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CHAMBER'S "INTERNATIONAL TRIBUTE AWARDS" CELEBRATES BINATIONAL LEADERS

Three awards were presented to those whose efforts have helped define the Cali-Baja region's cooperative spirit.

SAN DIEGO (Dec. 7, 2021) – Today, the San Diego Regional Chamber of Commerce celebrated the region's outstanding commitment to binational collaboration and honored those from San Diego and Baja who are leading the way at the International Tribute Awards.

"As our region endured border travel restrictions and strains on our supply chains, we also learned about the importance of binational and cross-sector collaboration and leveraging our strong bilateral relationship," **said Jerry Sanders, Chamber President and CEO.** "The Cali-Baja region is a national model for productive and collaborative cross-border trade and commerce, and we are proud to recognize those who are working to ensure a strong and vibrant future for our region."

This year's International Tribute awardees are:

- International Business of the Year - **Taylor Guitars** the leading global producer of acoustic guitars with international operations headquartered in El Cajon and employing more than 1,000 people, with 45% in El Cajon-- one of east county's largest employers-- and 52% in Mexico. And, roughly two dozen employees in Amsterdam.
- Cross-Border Leader of the Year - **Melissa Floca**, Senior Advisor for Cross-Border Initiatives at the University of San Diego's Kroc Institute for Peace and Justice. Floca has developed a portfolio of research and programming focused on creating a peaceful and inclusive U.S.-Mexico border region.
- Cross-Border Collaboration - Consul General Ambassador Carlos Gonzalez Gutierrez, San Diego County Board of Supervisors Vice Chair Nora Vargas, and Luis Lutteroth President of Consejo de Desarrollo de Tijuana . Through their collaboration, a mobile vaccination strategy was launched and brought vaccinations to more than 26,000 maquiladora workers in Baja California using vaccines donated by San Diego County's Health and Human Services Agency.

[Click here for International Tribute Awards 2021 B-Roll](#)

About the San Diego Regional Chamber of Commerce: The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for

public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest local Chamber on the West Coast, representing more than 2,000 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is working to make the San Diego region the best place to live and work. For more information, please visit SDChamber.org or call 619-544-1300.

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