



OUTDOOR FILMS
CVA's annual "movies under the stars"
free community event is here

5

VOL. 36, NO. 6

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CARLSBAD



BUSINESS

JOURNAL™

INDUSTRY FOCUS

VISIONARY
VOICES

PAGE 11

AN AWARD-WINNING, MONTHLY PUBLICATION OF THE CARLSBAD CHAMBER OF COMMERCE

JULY 2019



STAY
INFORMED



LOU STORROW

Attorney
STORROW LAW, APC

California independent contractors threatened by uncertainty

California employers have a sticky problem over independent contractors. The California Supreme Court ruled – in the Dynamex case just over a year ago – that nearly all the people your business uses to expand its own capabilities must be treated as employees under the wage laws.

The court held that a test – the so-called “ABC test” – should be used to determine who is independent and who is an employee. For many businesses, such as clinics, stockbrokers, insurance companies, lenders, lawyers and others, the key test was “B” – is the person performing work that is part of the hiring entity’s business? If they are, they must be employees, even though they may have their own separate clientele and want to remain independent.

The standard set by the court is different than the one used for other purposes for many years. For example, the IRS asks how much control the hiring party has over the work of the person being hired, in

SEE , CALIFORNIA 3



UNITED FOR A BETTER *Community*

CUSD Superintendent Ben Churchill with students from Magnolia Elementary at the Lancer Day Parade last October.

There’s more changing than just a name. The event formerly known as the *State of the City* is now the **State of the Community**. The perennial sellout, to be held this year on Friday, Aug. 23 at **The Westin Carlsbad Resort & Spa**, will recognize that our exceptional quality of life is the product of not only city government but also our local education system and local businesses all working together.

In addition to an address by City of Carlsbad Mayor Matt Hall and a video produced by the City of Carlsbad, this year’s luncheon will feature distinguished representatives from education and business: Carlsbad Unified School District Superintendent Dr. Ben Churchill and Senior Director of Engineering at Walmart Labs, Claude Jones.

This year marks Mayor Hall’s ninth appearance at the event, yet his enthusiasm remains



FROM THE
CHAIRMAN



AHMED HAQUE

Chairman of the Board
CARLSBAD CHAMBER OF COMMERCE

as strong as it was in 2011. “I believe it is so important to recognize that strong collaboration between citizens, education, business and government is what has created a community that is second to none,” Hall says.

A life-long businessman himself, Hall appreciates that the business community “must be on the cutting edge and not the bleeding edge to succeed.” He notes that government must do the same, and cites the city’s hiring of its first Chief Innovation Officer and its economic development group’s work to

attract disruptive firms like Tesla as two positive developments.

Dr. Ben Churchill is an active participant in the Carlsbad Chamber, having joined the Chamber’s Advisory Council soon after he assumed the role of **Carlsbad Unified School District** Superintendent in 2016. Churchill recognizes the Chamber’s work to ensure the graduates of CUSD and three other school districts serving Carlsbad can have local employment opportunities matching their skills and interests.

“I’m thrilled to represent the education community at this event,” says Dr. Churchill. “In our district there is a continuous effort to prepare our students for careers that are in-demand, and the Chamber likewise has ideas and a strong interest in helping with that mission.”

Dr. Churchill was a tireless advocate for a recent \$265M infrastructure bond measure

for CUSD. He secured the support of the Chamber’s Board of Directors for the bond measure as an essential investment in a high performing, fiscally responsible district that helps attract workers to the area. Ultimately the measure passed by nearly a 2 to 1 margin in the 2018 general election.

Claude Jones has a mission even bigger than leading a technology team for the world’s largest company - as measured by revenue and employees. In his nearly seven years at **Walmart Labs** in Carlsbad, Jones has grown the company’s presence more than tenfold, and set about to rebrand our region as a technology community.

Jones launched San Diego Tech Hub last year to connect talent with businesses and other professionals, to unify the siloed tech communities existing in specific

SEE , COMMUNITY 5

BUSINESS SPOTLIGHT

Environmentally safe option for your company’s cleaning needs

Sparkle Freshness was built with a solid foundation and knowledge that there is a safer and more effective way to clean without negatively affecting our kids, family, friends, colleagues, pets and our environment. This cleaning company offers environmentally safe and all-natural cleaning services to businesses in North County and San Diego, by using the highest quality, non-toxic, environmentally friendly cleaning products to avoid exposing clients and employees to harmful cleaning chemicals.

Owner Stephanie Barneburg saw a real need for commercial cleaners that make their clients a priority: “Before starting our company I used to work in corporate America. I was a VP for a major bank and every day I would



come into my office and it was never cleaned properly. We had a cleaning company that came in three times a week and it wasn’t me being picky- they just didn’t clean properly. All they seemed to

SEE SPOTLIGHT, Page 10



Locally owned and operated, Sparkle Freshness is a family cleaning business committed to protecting the environment.

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"The Carlsbad Chamber of Commerce promotes business through member services, educational programs, cooperative partnerships and legislative advocacy that balances economic prosperity with the quality of life."

CHAMBER VISION

"The Carlsbad Chamber of Commerce is the business organization recognized as a leader influencing the direction and future of Carlsbad to enhance the quality of the community."

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Business leaders share their vision

This month we focus our Carlsbad Business Journal on Visionary Leaders in our community. Sticking with this theme, my staff asked me to answer the questions that we posed to our leaders.

Tell us about an experience that has shaped you as a leader.

When I was 24 years-old I helped found a computer software company here in North County that focused on human resources management. In the beginning there were only two of us – the owner and myself.

I had to wear many, many hats – sales, marketing, customer support, software tester, billing, and many more. It was an extremely valuable experience as I learned all aspects of the business and what it takes to make a small business succeed.

Tell us about a challenge you've experienced and what helped you overcome it?

I spent approximately eight years as a residential Realtor. While I enjoyed helping clients find their most prized asset, their family home, I found that I didn't enjoy the grind. Through this experience, I found that there are times in life when it's ok to admit you need to change directions.

What are some resources you rely on to be better at what you do?

From my days in real estate through my 10+ years in the chamber industry, I have nearly always had a business coach to help guide me. And every professional stop I have had for 30+ years, I have created or participated in some form of a small mastermind group of peers to



President & CEO
CARLSBAD CHAMBER OF COMMERCE

discuss challenges and best practices.

I currently have two such groups that I meet with monthly – one that is specifically comprised of other chamber industry executives and one that is a diverse group of leaders that I met through the **Servant Leader Institute** in Carlsbad.

What past or current leaders have inspired you?

The leader that has most inspired me is Pope John Paul

II. He was a man of principle, passion and conviction. His leadership, along with that of President Reagan, helped destroy communism in Europe.

However, even though he was a world leader, he was always a man of the people. He circled the globe countless times meeting his flock around the world at every opportunity. And he was always humble. As his physical abilities declined, he never hid himself or shied away from his responsibilities to lead his flock.

What leadership advice would you give someone you are mentoring?

Seek to serve first. Never cease to create the culture you desire. Hire those that fit your culture first, then train for the skills you seek. Lead from passion, not a balance sheet.

› CALIFORNIA

Continued from Page 1

order to determine whether tax withholding is required. The California Employment Development Department has similar rules, and for some occupations, such as real estate sales and barbering, EDD publishes regulations to help determine whether that level of control exists. The California Supreme Court decision threw that system into disarray.

The existence of separate standards only serves to complicate the lives of employers and those service providers who would much rather operate independently with more control over their own schedules and success.

The legislature is about to "help" by passing AB-5 – a bill sponsored by San Diego's Lorena Gonzalez that has the unabashed goal of "protecting" almost everyone by forcing them to be employees, whether they want to or not. Fortunately, amendments to the original bill have created exceptions for some professions, but not all who currently benefit from the flexibility to be independent.

The amended bill exempts stockbrokers, insurance salespeople, some real estate salespeople and even the aforementioned barbers, and other professionals that meet certain criteria.

Others – such as freelance graphic artists, photographers, writers, and other creatives – think the entire movie/media industry – may find themselves excluded from freelance work in California because the hiring party can't be sure that a professional within this state can be treated as independent. Some of these professionals are already seeing job opportunities thin out, as producers look outside the state.

It would be easy to encourage business leaders to protest this bill and ask the governor to veto it if it passes. However, that would still leave us with the Dynamex decision itself, which is a bigger problem than a flawed fix. Hopefully lawmakers will hear the voices of its citizens – those who want the flexibility to manage their own work opportunities – and make further adjustments to California wage hour rules this year or next.

Lou Storrow is a Carlsbad labor and employment attorney and Chamber member.

Something for Everyone

Golfing, hiking, camping, swimming, surfing, meetings or a weekend getaway...

McClellan-Palomar Airport in Carlsbad is a gateway to San Diego's North County. The new passenger terminal at the airport includes a restaurant, Wi-Fi access and rental car desks. Located at the core of San Diego County, Gillespie Field is a combination airport and business park with excellent accessibility, globally via air, locally by rail and regionally via multiple freeway collections.

County Airports

- * Agua Caliente * Borrego Valley * Gillespie Field
- * Fallbrook Airpark * Jacumba * McClellan-Palomar
- * Ocotillo * Ramona

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CHAIRMAN'S CIRCLE

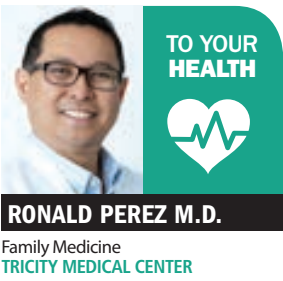
THANKS FOR YOUR CONTINUED SUPPORT

The Chairman's Circle was created to give prominent recognition to the companies whose steadfast support has helped the Chamber remain a proven collaborative force that brings business and community together, energized by a shared vision and passion to transform our future. In addition to visibility in the Carlsbad Business Journal, marketing materials and event programs, Chairman's Circle members enjoy a range of benefits tailored to their specific needs. Chairman's Circle members also receive priority seating at chamber events and invitations to special Chairman's Circle Members-Only receptions. We invite all chamber member companies who are committed to the success, growth and prominence of the Carlsbad Chamber of Commerce and the region as a whole to arrange for a visit to discuss the benefits and privileges of The Chairman's Circle. To learn how you can join Chairman's Circle please contact Bret Schanzenbach at **760-931-8400**.



Keep calm, summer is on!

Avoid heat related risks when you're getting older



RONALD PEREZ M.D.
Family Medicine
TRICITY MEDICAL CENTER

Living in Phoenix, Arizona I remember long summers where it was so hot that even staying indoors caused unexplained fatigue and mild headaches. It wasn't uncommon to see news stories about EMS services rescuing someone due to heat related illnesses like heat exhaustion or heat stroke. Thankfully, these are highly preventable. I'll be giving you some practical tips to have a safe summer and avoid being on the news. At least for heat related reasons!

Stay active BUT don't stay in direct sunlight too long.

Seniors tend to have a diminished ability to regulate body temperature, recognize thirst and conserve body water. So if you're getting up there in age, you too will have an increased risk

of dehydration. Be cognizant of your fluid intake. While typically you should be having at least eight glasses a day, drinking 8-12 glasses may not be unreasonable depending on how much time you're spending in the sun and how high the thermometer reading is that day.

Wear loose, breathable and light-colored clothing.

Remember those elementary school science experiments, or maybe those of your kids or grandkids - you may recall that light colors absorb less heat than dark ones. Cover your face! Bring out a visor, baseball cap, or that hat you bought for the first day at the horse races five years ago then never wore again. Wear sunglasses and apply sunscreen. Don't forget to

reapply every two hours. Too much sun exposure can damage the eyes and skin, acutely and long term.

Exercise in water.

Consider incorporating exercise while you in are the swimming pool. This is actually a low-impact form of exercise called, Aquatics. Water provides natural resistance, a cooling effect and buoyancy. Aquatics promotes improved mobility and strength while preserving good joint integrity and taking some pressure off your bones and muscles.

You can even practice aquatic exercise if you do not know how to swim. You may want to check your local health facilities/senior centers to verify if they offer formal classes. **The Tri-City Wellness & Fitness Center** in Carlsbad offers a variety of different aquatics classes in a warm water salt pool which are available throughout the week at various times, beginning as early as 7 a.m. and as late as 6 p.m.

The center also offers tours, a free 3-day pass for locals, and a senior rate for



Water provides natural resistance, a cooling effect and buoyancy. Consider incorporating Aquatics, a low-impact form of exercise, while you in are the swimming pool.

registering members. You can find out more about the Tri-City Wellness & Fitness Center by calling 760.884.4800.

Be aware of the signs and symptoms of heat related illness. Depending on your health status, heat related illness can set in sooner in people with certain chronic illnesses.

Speak with your physician regarding any daily medications you take which might affect your ability to regulate body temperature or fluid balance. Being aware of your body and what it needs will help keep you safe this summer.

Symptoms of heat related illnesses include:

- nausea/vomiting
- cramping
- fatigue
- headache
- dizziness
- weakness
- confusion
- hallucinations
- loss of consciousness

Phone a friend.

Lastly, it's a good idea for seniors to make a friend or relative aware of your activities and ask them to check on you periodically.

Accidents can happen at any time - consider forming a buddy system where you check on your neighbor and they check on you.

Please seek medical assistance if you experience signs or symptoms of heat related illness or witness someone who is. Remember - hydrate, rest and stay in a cool place are your first line of defense against heat related emergencies. Call your physician or dial 911 if your symptoms are serious or persist despite early intervention.

Have fun, be well and stay cool!

**Dr. Perez is a practicing Board Certified Family Medicine doctor in North County. He has recently opened his practice, My Family Doc off of Carlsbad Village Drive in Carlsbad and is currently welcoming new patients. Dr. Perez also speaks Filipino. When he is not working, Doc Ron enjoys spending time with his wife, 3 kids and his Maltese, Giro. He enjoys playing golf, doing DIY projects, stock picking and traveling.*

For more information or to schedule an appointment with Dr. Perez, please call 855.222.8262 or visit www.tricitymed.org.

Our role in eliminating recycling contamination

The recycling industry is going through a serious downturn due to import policies being enforced by China and other world markets to reduce trash in recyclables. Their action stems from something that has become all too common in recycling programs across North America: recycling contamination, or the percentage of trash mixed with recyclables.

More and more non-recyclables are finding their way into recycling containers - things like plastic bags, organic matter (food, liquid and yard waste), rubber hoses, wires and low-grade plastics. Today, the average contamination rate sits at around 25%. That means that about one in four items placed in a recycling container is actually not recyclable.

The sustainability of



LORI SOMERS
Community & Municipal Relations Manager
WASTE MANAGEMENT

all recycling programs is dependent upon collecting high quality recyclable materials free of unacceptable materials. We all have a role to play in making recycling sustainable. For communities and businesses, it all boils down to recycling the right items the right way because when trash and other non-acceptable materials are mixed in with recycling, it can potentially turn the entire load of recycling into trash.

Waste Management has a great interest in finding solutions for our customers, and the environment. Actions we're currently taking to improve the economic health of recycling include:

- Expanding the markets where we sell recyclables
- Continuing to seek new and improved sorting capabilities to get contaminants out
- Providing additional resources for educating consumers on the do's and don'ts of recycling

It's time to get back to the basics and follow these few simple rules:

DON'T put in:

- Glass bottles and jars
- Aluminum and tin cans
- Plastic bottles and



Recycling the right items the right way can prevent turning an entire load of recycling into trash.

containers (must have recycling symbol 1-7)

- Corrugated cardboard boxes
- Paper products such as direct mail, magazines, newspaper and office paper

a greater control on the level of contamination in the recyclable stream. As a result, we are focused on reducing contamination at the local level.

What does that mean to businesses?

It means that if your recycling container is identified as contaminated by our drivers on collection day, you will receive a contamination notification tag (on your container) and a letter alerting you of the unacceptable materials found in the container. Some notices, unfortunately, may come with a charge, depending on the extent of the contamination. If recycling containers contain 30% or more of unacceptable material, we will automatically dispatch a trash driver to service it and charge an extra pick up fee.

Understanding what materials can go into your recycling container is key to avoiding future contamination charges and making your program a success. We

want to make your recycling program simple and stress free. Ideas that might help avoid future contamination issues include:

• Recycling Education:

Everyone that comes into contact with your recycling, needs to understand what items can and cannot be placed in the recycling container. This may include your staff, customers, and especially your janitorial staff. Educational tools and resources that you can post and share is available on our website www.RORR.com. It contains downloadable materials including recycling posters, videos, labels, and guides.

For additional resources to effectively improve your recycling program, visit www.carlsbadca.gov/recycling.

• Container Locks: You may want to consider keeping your containers in a locked enclosure or requesting a container with a lockable lid. Locking up containers restricts access to only select users that you can more easily reach with recycling education and instructions. Locks also deter people passing by from tossing non-recyclables into your container and illegal dumping.

Recycling is part of our daily life, and it's hard to see that reversing even with the challenges in front of us. Working together, we can make recycling great for the environment and make it economically sustainable for years to come.

Follow these simple rules when recycling



1. Recycle all empty plastic bottles, cans, paper and cardboard.
2. Keep food and liquids out of the recycling.
3. Empty recyclables directly into your cart – NO bagged recyclables.





Flicks at the Fountain is a unique movie watching experience in the heart of Carlsbad.

Outdoor films and fun in the Village

Summer has officially arrived, and the Village of Carlsbad is ready! Summer in the Village means that *Flicks at the Fountain*, CVA's annual "movies under the stars" free community event is here. Starting at approximately 8 p.m. every Thursday night from July 11 to Aug. 15, current and throwback movies will be shown in the fountain parking lot at the corner of Grand Avenue and State Street. Bring a low back chair and a cozy blanket, kick back and relax, and enjoy a unique movie-going experience that has summer written all over it.

What to do for dinner before the movie? Feel free to bring a picnic dinner and enjoy dining al fresco, or you can take a short stroll into the Village to one of the many local eateries or cafes adjacent to the outdoor makeshift theatre. You can also order pizza to be delivered right to your seat!

Seating starts at 6 p.m. Feel free to drop off your



CHRISTINE DAVIS

Program Manager
CARLSBAD VILLAGE ASSOCIATION



2019 FLICKS AT THE FOUNTAIN MOVIE LINEUP

JULY 11
Tangled

JULY 18
Spy Kids

JULY 25
Ralph Breaks The Internet

AUGUST 1
A Dog's Way Home

AUGUST 8
Incredibles 2

AUGUST 15
The Avengers

chairs and claim your spot; staff will keep an eye on everything if you head into the Village before the movie begins. Movies start at dusk (roughly 8 p.m.) or as soon as it's dark enough to see the screen.

Other than *The Avengers* (2012), which is PG-13, all movies are rated PG. *Flicks at the Fountain* is a family friendly event. On behalf of our presenting sponsors, **Engel & Volkers Carlsbad** and **Handel's Ice Cream**, and our six individual movie sponsors, the **Carlsbad Village Association** hopes to see you at the *Flicks at the Fountain* so that we can celebrate summer together!

Don't forget to mark your calendar to also join us in the Village on Sunday, Aug. 11 for the 21st Anniversary of *Art in the Village*. We've been celebrating fine art in the Village of Carlsbad for more than two decades and

it just keeps getting better! This year, in addition to new artists and additional art mediums, we will also have several live art demonstrations on display and the City of Carlsbad's Family Open Studios will be offering free art-making workshops designed for the whole family's participation. The Student Art Pavilion will return to showcase art from local students. We look forward to seeing you at this amazing community event!

COMMUNITY

Continued from Page 1

areas of the county, to challenge the status quo of what a tech community should be, and to break down the barriers both among segments of the tech community and with those historically underrepresented in tech careers.

In addition to speaking about his activities in the community and his own personal journey, Jones says "I look forward to sharing the story of what Walmart Labs is doing in Carlsbad and why we chose to locate and ultimately expand at this location."

The Chamber is honored to have three inspiring speakers headlining this event and to celebrate our community.

Tickets are going fast and you don't want to miss out. Go to pg. 15 for more information.



Pacific Ridge students discuss involving youth in local politics with Carlsbad Mayor Matt Hall.



Sr. Director of Engineering at Walmart Labs, Claude Jones, speaking at an event in Texas a few months ago.

DID YOU KNOW?

On June 10 Volunteers from Assistance League of North Coast distributed 241 pairs of new school shoes, 6 pairs of socks, and a personal hygiene kit to students at Vallecitos Elementary School in Rainbow. Each teacher received a Lakeshore gift card for \$125 for school supplies.



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Tuesday-Saturday

10 a.m. to 3 p.m.



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KID'S ART-MAKING WORKSHOP

LIVE MUSIC AND NEARBY DINING

www.carlsbad-village.com/art



The MiraCosta Promise keeps getting better.

MiraCosta College is on track to expand its Promise program to cover tuition, fees, and other costs for the first two years for all first-time, full-time students as early as this fall.

The MiraCosta Promise was introduced for fall 2017 and initially covered one year of tuition and fees for students with financial need, in addition to textbook grants of up to \$1,000 for those students. Nearly 500 students took part in the MiraCosta Promise during that inaugural year, nearly half of whom were the first in their family to attend college.

The need has only grown since then.

Expanded opportunities to secure a degree or certificate—or earn the units needed to transfer to a four-year college or university—should be available to anyone, especially during these times of rapidly rising higher education costs. The MiraCosta Promise ensures that a solid college education is accessible to all in our community by removing a significant financial hurdle



in the form of tuition and fees, not to mention books and supplies. We are here to support every student looking for a better future, not just a select few.

The economic benefits of having an educated workforce cannot be overstated, as MiraCosta College and its students contribute more than \$338 million to our regional economy each year. By 2020, projections point to roughly two-thirds of new jobs in California requiring at least two years of postsecondary education. Locally, our partners in business and industry consistently tell us about the growing need for a more educated workforce. In addition, studies show an associate degree yields more than \$400,000 in increased earnings over a working lifetime and boosts tax revenues that



The success of the MiraCosta Promise is rooted in its wide range of free student success support services, such as academic counseling and educational planning.

pay for community and neighborhood needs.

There are three keys to expanding the MiraCosta Promise. The first is Assembly Bill 2, which would provide some state funding to community colleges to grow their Promise programs. The second key is generous contributions by private donors to our MiraCosta Foundation. The third is partnerships

between K-12 school districts and community college districts that increase the communication about college opportunities, improve college preparation for students, and provide support services to ensure student success.

In fact, the success of the MiraCosta Promise is rooted in its wide range of free student success support services, such as

Undocumented students who meet certain residency requirements and file the Free Application for Federal Student Aid (FAFSA) or a California Dream Act application are also eligible.

MiraCosta College has been serving our area since it launched as the Oceanside-Carlsbad Junior College Department of the Oceanside High School District on Sept. 3, 1934, with just 120 students. Thanks to continued community support, MiraCosta College now serves more than 15,000 credit students in over 70 disciplines enrolled in associate degrees, university transfer, and workforce readiness certificate programs.

The MiraCosta Promise is our pledge to you that higher education will always be within reach. You can help us to reach this goal through a tax-deductible contribution to the MiraCosta Foundation (miracosta.edu/Foundation).

For more information on this wonderful program, please visit miracosta.edu/Promise or to give to this important effort, go to miracosta.edu/Foundation.

City Guides Help You Launch Your Business

Are you interested in opening a business in Carlsbad? Or expanding your existing business?

Or maybe you're ready to go all in and open that restaurant you've always dreamed about.

These are weighty and potentially life-changing decisions that require a great deal of reflection. And because they can't be made in a vacuum, they require a great deal of information as well.

We understand that small business owners don't always have a lot of time to research all the ins and outs of these weighty decisions. And because this is all new terrain, you can't always predict the exact questions to ask to get the answers you need.

To help get you started, the City of Carlsbad Economic Development Division has produced two guides that will answer your initial questions and point you toward other



resources that can help, including reaching out to city staff.

The first is our "Economic Development Services Guide," which is available on the city website and in hard copy at all city library locations, the Carlsbad Chamber of Commerce offices, and the North San Diego Small Business Development Center at 2075 Las Palmas Drive. This guide provides basic information about opening a business, such as selecting a location, learning business fundamentals, and expanding an existing business.

It offers pointers on



The City of Carlsbad Economic Development Division has produced two guides to help entrepreneurs open or expand a business in Carlsbad.

you navigate the regulatory landscape.

Opening a restaurant in a former food service establishment is likely to be less expensive than selecting a non-food-serving site, for example, because the former is probably restaurant-ready, whereas reconfiguring a non-food-serving site can run up unexpected retrofitting costs.

And while Carlsbad Village is a hot spot for restaurants right now, it also has more rules than other neighborhoods, so it is good to know what those are before you put down a deposit on a site or sign a lease.

Beyond these two guides, the City of Carlsbad Economic Development Division is here to help you establish and maintain your business. Getting information before you embark on a new venture can save you time and money, so we recommend that you stop in at the service counter at the City of Carlsbad Faraday Center at 1635 Faraday Ave. and get some advice up front.

You can't anticipate every possible issue beforehand, but you can talk to someone who knows, and that knowledge can potentially save you thousands of dollars.

You can call Economic Development at 760-602-2732, or email us at business@carlsbadca.gov. We are happy to answer your questions and help your business succeed.

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talent acquisition, business licensing, industry associations, and even on finding financial resources.

For example, California offers state programs that are designed to keep your business successful, such as sales tax exemptions and certification programs, that elevate your business's eligibility.

Veterans, for example, are eligible for special certification, and manufacturers may qualify for California Enterprise Development Authority bonds that assist in land acquisition, construction, expansion, and equipment purchases.

Our other guide, "Opening an Eating Establishment

in Carlsbad," is designed for those who do not have experience in restaurant ownership. This guide walks you through the step-by-step process of selecting a location, estimating costs, anticipating startup costs, applying for permits and obtaining a license.

Location is important, not only for the success of the business, but because restaurants require permits specific to food-serving establishments. It is advisable to anticipate all the costs of opening a new restaurant beforehand, and the guide discusses how to do that, and how to hire consultants who can help

MEMBER DIGEST

INSIDE

- > First Friday
- > Member on the Move
- > Member Renewals
- > New Members

Through page 10

VOL. 36, NO. 6

AN AWARD-WINNING, MONTHLY PUBLICATION OF THE CARLSBAD CHAMBER OF COMMERCE

JULY 2019

YOUR Chamber's H1 Impact

To put it delicately, the Chamber has had a busy first half of 2019. While we were welcomed by a new leader, this mighty engine hit the ground running at lightning speed with over 111 events in just the first six months of 2019. But we haven't just been "busy", we have been productive and have made positive impacts within our community. The recently released Impact Report paints the picture of our biggest accomplishments in an easy-to-read infographic. I'd like to address specifically, how do these items correlate to our Three C's "Catalyst, Convener, Champion"?



KATHLEEN MCNARY
Director of Corporate and Member Relations
CARLSBAD CHAMBER OF COMMERCE

CATALYST:

The Chamber of Commerce lead by the Board of Directors and Government Affairs Committee, supported the D-III Master Plan for the Palomar Airport ensuring maximum safety and efficiency for business and commuter travelers in the future. The

County Boards of Supervisors approved our recommendation 5-0.

CONVENER & CHAMPION:

April began with one of our largest signature events, the 2019 CBAD Awards celebrating the amazing accomplishments of our nominees and winners.

The Chamber not only championed our wonderful, successful, trailblazing business community, but the event served as a convener of over 300 large, small, medium and everything-in-between

businesses that make up our beautiful community.

CATALYST, CONVENER, CHAMPION:

Just a couple weeks later, the Green Business EXPO hosted over 300 attendees at **The Flower Fields** in support of our 30 fabulous exhibitors and panel speaker discussions. A major shout out belongs to the Green Business Committee for helping the Chamber put on this special event. The Green EXPO satisfied all "three c's" by convening leaders and championing green businesses which results in the

Chamber acting as a catalyst for change while encouraging businesses to find ways to use green practices.

CONVENER & CHAMPION:

The month of May started out with another packed Village at the bi-annual Carlsbad Village Street Faire. We welcomed over 100,000 attendees to the streets for our over 850 vendors. Bringing such a large number of people to the community not only boosts business for those street vendors but also for every, single business

operating in our Village.

CATALYST & CONVENER:

Finally, in May our Ready Carlsbad Business Alliance hosted the 20th RCBA Symposium which corresponded with the 5th Anniversary of the Poinsettia fire. The Chamber acts as a convener of the City of Carlsbad and the business community with RCBA, promoting business emergency preparedness, continuity of operations and community recovery through services, educational programs and cooperative partnerships.

Buckle up for H2!



IMPACT REPORT

CATALYST | CONVENER | CHAMPION

Your Chamber Hard at Work

100,000+

ATTENDEES came to downtown Carlsbad for our spring Carlsbad Village Faire

300

ATTENDED our Green Business Expo at the Flower Fields in April, highlighting local sustainable businesses, products and services



OUR READY CARLSBAD BUSINESS ALLIANCE held its 20th Symposium in May – on the 5th Anniversary of the Poinsettia Fire



OUR ANNUAL CBAD AWARDS was attended by over 300 business, civic and community leaders – where 10 businesses and organizations were honored



SUPPORTED the D-III Master Plan Update for Palomar Airport ensuring maximum safety and efficiency for business and commuter travelers in the future. The County Board of Supervisors approved our recommendation 5-0.

The 7 p’s that will change your reality!

Join us Friday, August 2 for our monthly First Friday Breakfast from 7-9 a.m. at the Westin Carlsbad Resort & Spa. This signature facilitated networking opportunity, is one of the most popular and well attended Carlsbad Chamber events. Each attendee is assigned to a table of 8 business professionals from all different industries. A trained facilitator guides the networking conversation which allows for more intimate relationship building and optimal efficiency.



AUGUST 2

SPEAKER: Kelly Cardenas

TOPIC: Success Leaves Clues!!! – The 7 P’s That Will Change Your Reality!

Kelly Cardenas, charismatic

owner of Kelly Cardenas Salons and author of *The 6 Indicators for Business and Life*, is back! Kelly speaks all over the world to help people realize their potential. His talk, **SUCCESS LEAVES CLUES!!! – THE 7 P’S THAT WILL CHANGE YOUR REALITY!**, will inspire and recharge you to reach the pinnacle of success!

Kelly has discovered that there are seven major characteristics of highly successful people. Many of these characteristics are apparent, but some are simply inherent to successful people who may not even be aware of them. Kelly will explore these seven characteristics and help you to recognize them. With an increased awareness of these characteristics, these traits can become a part of reality to be applied when and



Kelly Cardenas

where you need them to increase success in any area of your life.

Visit www.carlsbad.org to register.

MEMBERS ON THE MOVE

ACTIVE BOARD MEMBER NAMED CITIZEN OF THE YEAR

The City of Carlsbad has named **New Village Arts** and Carlsbad Chamber of Commerce Board Member, Scott White, 2018 Citizen of the Year. “There are many people in Carlsbad that do wonderful things for our city and I am proud that I can play a small role in the City’s success. I also believe that this recognition is more about the wonderful growth and contributions that New Village Arts is making to the Arts Community of Carlsbad and North County than any special individual thing I have accomplished,” said White. White moved to Carlsbad in 2012 and after completing the Carlsbad Citizens Academy in the winter of 2012, joined the Board of New Village Arts in January 2013. He has been a Chamber Board member for five years.



SCOTT WHITE

White shares the 2018 distinction with Yvonne Murchison Finocchiaro.

MEMBER RENEWALS

101 Mobility of San Diego
1099 Energy Consultants LLC
264 Fresco
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Agua Hedionda Lagoon Foundation - Discovery Center
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AtWork Personnel Services
Battery Emporium and Technology
The Rafii Group at Bay Equity Home Loans
Beautiful Saviour Lutheran Church & School
Believe in Signs
BenefitMall
Best-Rate Repair & Termite Co.
Big Frog Custom T-Shirts & More
Botanicals by the Sea
Buffini & Company
C2 Financial Corporation
COOLA Suncare
cabi Clothing (The Posh Life Carlsbad)
California Residential Consulting
Carlsbad Dance Centre
Carlsbad Educational Foundation
Carlsbad Seapointe - A Grand Pacific Resort
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Edward Jones (Justin Peek, Financial Advisor)
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European Wax Center - Bressi Ranch
Fichera & Company, CPAs
FirstWatch
Fuzion Payments, Inc.
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GRG Management
GoBeRewarded
Goosehead Insurance
Greater Tri Cities IPA Medical Group
Hall & Martin Properties
HearCommunication
Hospice of the North Coast
Hubbs-SeaWorld Research Institute/ Leon Raymond Hubbard Marine Fish Hatchery
Ignite Bistro & Wine Spot ‘Your Neighborhood Spot’
ImpediMed, Inc.
Intrepid Imports
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Kilmer’s Swim Time, LLC
King’s Fish House

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Melaleuca (Nancy Jo Wright)
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Pelican Cove Inn
Point Loma Credit Union

Poseidon Water LLC
Primerica Advisors Carlsbad
Prontos’ Gourmet Market
Law Offices of Stanley D. Prowse
Rancho Coastal Humane Society
RealFit4Life
Reinhardt Insurance Service
Carolyn B. Reinmiller Public Relations
Residence Inn by Marriott
Rowan Electric
Ruhnau Ruhnau Clarke & Associates
The Rush Coffee
San Diego Botanic Garden
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The Silchem Group
StorQuest Self Storage Carlsbad
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The Studio by Oceanside Glasstile
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Automobile After Market Design & Products

Commercial Van Interiors
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(858)278-7477
Commercialvan.com

Beauty & Hair Salons

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fergusonsalon.com
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elytragroup.com
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Business Development Consultants

Dawn D Inc.
Dawn Doherty
Carlsbad, CA 92009
(917)392-5500
dawnd.com
Dawn D Inc is a training and coaching company specializing in employee behavior and leadership development.

Churches & Synagogues

New Song Community Church
Debbie Waller
3780 Pio Pico Dr.
Carlsbad, CA 92008
(760)560-5000
newsongchurch.com
New Song Church Carlsbad is a thriving and diverse group of Christ followers. We are dedicated to reaching others for Christ and to making a positive impact within our community.

Coffee & Tea

Bird Rock Coffee Roasters
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birdrockcoffee.com
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(760)703-2188
sagetherapycenter.com
As one of San Diego's best counseling resources, we help individuals including children, couples, and families find inner peace, manage emotions, heal past wounds, handle addiction and live more joyful.

Dance Instruction

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Carlsbad, CA 92008
(760)683-8407
tutuschool.com

Drug Abuse & Addiction Services

West Coast Recovery Center
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785 Grand Ave., Ste. 220
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westcoastrecoverycenters.com
WCRC offers outpatient treatment for addiction issues. Our comprehensive program is tailored to ensure the greatest odds of success by meeting your specific recovery needs.

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SammyAskari.com

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Robert Westfall, Jr.
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(760)597-4400
solatube.com
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Carlsbad, CA 92011
(858)212-7873
viewcollective.com

Nutritional Products, Health Marketing & Sales

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scanlonrealtymgmt.com
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The Windmill Food Hall
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890 Palomar Airport Rd.
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windmillfoodhall.com
Really good food by really good people, great vibe, unique/creative drinks and craft cocktails, lots of custom furniture that makes you want to stay and relax, cool games for the little kids and the overgrown adolescents (aka-men), and last but not least- a convenient ordering system so you don't always have to stand in line like cattle to get your food.

Security Alarm & Surveillance Systems

Nortek Security & Control
Elias Hernandez
5919 Sea Otter Place, Ste. 100
Carlsbad, CA 92010
(707)766-2340
nortek.com

Utility Companies

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Ahmed Haque
5790 Fleet St., Ste. 200
Carlsbad, CA 92008
(760)710-2140
clearwayenergygroup.com
Clearway Energy Group is accelerating the world's transformation to a clean energy future. With assets across 28 states, more than 500 employees and the capacity to power about 2.7 million homes, Clearway is bringing reliable and clean power to market.



➤ SPOTLIGHT

Continued from Page 1

do was empty my trash and clean the restrooms. My desk and computer monitor always had fingerprints and dust on it. After a while, I would see my makeup and smudges on the telephone and keypad. That same spec of dirt, dust bunny or trash would stay on my floor for weeks until I picked it up, even though they said they were vacuuming. I used all these frustrations and lack of integrity and created a company to think like my client and pay attention to the details.”

The main focus for Sparkle Freshness is their client’s 100% satisfaction. The company treats each client relationship individually and creates a customized cleaning program that fits their client’s business schedule and budget. Cleaning services are personalized and tailored to fit each client’s needs, crafted to cover exactly what the client is looking for. Much of their success comes from paying attention to all the small details-- nothing slips through the cracks.

Locally owned and operated, Sparkle Freshness is a family business that is hands-on in the day-to-day



Sparkle Freshness provides true partnerships, authentic relationships, and takes pride in their work so that their clients can excel at theirs.

activities and is known for treating clients like family. Their clients refer to them as a ‘silent team member’ they deeply appreciate but never get to see.

Why do clients feel such a strong connection? Sparkle Freshness provides true partnerships, authentic relationships, and takes pride in their work so that their clients can excel at theirs.

Barneburg feels that

“ We care about our employees, clients and our environment and refuse to use any toxic chemicals that would be harmful to us and people around us. ”

being consciously aware of our environment is not enough. She is committed to making global changes to our planet and

our local communities and going beyond just using green products, recycling or reducing waste. Sparkle Freshness is directly

offsetting their carbon footprint.

“We care about our employees, clients and our environment and refuse

to use any toxic chemicals that would be harmful to us and people around us. We don’t just say we’re ‘green’ as a marketing ploy that sounds good, or have one or two products that are a safer choice. We only use the best products that are plant-based, bio-based and environmentally safe and never harmful cleaning practices.”

Philanthropy and giving back to the community is paramount for Barneburg. In fact, after the first month of service, Sparkle Freshness will have 50 trees planted on behalf of the client’s company! One of their goals is to plant 1 million trees by 2024. The average household could offset their carbon footprint by having 300 plants planted. Additionally, they are also partners with Feeding America, **The Jacobs and Cushman San Diego Food Bank/North County Food Bank**, Earth Day Network, Surfrider, and Autism Speaks.

It’s easy to see that Sparkle Freshness is not the average cleaning company. They value their customer experience, deliver high-quality janitorial services and keep their client’s work environment safe-- all while doing their part to save the planet!

Visit sparklefreshness.com or call (858) 352-9860.

MEMBER MARKETPLACE

Contact: Darryl Reitmeyer | Director of Sales & Marketing | 760.931.8400 | darrylr@carlsbad.org



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VISIONARY VOICES



This special edition of *the Carlsbad Business Journal* is highlighting our region's amazing business stewards & entrepreneurs. We presented these leaders with a series of questions to reflect on their challenges and provide our readers with insights on their journey to leadership.



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VISION



DR. JUERGEN WINKLER
QUANTUM FUNCTIONAL MEDICINE

Juergen Winkler, MD Founded Quantum Functional Medicine to offer integrative, functional medical care and health/wellness programs. Functional medicine is a systems-oriented approach specific to each individual.

Tell us about an experience or experiences that have shaped you as a leader.

The transition into owning and practicing in my own clinic, and eventually developing into the position of owning 2 clinics was a progression of steps. These steps started with being an employee, followed by being an independent contractor. In 2005 I progressed to working with a partner who mentored me in how to run and maintain a clinic. Then in 2012 I transitioned into owning and running my own functional, integrative clinic in Carlsbad, CA (**Quantum Functional Medicine**). In 2018 I added the ownership of a second Carlsbad Integrative Clinic (Carlsbad Integrative Medical Center). So I guess, I would have to say that there isn't a single, major influence that I can point to as having shaped me to be a leader, but rather a continuous parade of experiences that slowly transitioned me from being an employee, to practicing in my own clinic, and currently being the owner of two medical practices.

Tell us about a challenge you've experienced during your tenure and what helped you to overcome it?

The challenge I face almost daily is the examining of "my desires" and making sure that they align with "God's desires", so that regardless of what I am facing, we get to the best outcome possible. What helps me to do this is prayer, and talking with people that are in the field of helping others to develop deeper relationships with God. I can't really say that I would attribute being able to overcome the challenges that I have faced to any one person or thing, but rather to time spent working in church, speaking with church pastors, and of course my time spent in prayer, talking with God and listening to Him, as I try to figure out what the best course of action is for my next step. In my opinion, it is very important that when we go through difficult experiences in life, we learn to lean into God and keep our focus on Him daily in a way that we often fail to do when life is flowing as we think it should.

What are some resources you rely on to be better at what you do?

My major resource is the Holy Spirit. From a secular stand point some might say that they rely on intuition, yet for me that inner voice is the Holy Spirit guiding me. We live in a world that is exploding with information. There are a lot of conferences, webinars, on-line courses... a true wealth of educational opportunities, one of which is self-education. I have found that through self-education coupled with my formal education, I've been able to read and study the cutting edge essentials which have helped me to gain the knowledge needed to lead me in preparing for and

predicating many of the upcoming trends that will be shaping the medical environment over the course of the next several years. One example is genetics, which I started looking into in 2005. Another example is the idea of repurposing medication, which has been an exciting topic of my research and study for the past 2 or 3 years. The repurposing of medication is now coming to the forefront in the care of cancer patients, and looks very powerful, especially from an integrative, alternative perspective.

What past or current leaders have inspired you?

For me it is really more of a spiritual thing in terms of who as a leader has inspired and encouraged me. They are the people who place God at the center of their lives and pursue His will in their chosen profession. There are people who I have seen (not so much in medicine, but in other industries) that have been inspired by God to develop, grow and expand their ministries and their businesses and have succeeded. Jürgen Matthesius, God has used him to grow the San Diego C3 Church from a small church plant into what might qualify as a mega-Church, with 6 different campuses and another large campus still in development. The same goes for Mark Foreman, who has developed his ministry over the last 20 years. God has used him to grow the **North Coast Calvary Church** in Carlsbad into a large complex designed for education and for bringing people into the house of God.

What leadership advice would you give someone you are mentoring?

As a spiritual mentor I feel that it is very important for me to always strive to keep my focus on God, and to lead and encourage those I am mentoring to whole heartedly follow God's leading in their lives. Many times as a mentor you are needed to be the earthly voice that God speaks through to encourage a person in their chosen field, and to help them to learn how to find God in their daily routines. It is essential to always remind them to keep their focus on God, no matter what is happening in their lives.

It is also important to not only have a spiritual mentor, but to find a person who is excelling in your field, someone you could emulate and learn from. This is difficult to do in the fields of integrative and alternative medicine, simply because there haven't been a lot of people available in these areas. So as for me, I have learned bits and pieces from a few different people and I continually keep my focus on God and my mind open for change, as I research new directions and emerging trends in my field. As a mentor in the field of functional integrative medicine, I encourage those I mentor to do the same.

ONARY VOICES

LYNN JURICH
CEO AND CO-FOUNDER
SUNRUN



Sunrun is the largest strictly residential solar installer in the U.S.

Tell us about an experience or experiences that have shaped you as a leader. How have you overcome challenges?

Being an entrepreneur, and founding a startup, forces you to believe in yourself and build up your backbone, even when times were tough. No one could have predicted a tougher time than the 2008 recession. At that time, **Sunrun** was only a year old. There we were, with our big ideas and big vision for the future, confronted with the harsh reality of the economy imploding.

We could have shut down. We could have packed it in. Instead, we stuck it out. We found our footing, and we knew that Americans wanted accessible home solar. Now, Sunrun is in a place where we can bring affordable solar energy to millions of homes throughout the nation. We couldn't have predicted it then, but that rollercoaster set us up for

success down the road.

I believe in technology and consumer choice to drive the future. When we started Sunrun, people wanted solar but the cost was too much. So we developed "solar-as-a-service," to make home solar accessible and affordable. Sunrun provides families with clean, affordable solar power from their roof without any upfront cost or maintenance concerns.

Two years ago, we introduced Brightbox, our solar-powered home battery. Brightbox provides reliable backup power during outages. With our recent wildfires and power outages, I'm proud that Sunrun is able to offer Californians energy security and peace of mind with clean and reliable backup power.

What are some resources you rely on to be better at what you do?

My religion teacher in high school, Mr. Verhalen, began each class with

several minutes of meditation. I didn't realize how important this would be to me at the time, but meditation has been with me ever since. I love my job because each day I get to learn something new and different. Meditating every morning helps me focus on learning the most I can from all the interactions I have with people throughout the day.

What past or current leaders have inspired you?

Dr. Paul Romer was recently awarded the Nobel Prize in Economics for his work showing the importance of government policy in cultivating technological innovation. I'm lucky to have had Dr. Romer as a professor at Stanford during my first year at business school.

Brunello Cucinelli has been an important source of inspiration for me. I'd long admired his career and he

suggested one of my favorite books -- *Marcus Aurelius's Meditations*. He says "the great dream of my life has always been to work for the moral and economic dignity of mankind." I had the pleasure of having dinner with him and we struck up an emerging friendship. In our subsequent correspondence, he has honored me by calling me a "fellow guardian of the earth".

What leadership advice would you give to someone you are mentoring?

Ask questions! I started my career in venture capital, which has been very helpful. One of the most striking things I saw while working at a VC firm was that some of the most senior and most successful VCs asked the most basic questions. More junior folks were worried about looking dumb, but you miss out on so much relevant information if you don't just ask.



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Reminiscent of Mexico's charming and festive haciendas, this restaurant entices and entertains with beautiful artwork, bubbling fountains, exceptional service, live mariachis, and authentic, award-winning Mexican cuisine.

Tell us about an experience or experiences that have shaped you as a leader.

In 1983, I conceived of and produced a never-before "Cinco de Mayo" festival within the Bazaar del Mundo and the State Park, in recognition of the honored and spirited celebration of Mexican history. "Cinco de Mayo" drew thousands of visitors to the community, and deeply benefited both the State Park and the numerous Old Town merchants. After 17 years of increasingly successful productions and visitorship (enjoying national publicity) I donated the event to the Old Town community, where it continues today as one of the Southwest's -- indeed the nation's -- most ambitious and spectacular events.

Tell us about a challenge you've experienced during your tenure and what helped you overcome it?

The biggest challenge I've faced in my career was when I lost the lease for the Bazaar del Mundo property in Old Town San Diego Historic Park. I was prepared, though, and I immediately started planning the design and development for my new signature dining and retail establishments. Now, the Bazaar del Mundo Shops and restaurants; Casa Guadalajara, Casa

de Pico, **Casa de Bandini** and Casa Sol y Mar are all thriving in their respective towns.

What are some resources you rely on to be better at what you do?

My team! I am lucky to have a very solid employment base, many of whom have been long-term employees. We have a variety of talented people who use their talents to make the Shops and restaurants so successful.

What past or current leaders have inspired you?

A design professor at SDSU was my number-one mentor. The classes that I took with her helped mold me. Other people who inspire me are people I worked with in the early days: Robert Peterson, Richard Silberman, and Robert Golden.

What leadership advice would you give to someone you are mentoring?

My advice would be to hire people you trust. One cannot do this alone. You must choose the right people and you learn from their strengths. Out of my 500 employees, all have all contributed to the development of the business.

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Tell us about an experience or experiences that have shaped you as a leader.
Surviving the Dotcom boom and bust in 2000. Our VC partners pulled out with the NasDaq crash. We were close to trading insolvently (and illegally). We decided to make sure we survived. There were 50 people who were relying on us.

Tell us about a challenge you’ve experienced during your tenure and what helped you overcome it?
We came together as a team with me as the leader. We pivoted the product to meet the current market and we did everything needed to survive. We survived and thrived.

What are some resources you rely on to be better at what you do?
A good executive coach. Focusing on what only I can do. My peer advisory group. My resilience.

What past or current leaders have inspired you?
My first CEO that I had direct access to. He trusted me to do the right thing and mentored me when I was wrong. He taught me that values, behavior, and attitude come first with all my people.

What leadership advice would you give to someone you are mentoring?
Listen, listen, and listen again. Always be curious and learning. Ask powerful questions that create awareness and clarity. From clarity comes choices. From choices come great decisions.



ROBERT MAY
SR. EXECUTIVE DIRECTOR
OCEAN HILLS SENIOR LIVING

Tell us about an experience or experiences that have shaped you as a leader.
I grew up in a retirement community and was surrounded by elders. It greatly influenced and shaped my life in very unique ways. Later on in life i returned to this marketplace as an Executive Director and owner of retirement solutions after a long career in the musical arts as a composer of classical music.

Tell us about a challenge you’ve experienced during your tenure and what helped you overcome it?
The fires in Santa Rosa in 2017 proved to the most challenging experience that i had to overcome. We overcame this tragedy as a result of a very detailed emergency preparedness plan and great contributions from my leadership team.
Teamwork and dedication proved to be all important factors in providing a safe environment for our residents and associates.

What are some resources you rely on to be better at what you do?
I try and utilize as many diverse solutions as possible. I find that my talents as a musician and strong liberal arts backgrounds have helped me throughout my career.

What past or current leaders have inspired you?
I have always looked at poets and philosophers as providing valuable input to help shape my career and develop new ways of looking at the world. Pierre Teilhard de Chardin has been a seminal influence in observing human nature and capturing that essence into words - “The world is round so that friendship may encircle it”.

What leadership advice would you give to someone you are mentoring?
Lead with grace, understanding and compassion. We are all on a journey to better understand our associates and residents - it brings great rewards when we take the time to delve deeper and make those powerful connections



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Juergen Winkler, MD, ABIHM, ABOIM

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