company" engagement to find portions of the permanent file prepared by Weldon Powell more than twenty years ago and still in use on a carry-forward basis.

In 1954 San Diego was established as a separate office concurrent with the merger with Crandall & Reuter. The Crandall & Reuter practice included services to many of the families whose histories parallel San Diego's: the Whitneys, Fletchers, Hellers, Gildreds, and Whitsons. Merger in 1960 with Palmer & Urner helped further to round out our practice. At present our total staff averages just under thirty people.

San Diego, with a 650,000 population, is a relatively large city, but bounded as it is by the mountains and the ocean, Mexico and the Los Angeles megalopolis, it has little natural market beyond its own area and thus has a relatively small economic base. For many years our economy was dominated by the military and the airframe industry. Although the military remains very important, the airframe industry has declined substantially in the past five years. Actually, the city now has only five companies that employ 2,000 or more people. (Two of these, Solar Division and the Gas Company, are our clients.) There is a healthy emphasis on small business, and our practice extends to a number of smaller organizations with a substantial emphasis on tax and miscellaneous services. As a result, competition within the profession is friendly but intense. This appears in the very

Above left: Favorable climate, academic and physical, attracts research organizations, such as our clients Salk Institute of Biological Sciences, Scripps Clinic and Research Foundation, and most recently, Dow Chemical Co. Salk Institute, founded by the discoverer of polio vaccine, is in new buildings of striking design on a bluff overlooking the Pacific. Dr. Augustus Kinze (r.), now Director of the Institute and formerly vice-president for research at Union Carbide

Corporation, and principal Costas Nicolaides talk over accounting control of the many gifts and bequests the Institute receives.

Above right: Ferry boats of The San Diego and Coronado Ferry Company, a client, have plied the waters of San Diego Bay for more than half a century, but the 10-minute boat ride may be a thing of the past if a proposed bridge is built.

Up on the wheelhouse deck, Peggy and Dale Baker, principal, savor the start of an outing to Coronado.

Below left: Financial v.p. Paul Floyd of Straza Industries looks on as production v.p. Ray Raffensburger and Daryl Drummond, senior accountant, discuss designed tolerances in a missile propellant line. Products developed by this company range from Minuteman missile components to a device that locates schools

of fish and even tells their kind and size. Another client, Kinetics Corporation, made parts that helped put Gemini spacecraft in orbit.

Below right: When Virgil Pedersen and his three children drove into the mountains this past December to get a comfortable taste of winter they did what the Visitors Bureau says you can do—passed a car loaded with surfboards headed for the beach.

Above: A group of staff men after lunch at Vacation Village, exotically designed meeting place in Mission Bay, where many San Diego Office professional development sessions are held.

Below: Betty White, CPA and a member of Beta Gamma Sigma, is on the tax department staff. Here she confers with Milt Clow, tax principal, who has recently completed a term as president of the San Diego Estate Planning Council.

SAN DIEGO

active participation of accountants in business and civic affairs, and our staff carry a big share of this activity. The fact that we have little overnight travel helps make this possible.

Professional self-development in all ways has been emphasized by every partner-in-charge of this office. At the time this was written every member of the professional staff had passed the CPA examination with the exception of one accountant who had just joined us. (California allows sitting for the exam before experience requirements are met, which is a help.)

The same good colleges that provide an attractive pool of young talent for businesses locating here also provide a large portion of our staff. San Diego State College in particular has an excellent Business Administration Department. However, we also have graduates from Missouri, Ohio, Yale, Washington, Idaho, California, Whittier, Humboldt and Wisconsin. This deliberate mixture provides the basis for considerable friendly banter among the staff, but its main purpose is to bring together people of different backgrounds and gain the value of the contribution of each.

Although San Diego is one of the smaller offices in the Firm, it claims alumni in a number of other offices including Chattanooga, Cincinnati, Dayton, Denver, Detroit, Honolulu, Los Angeles, New York, Philadelphia, San Juan, Salt Lake City and Tokyo. To them we pass on our good wishes. For ourselves, we are part of San Diego. We are making it grow, and are keeping it a good place to be.