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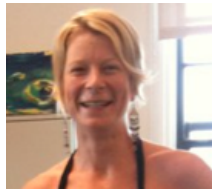
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At OB's Mixte Communications, everything is new

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JAMIE HAMPTON

An Ocean Beach entrepreneur has a new company name, a new storefront, a new brand and a new direction.

"Empowering nice companies" is the mission statement of Mixte Communications, formerly Jamie Ortiz Communications, which recently set up shop at the corner of Voltaire Street and

Sunset Cliffs Boulevard.

By "nice," Hampton means socially conscientious and environmentally aware.

"Nice companies are those that are working to make our world a better place, ones that invest in our local community," she said, adding that "nice" also refers to companies that employ quality, caring people.

With Mixte, Hampton is putting her company where her ideals are.

"We do a lot of health- and environment-related stuff," noted Hampton, who moved from Portland to OB 11 years ago. She was previously employed as communications director at San Diego Coastkeeper, an environmental watchdog group.

Hampton has since branched into communications consulting for several environmental nonprofits. Today, with four full-time staff and a fifth on the way, Mixte runs the communication departments of three large organizations and executes creative thinking and media relations for several local businesses.

Hampton's client list includes American Council on Exercise, Barons Market, Environmental Health Coalition, Father Joe's Village/St. Vincent de Paul Village, San Diego Bike Coalition, San Diego Coastkeeper and The Wine Pub.

Hampton said Mixte is "based on doing business the right way, with good people who want nice things for their communities. They're grounded on simple principles that meet at the intersection of local business, community, environmental protection, social equity, healthy living and fun."

About her company's rebranded name, Hampton said, "The vision for this company — and the foundation of all we believe — began on bikes, so the name Mixte — a classic step-through bicycle frame — says it all in one word. Bicycles represent something we love and symbolize every piece of business we represent."

Hampton noted the idea for Mixte came as an epiphany during a self-supported bicycle trip through Turkey.

"I had a lot of time to think about what I was doing, and I saw an opportunity to help my work, to help more people," she said. "So I came up with this business idea to work part-time as a consultant and also pick up more environmental clients so that I could bring my environmental communications experience to more organizations in San Diego."

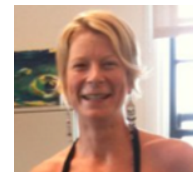
An ardent bicyclist, Hampton opted to go virtually car-free and rely on her bike for transportation to save money for a year after first moving to San Diego.

"After a year came and went, I didn't want to go back," she said. "I lost weight, and it was fun and healthy, so now I just commute by bike, and I really enjoy it, and it makes me happy."

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Her staff follows suit, riding bicycles, working from home, sharing office space with clients and colleagues and volunteering while shopping local.

Hampton said Mixte is a hybrid company blending elements of different fields.

“We’re a public relations/communications company,” she said. “We don’t focus as much on media relations and social media, the traditional aspects of PR, but more on communications. We fill the role of communications directors for many of our clients.”


The communications entrepreneur said she’s excited about having a physical presence in OB, where she lives, and looks forward to collaborating with Peninsula residents offering them space at her offices where “the community can gather.”

For more information, visit <http://gomixte.com>.

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