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50 People to Watch

(THE MOVERS, SHAKERS AND COOKIE MAKERS TO KEEP AN EYE ON THIS YEAR)

PLUS 10 NORTH COUNTY Newsmakers for 2011

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10 PEOPLE TO WATCH IN NORTH COUNTY

From a museum director and an outdoor filmmaker to winemakers and scientists mapping the DNA of beer (yes, beer), check out what these North County power players have planned for 2011.



JEFF CHURCH

Rancho Santa Fe resident and entrepreneur Church had a life-altering experience on a trip to Africa with his family, where he witnessed firsthand the devastating effects of the global water crisis. Motivated by this cruel reality, he created a sustainable social business that produces eco-friendly bottled water Nika (meaning "to give" in Zulu), with 100 percent of the profits dedicated to addressing this issue. Besides raising hundreds of thousands of dollars, his company recently created a well in Nicaragua to deliver safe water to more than 600 people, homes, schools and clinics. In June 2011, Church and the Nika team are taking 33 people to Kenya to help build a school and find more holistic solutions to alleviate poverty. "We are excited that we've brought clean water to more than 4,500 people," says Church. "It only costs $20 to provide a lifetime of clean water for one person, and we'd like to expand our reach in 2011. It would be great to sell enough to have $1 million in profits. We could then save 50,000 lives."