

BUSINESS FOCUS

cut back.

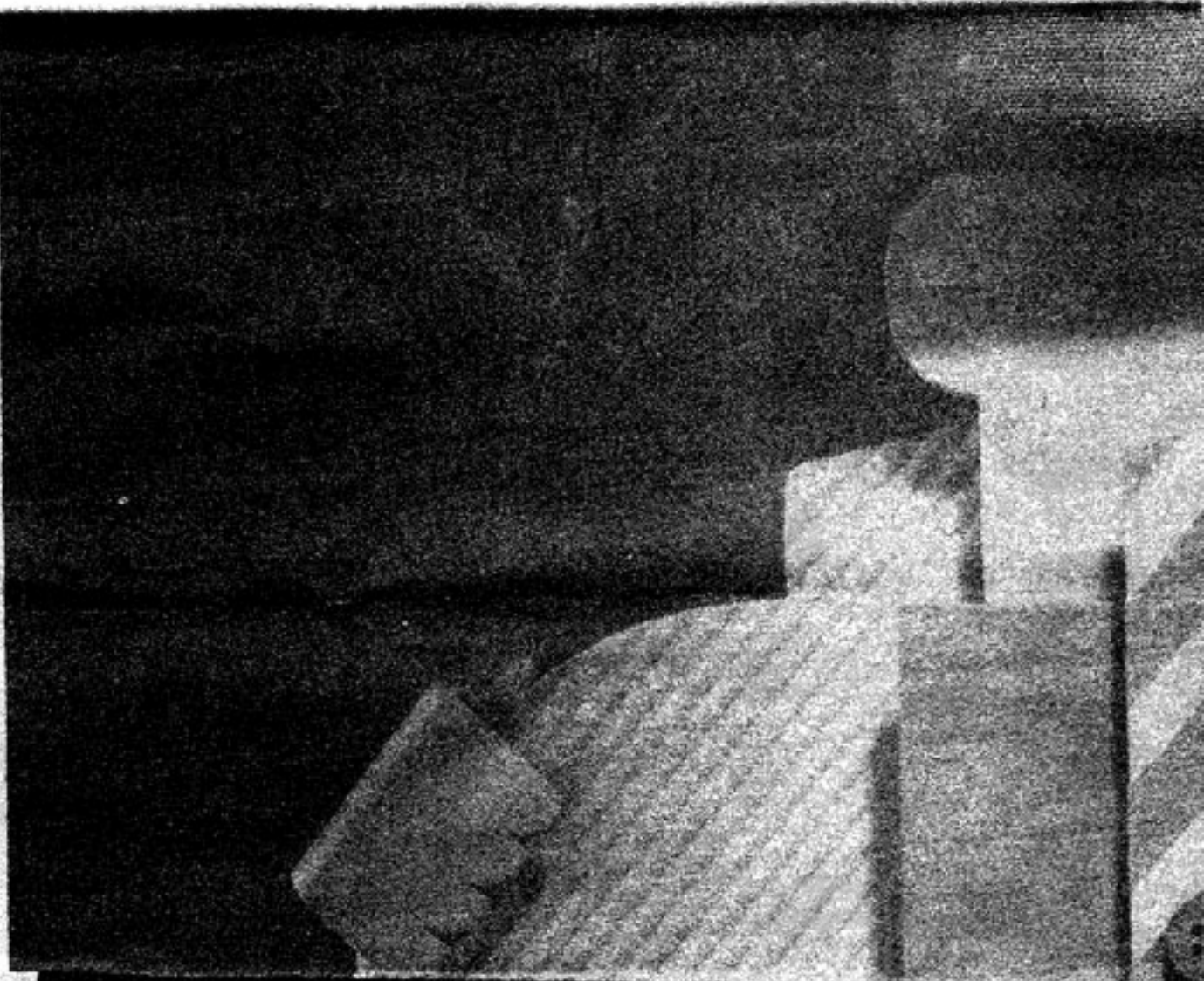
But getting diversification right isn't as simple as it sounds, said Larry Gach, a partner in Redpoint Engineering in Rancho Bernardo and a volunteer business consultant with SCORE in San Diego, a nonprofit business mentoring group.

"Choosing an area to go into is pretty easy, but the fact of the matter is most of the marketing in technology fields is done through networking," said Gach. "So if you're moving into an area where you're not well-networked, that's a challenge. There is a price to be paid."

Gach said his mechanical engineering firm, which designs products mostly for telecommunications companies, is in the process of trying to diversify itself. He said biotechnology and defense industries are the ones growing in San Diego right now.

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LARRY GACH,
Redpoint Engineering



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