



ART BY THE SEA
Artists will be showcasing
a wide variety of artwork for sale

4

VOL. 36, NO. 7

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CARLSBAD



BUSINESS JOURNAL™



INDUSTRY FOCUS
WEALTH OF KNOWLEDGE

10

AUGUST 2019

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

LEARNING TO RUN

The Chamber's Candidate Academy is back

About four years ago, then Carlsbad resident Cori Schumacher picked up a copy of the Carlsbad Business Journal. On the front page, an article was promoting the Carlsbad Chamber of Commerce's newest program called Candidate Academy. Through word of mouth, Schumacher heard more about the academy. With her interest to run for Carlsbad City Council, Schumacher knew exactly what she had to do: "I decided to attend, basically because of the experience that was going to be brought into the room and for that initial information that I didn't really have access to without that. The Chamber really opened up the doors to accessing the information, and elected officials to talk about their experience in running. It was a really good opportunity. I couldn't pass it up." In November 2016, a year after attending the Chamber's Candidate Academy, Cori Schumacher was elected for Carlsbad City Council.

This year, the Carlsbad Chamber of Commerce is bringing back Candidate Academy: a series of four sessions running weekly on Thursdays, from Oct. 3 through Oct. 24. The sessions will cover topics such as how to raise funds, develop a platform, secure endorsements, set up a

campaign team, etc. As a successful alumni of the Candidate Academy, now Carlsbad Councilmember Schumacher will be a panelist, helping attendees to focus on why they are running. "I hope they take away that it's a lot harder than it actually looks, number one. Number two, it's worth every minute of it. The most honorable thing you can do in this life is to serve others. And even though politics and public service have a bad rap right now, at the local level, it is really up to us to rebuild that trust, that government is here to serve the people rather than to exploit the people and to exploit positions. And there are some good people who are doing that work at the local level. It's a very honorable, valuable commitment."

One of the presenters Schumacher heard from four years ago is returning to this year's Candidate Academy: Catherine Blakespear.

In 2015, Blakespear had already been elected for the Encinitas City Council and was serving as Encinitas Deputy Mayor. The following year she was elected Mayor of Encinitas. "The first election I think is the hardest, because all of it is new. Being a candidate you have to have that public and outward facing persona," says Blakespear, while adding that campaigning also becomes a balancing act. "You seek endorsements and you do interviews and



OCTOBER 3, 10, 17, 24

you are expected to take policy positions, and then you also have to meet people, you have to go door to door. There are a lot of different elements to running a good campaign for local office, which I think is different from national office." For someone who has run three campaigns and won all three, Mayor Blakespear understands the challenges that come with this public task. "I think that one of the difficult things is really that campaigns can get very personal. It's very hard to not take things personal, even if it's a position or an approach, it can be emotionally difficult to be a candidate because of that," adding that this carries over once you are elected. Mayor Blakespear's presentation will center around what to expect once you become an elected official. "The art of doing a good job as a local elected official is understanding where your leverages of power are. It is not a straightforward process that just says this is what you do. Because in any particular community there are places where you can push forward, and you have to do that by having leadership and getting your colleagues to

SEE , CANDIDATE 3



BUSINESS SPOTLIGHT

American history for the Carlsbad community

The inspiration behind **Green Dragon Tavern & Museum** is a conviction that civic education, civility and the strength of our communities are essential to the foundation and survival of our great nation. As recently featured on ABC 10 News this past Independence Day, the private collection of documents and artifacts on exhibit in their free admission museum offers a rare opportunity in Southern California to connect with our nation's founders and principles that inspired the world.

Green Dragon Tavern has focused on community by supporting and partnering with many organizations such as the **Carlsbad Educational Foundation, Agua Hedionda Lagoon Foundation, CSUSM** and K-12 schools to name a few. Providing



6115 Paseo Del Norte,
Carlsbad, CA 92011
greendragontavernca.com

donations, sponsorships, hosting events or keeping cost within budget, in addition to providing educational tours and presentations, Green Dragon Tavern has invested in our community.



Through partnerships with educators and experts, new programs and events for visitors, field trips and adult learning opportunities are also in development.

SEE SPOTLIGHT, Page 9



STAY
INFORMED



PATRICE NAGLE

Attorney at Law
FISHER & PHILLIPS LLP

Social Media and the workplace: Where to draw the line?

Social media is here to stay. Employers constantly struggle with 1) how to manage employee use of social media and 2) how to address information learned about employees through the Internet. Below are some hot topics that employers regularly face and a few insights into how they can manage social media in the workplace.

Pre-employment screening

It is tempting for employers to search social media when hiring candidates. However, doing so can create some unexpected issues, such as discrimination in hiring claims. Of course, the best defense is that you have no knowledge of applicant information on social media because you did not run a search. However, if you must search, make sure you are consistent and search everyone. You may also want to give notice in writing that you search applicants' social media. Most importantly, make sure the person searching is not the same person who is making the hiring decision – only job-related information should be considered.

SEE , SOCIAL MEDIA 19

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Investing in the future of our workforce

One goal of our annual CBAD Awards is to shine a spotlight on the impact of our local businesses. This past April, **Nordson Corporation** was the winner of the Community Foot-print Award in a category with other for-profit companies. While Nordson may not be a household name, their community engagement and their commitment to enhancing education is a story that I'm proud the Chamber can share.

With a team of 600 in Carlsbad, Nordson employs more than 7,500 employees across 35 countries. They develop products used in manufacturing processes with a specialty in dispensing adhesives, coatings, sealants and other materials. Many of their customers are manufacturers of consumer and industrial electronic products requiring a high degree of precision.

As Sara Vaz, Nordson's



AHMED HAQUE
Chairman of the Board
CARLSBAD CHAMBER OF COMMERCE

Community Relations Manager explains: "The commitment to give back is in the DNA of our company – it goes back to our founding in 1954." Written into the Nordson's articles of incorporation is a pledge to give approximately 5% of the company's pre-tax US profits to charity. Last year, that meant giving over a million dollars to 125 non-profit organizations in the San Diego area alone.

Nordson dedicates roughly 80% of its giving to education. "We recognize that one of the best ways to impact a life is to provide students with equal

access to opportunity, so they can become self-sufficient adults" says Vaz. "Our founders were early supporters of Head Start in the 1960s, even before research had proven its effectiveness."

All of Nordson's employees are engaged in the company's mission. All employees receive 16 hours of paid time off to volunteer for an organization of their choice. If they volunteer 40 hours or more to a specific organization that same organization also benefits from a \$500 grant from the company. Nordson matches up to \$10K of an employee's giving and employees can have a say in the company's giving by serving on a committee.

Vaz notes that the industry she works in "is heavily dependent on engineers and many of these engineers will be retiring over the next ten years. These positions are increasingly difficult to fill, and it is one

“Nordson isn't looking to increase their name recognition or market share. Instead they look to carry on their founders' commitment to positively impact their communities.”

of the reasons we invest in STEM education.”

One example of Nordson's commitment to STEM education is its BUILDS scholarship program. College students residing or studying near a Nordson facility, majoring in a STEM field with an interest in manufacturing, are eligible for awards ranging from \$2-10K a year. 80% of Nordson's interns are recipients of these scholarships.

Nordson's generosity has positively impacted

our local schools at all grade levels. They are a partner of the Carlsbad Educational Foundation, and working together they were able to fund improvements to several elementary schools in Carlsbad. They helped instigate a STEM pep rally at middle schools. Nordson supports robotics teams at the high school level and offers opportunities to learn processes at Nordson's facility and participate in mock interviews. Nordson is a founding member of **Mira**

Costa College's Business Roundtable and funded a STEM center at the Oceanside Campus.

As a company engaged in selling to business and not to the public, Nordson isn't looking increase their name recognition or market share. Instead they look to carry on their founders' commitment to positively impact their communities. Hopefully Nordson's story will inspire you or your business to similarly make an impact.



OCTOBER 2019

03 | 10 | 17 | 24

EVERY RACE REQUIRES THE RIGHT TRAINING.

Be in it to win it.

The Carlsbad Chamber of Commerce Candidate Academy will educate, inform and prepare potential candidates on the realities of running for and serving in public office. This nonpartisan seminar series will provide a wealth of training and resources and allow participants to interact with business and civic leaders.

Have you ever wanted to run for office but didn't know how to start? We'll show you the way.

FOUR-SESSION ACADEMY WILL PREPARE PARTICIPANTS TO:

- DEVELOP A PLATFORM
- SET UP A CAMPAIGN TEAM
- DEVELOP A MESSAGE
- SECURE ENDORSEMENTS
- IDENTIFY IMPORTANT REGIONAL ISSUES

SPEAKERS INCLUDE:

- CATHERINE BLAKESPEAR
ENCINITAS MAYOR
- CORI SCHUMACHER
CARLSBAD COUNCILMEMBER
- MATT HALL
CARLSBAD MAYOR
- TONY KVARIC
REPUBLICAN PARTY OF SAN DIEGO CHAIRMAN
- JOHN FRANKLIN
COUNCILMEMBER VISTA
- REBECCA JONES
SAN MARCOS MAYOR
- MICHAEL VU
SAN DIEGO COUNTY REGISTRAR

SCHEDULE: (all sessions are from 4:00 p.m. — 6:30 p.m.*)

- Session 01** | **Oct. 03** | Developing the Passion
- Session 02** | **Oct. 10** | Nuts & Bolts
- Session 03** | **Oct. 17** | Messaging, Marketing and the Media
- Session 04*** | **Oct. 24** | Today's Challenges and Tomorrow's Opportunities - Issues you should know about *This session ends at 7:00 p.m.

COST:
\$99 fee due with application
\$49 College Students

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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."

CARLSBAD BUSINESS JOURNAL

5934 Priestly Drive • Carlsbad, CA 92008
Ph. (760) 931-8400 • Fx. (760) 931-9153
frontdesk@carlsbad.org
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Something old, something new, something borrowed, something...true

Last summer my oldest daughter got married, and the old English rhyme, “something old, something new, something borrowed, something blue” popped up. When you research the origins of this cute little tradition, it really is just a fun poem to wish good luck to the bride and groom (the original version also mentioned “a sixpence in your shoe”). So, in the same view of serendipity, I have rewritten the rhyme for a new program here at the Chamber called Rising Star of the Month. Our rhyme is, “something old, something new, something borrowed, something true.”

Rising Star of the Month

I started a Rising Star of the Month program more than five years ago at the Vista Chamber of Commerce (something old), that we are very excited to bring to Carlsbad this fall. While there are many diverse “student of the month” programs, this program is laser focused on a very specific mission statement and target. First of all, this program is a breakfast that honors one high school senior from each of our area high schools each month. The mission statement is as follows:



President & CEO
CARLSBAD CHAMBER OF COMMERCE

To bring the community together to honor our local high school seniors for demonstrating character, integrity, love of learning, involvement in school and community activities and/or the ability to overcome challenging life circumstances without compromising their education. The core of the Rising Star of the Month is the student who makes a difference in their home, school and community with sincerity and passion.

My favorite part of this program is how it targets those students who have “overcome challenging life circumstances without compromising their education.” I have nothing against those students with the super high GPAs. I was one myself (Valedictorian of Vista High in 1986...if you adjusted my graduating GPA back then for inflation, it would be like 19.67 today!). Needless to say,

› CANDIDATE

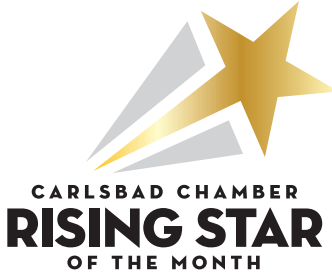
Continued from Page 1

agree with you.”

This year’s Candidate Academy will also have new participants such as Vista Council member John Franklin. Franklin was elected to the Vista City Council in 2014 and re-elected in 2018, currently serving as the city’s Deputy Mayor. He not only brings to the table his expertise as someone who has run a campaign and who holds a public position, but also his previous experience as a political campaign consultant. “There’s no specific way to becoming a campaign consultant. The only thing I would suggest is to get a box of business cards. No certificate required. Years of experience winning and losing campaigns are what’s

required to earn expertise and credibility,” says Franklin who worked for former CA-49 Congressman Darrell Issa as his Political Director for many years. Franklin will share his solid expertise in campaign financing during a presentation that will cover the role and responsibility of a campaign finance manager, fundraising and filing periods. “The biggest mistake candidates make when raising money is thinking that somebody else is going to make the ask for them. No one wants to ask someone else for money. They can’t deal with the rejection of someone saying no. As a candidate, you cannot outsource the ask, you have to make it personally.” Franklin adds that oftentimes candidates are hesitant to ask for a specific number, which is also counterproductive. “They ask ‘can you support me? can you contribute?’ not ‘can you give me \$5,000 to help me with my campaign?’.” Franklin believes candidates must feel comfortable asking for a number that’s higher than what the potential donor would be willing to give them.

While these three outstanding presenters and elected officials come from different backgrounds, the three of them agree that educating potential candidates is extremely



I have the utmost respect for those high performing students since I know from experience how much it takes to achieve at that level. But this program is focused on those kids who have “overcome”.

Overcoming obstacles

In my five years of coordinating the Rising Star Program, we heard from students who had cancer, heart conditions, seizures and more; students who lost parents, loved ones and caregivers; students who fled their countries of origin due to economic crisis, political unrest amongst other reasons; and students who were homeless, had been virtual drop-outs and/or had made poor life decisions (something true). The common thread with all the stories we heard was that they all made

a decision at some point to put their education as a priority.

Origins

I would be sincerely remiss if I did not acknowledge my mentor for this program, Sally Meyer, the owner of the Sizzler Restaurant in Oceanside (78 Freeway at the Plaza exit). She has been running a program just like this in five school districts in Riverside County for more than 20 years (something borrowed). I am grateful for her passion for students and her willingness to share.

Rising Star of the Year

One facet of the Rising Star of the Month program is scholarships. Our goal is to give at least one scholarship per participating high school at the end of the school year. In Vista we gave away over \$50,000 in scholarships over five years. I share this to ask for support from our local community. Breakfasts and scholarships don’t happen without support. If this sounds like the kind of program that your company can support, please contact us and together, let’s make something new!



Carlsbad Councilmember Cori Schumacher graduated from the Chamber’s Candidate Academy back in 2015.

important. As an alumni of the program, Carlsbad representative Schumacher knows firsthand how much these types of workshops can help candidates to fully understand the ins and outs of campaigning. “I think people need to really evaluate where they are at in their life, what the time commitment is, if they are willing to sacrifice their privacy,” adding that candidates should ask themselves whether they want to commit to their community, rather than committing to their own self interests. “There’s some really deep self-reflection that needs to occur on a personal level before you choose to run.”

When it comes to a political

campaigns, Franklin sees them as a business, a special field where you only get once chance to do it correctly. “Expertise is incredibly important, because in this field, intelligent people don’t have the time and luxury of learning from their mistakes,” adding that gaining campaign knowledge can help candidates save money by helping them get rid of things that don’t help them win.

Mayor Blakespear is someone who likes to be prepared before committing to something and believes programs like Candidate Academy, help you do just that. “Whenever you start your campaign there is always a clear end point, which is election night. Getting some training and understating of what the path looks like can only help you. I believe and see campaigns as a marathon, usually a long time and at the end of a marathon, you always sprint. There’s no reason to do things in a complete panic rush when you have the time to do them better.”

With the 2020 elections coming up, the Chamber is currently taking applications for anybody interested in participating in the 2019 Candidate Academy. Go to page 19 for more information about the presenters, dates and how to apply. You can also visit carlsbad.org.

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.



7 Tips for senior safety at home

With Americans living longer, it's never too late to take steps to safeguard your home to prevent accidental falls that could cause serious injuries, especially to older adults.

For most people, being at home means feeling comfortable and safe—you are familiar with your surroundings and know how to get around the house easily, even in the dark. As you get older, however, you may naturally begin to lose some of that comfort level.

“When eyesight, hearing, agility strength and balance aren't quite what they used to be, taking a few simple steps can make your home safer and easier to navigate, as well as help you in an emergency,” says Yuan Shao, MD, a primary care physician who specializes in geriatrics.

One of the most important safety concerns is fall prevention. This is important at any age, but especially among seniors. Each year, one in every three adults age 65 and older suffers a fall. Falls are among the leading causes of both fatal and nonfatal injuries such as debilitating hip fractures and severe head trauma.

Fortunately, most falls are preventable with a little planning and caution. Here are some tips to help improve safety at home:



DR. YUAN SHAO, M.D.
Primary Care Physician
SCRIPPS CLINIC

1 Adequate lighting is one of the best ways to prevent falls.

If areas of the home are not well-lit, have additional lights installed or add lamps. Glow-in-the-dark switches or sound-activated lights can help as well. Place night lights in the bedroom, bathroom, kitchen and hallways.

2 Avoid unnecessary clutter. Arrange a clear path into a room.

Move furniture so the path is clear and remove other obstacles such as electrical cords. Keep objects such as shoes, books and bags off the floor.

3 Check wall-to-wall carpeting for bumps or wrinkles.

Ensure that tile or wood floors are not slippery. Avoid area rugs, which can slide. If you want to use them, secure them with double-sided carpet tape, especially around the edges.

4 Check that railings along staircases are secure.

Ideally, install handrails on both sides of the stairs. Place colored or reflective tape at the top of each step to make steps easier to see.

5 In the kitchen, keep everyday items in lower cabinets that are easily accessible.

If you need to reach into a higher cabinet, use a sturdy step stool with a rail for support.

6 Install grab bars in the bathroom near the toilet and along the bathtub or shower.

Place non-slip adhesive strips or rubber mats on the tub or shower floor. Consider a walk-in bathtub to eliminate the need to climb in and out of the tub.

7 Make sure to have easy access to a phone.

Place cordless phones within easy reach from the main living areas, bedroom and kitchen or consider carrying a mobile phone with you. Keep emergency numbers nearby, or program them into the phone. Consider wearing a device that will call for help in case you can't get to the phone.

“In addition to “fall-proofing” your home, ask



Each year, one in every three adults age 65 and older suffers a fall, which are among the leading causes of both fatal and nonfatal injuries.

your doctor or pharmacist to review any medications you take to see if they may cause dizziness or affect coordination,” says Dr. Shao, who practices at Scripps Clinic Torrey Pines. “Also, have your vision checked at least once a year. Vision problems may increase your

chances of falling.” Regular exercise is an excellent way to improve your balance and coordination and build strength—all of which can help prevent falls. Tai chi, water aerobics and other low-impact, low-speed exercises are good options. Check with your local hospital, gym or

community center to see what's available. And finally, if you do fall and are injured, Dr. Shao recommends calling 911 for help right away. “Even if it doesn't seem serious, the sooner you get checked and treated for any injuries, the better— especially to the head.”

AUTUMN FANTASY

25th Anniversary

Hats Off

Come Celebrate Children!

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Celebration Begins
10:30 A.M.
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All Proceeds STAY in Our Communities
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Reservations & Contributions can be made at

www.alnc.org



Dozens of local artists will be part of the 100 artists who will grace four blocks in downtown Carlsbad Village on Sunday, Aug. 11 from 9 a.m. to 5 p.m.

Art by the sea in Carlsbad



CHRISTINE DAVIS
Program Manager
CARLSBAD VILLAGE ASSOCIATION

What makes the 21st Annual Art in the Village so exciting and memorable? It's meeting the artists and experiencing the amazing local and regional artistry on display, while celebrating what makes Carlsbad Village special. Dozens of local artists will be part of the 100 artists who will grace four blocks in downtown Carlsbad Village on Sunday, August 11th from 9am to 5pm, during this event that has lasted over two decades.

With exceptional retail shops and restaurants adjacent to the artists lining State Street and Grand Avenue, Art in the Village has the feel of a Parisian

marketplace. Artists will be showcasing a wide variety of artwork for sale ranging from oil, acrylic, watercolor, pottery, jewelry, glasswork, sculpture, photography, woodworking, mixed media, wearable art, and more. In addition, a variety of interactive demonstrations will be taking place including sculpting with live models, as well as the ancient artform of glassblowing. The Student Art Pavilion will be returning for its second year, highlighting the artwork of young, local artists ranging in age from 11 to 19. The City

of Carlsbad will be joining Art in the Village again with its Family Open Studios providing free art-making workshops designed for the whole family with the assistance of professional artists and instructors. Live music will be heard throughout the Village and on stage with musical acts ranging from soloists, to a five-piece jazz and R&B band, to a singer/songwriter previewing original scores from the upcoming Around The World In 80 Days to take the stage at **New Village Arts** this coming fall. Come spend the day just a block from the beach and fill your senses with the sights and sounds of an open-air art show like no other. New restaurants, cafes, and wine bars are also available just steps from Art in the Village to round out your day!

New Carlsbad Connector service will ease travel woes

One of the City of Carlsbad's major tasks in advancing the local economy is helping our businesses recruit and retain the talent they need to be successful. As part of those efforts, the Economic Development staff meet with businesses in the city, especially businesses in our key industry clusters, to see how we can help.

We have been hearing a common theme from several of our businesses regarding the simple chore of getting to and from work:

- Businesses experience difficulty retaining employees who want to live closer to downtown San Diego.
- Recruiting talent from regions with better transit service is difficult.
- Employees seeking to use mass transit to commute to and from work find the existing system insufficient as a regular commuting option.

Commuters find public transit good at getting them between San Diego and North County on the Coaster, but not so good at getting them from the train station to their workplace, especially for companies in our core industrial hub around Palomar-McClellan Airport.

By partnering with the



CHRISTIE MARCELLA
Economic Development Manager
CITY OF CARLSBAD

North County Transit District (NCTD), which operates the COASTER service, and the San Diego Association of Governments (SANDAG), our metropolitan planning organization, we are happy to report that this month we will launch the Carlsbad Connector, a pilot shuttle service operating between the Poinsettia Train Station and major employment centers in the McClellan-Palomar Airport area and along Avenida Encinas.

So coast to work and skip the traffic. This service will run using an app-based technology developed by RideCo, and will work like Uber and Lyft ride-share programs, allowing commuters to book trips between the train station and their workplaces up to three days in advance.

Commuters will ride in 12-passenger vans, one of which is fully ADA accessible, each equipped with Wi-Fi and two bike racks. The service will drop employees within a five-minute walk of their workplace.



The Carlsbad Connector is a pilot shuttle service operating between the Poinsettia Train Station and major employment centers in the McClellan-Palomar Airport area and along Avenida Encinas.

The project will serve commuters arriving on COASTER trains between 7 a.m. and 9 a.m., and departing between 3 p.m. and 6 p.m.

Don't worry, taking the Carlsbad Connector doesn't mean you have to bag your lunch on the days you ride. The service will also be offered from noon to 3 p.m. for lunch service, stopping at prime lunch spots like Bressi Ranch, The Island on Faraday Avenue, and even Carlsbad Village. Order what you want, no one's driving back with a food coma.

Commuters who have COASTER monthly passes or a daily Region Plus pass will ride free, and anyone else will pay \$2.50 for a one-way ride.

Our goal is to test this pilot project for a year and gather information with the aim of establishing a permanent system that will be supported by our agencies and the business community. With better data, we can engage our business community based on real ridership information which can help them

better plan for transportation investments for their employees based on quantifiable need.

The program will also help the city achieve goals of our Climate Action Plan, which aims to reduce the number of commuters who drive solo to jobs within the city, and with the city's Transportation Demand Management Program, which seeks to reduce emissions by decreasing the number of employees who drive to work alone.

Businesses can work

directly with RideCo to set up accounts or coupon codes to cover the cost of individual trips.

To set that up, contact us at business@carlsbadca.gov and our team will connect you with RideCo. Transportation accessibility is an important talent attraction and retention tool, and the City of Carlsbad is excited to take a leading role in helping our business community find innovative solutions to create a better future locally and regionally.

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.

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Study shows fire rehabilitation may be missing mark

Rehabilitating fire-scarred hillsides by hydro-seeding the terrain may cause more harm than good to the microbial composition of the soil, according to research by **Cal State San Marcos** students taking part in a groundbreaking new course funded through a four-year federal grant. Hydroseeding refers to supplementing soils for post-fire rehabilitation with various techniques, including spraying mulch, fertilizers and seed mixes.

“Hydroseeding does not appear to be doing what we were hoping it to be doing, at least so far,” said Dr. Arun Sethuraman, a computational biologist and an assistant professor in the Department of Biological Sciences. “Instead, it appears to be impeding the recovery of microbial diversity.”

What’s more, some of the microbial samples could not be categorized even after sequencing their DNA. “There are some species we just can’t classify,” said Dr. George Vourlitis, who heads the CSUSM Terrestrial Ecosystems Research Lab and who partners with Sethuraman in teaching the



course Research Methods in Molecular Evolution and Ecology. “What is pretty clear is there is a different bacterial community in the hydroseeded area.”

Eleven students were enrolled in the course taught for the first time this spring. The class is unique in that it is entirely research-based. It is funded through a four-year, \$278,679 grant from the National Institute of Food and Agriculture at the U.S. Department of Agriculture.

“This was entirely a student-led project,” Vourlitis said.

The project focused on the ecological impacts on a hillside charred by a 2,000-acre brush fire at the edge of CSUSM. An earlier, 2016 student-led study found that hydroseeding was inhibiting the recovery of



CSUSM biology professor George Vourlitis partners with colleague Arun Sethuraman in teaching a unique course that is entirely research-based. It is funded through a four-year, \$278,679 grant from the National Institute of Food and Agriculture at the U.S. Department of Agriculture.

native woody shrubs after almost two years of post-fire recovery.

The just-concluded study went further, digging deeper into the impacts on soil microbial abundance and diversity in the burn area. Students employed next-generation DNA

sequencing to measure 24 soil samples from a burn area that was hydroseeded, 24 samples from a burn area that recovered on its own, and 24 samples from an unburned area.

Microbial diversity is critical in soil health and quality, and bacteria is a primary

regulator of decomposition and carbon storage.

“It’s important to understand how fire and post-fire management affects carbon and nutrient cycling,” Vourlitis said.

In applying for the grant from the National Institute of Food and Agriculture,

Vourlitis and Sethuraman highlighted the importance of boosting the number of students conducting research and being trained in agricultural sciences, increasing student confidence in their ability to conduct agricultural research, and increasing the number of students seeking graduate degrees or careers in agricultural sciences. Agriculture is a growing industry in San Diego County and had an economic impact of nearly \$1.8 billion in 2017, according to the San Diego County Department of Agriculture Weights and Measures.

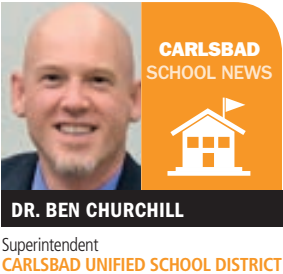
Next year’s research will focus on the diversity of different hop strains used by the local craft brewing industry and how well they grow in different soil types.

“It is important to train the next generation of agriculturalists, not just in field work, but in the lab and in working with data,” Sethuraman said. “We want our students to tackle local environmental and agricultural problems and show they can address these challenges when they join the local workforce.”

Top notch student-run broadcast program in our backyard

It is a typical morning in the newsroom at CHSTV. Nicole Less and Davin Eagleston sit at the anchor desk. Some students control studio-quality cameras or prepare to broadcast from the hand-held dynamic camera. Another student readies a report on soccer using the Magic Window (Think John King on CNN). Maddie Ward is interviewing CHSTV’s Miles Fesler about his trip to Mikei, Kenya, to produce a piece on the town’s need for water. He explains that his nonprofit, WaterforKenya.com, raises money to build a much-needed well. In the control room, the producers are giving orders, checking graphics, and monitoring camera positions, while the audio engineer adjusts the controls on the sound board. CHSTV students are learning to broadcast live in HD via cell phone using the Dejero system, to use the Tricaster multimedia studio, and to edit stories using Final Cut Pro. Yes, a typical morning at CHSTV.

Under the direction of Doug Green—2016 California Teacher of the



Year—these Carlsbad High School students run a state-of-the-art newsroom. The student broadcasters represent a cross-section of the diverse high school, from football players to choir singers. Maddie observes, “Working in a high-stress situation every single day creates an undeniable connection between everyone in the class. We all have such different perspectives on our futures and the world, but we are able to put all that aside to produce a show every morning.” The program offers a diverse experience too. CHSTV Executive Producer Olivia Sklenka says, “This program has given me a wide variety of skill sets that have prepared me for my future in Broadcast Journalism. In CHSTV, we

use the stick system. All of the students’ names are on popsicle sticks. When your name gets called you pick a job. That way everyone is exposed to a variety of jobs, be it live positions or roles in the control room.”

CHSTV students hone their skills all year for the Student Television Network Convention, where over 3,000 broadcasting students and teachers from across the nation and the world gather each spring to learn and compete. This March, CHSTV was named the Best Daily, Live Scholastic Broadcast in the USA—for the 12th time—and its feeder program at Valley Middle School was honored for the 7th time as the Best Middle School Broadcast in the USA.

The program teaches students how to be objective reporters (“The program really pushed me to view the world through many other perspectives by giving me the opportunity to share the stories of others”) and how to handle stress (“My work in CHSTV has taught me how to handle flying by the seat



Under the direction of Doug Green—2016 California Teacher of the Year—these Carlsbad High School students run a state-of-the-art newsroom.

of my pants, and being prepared to not be prepared”). And it has taught them the value and responsibility of a free press (“I have learned that the media really is like a fourth branch of government. The media is incredibly influential in regards to informing the public, and that is an extremely important thing. The American people depend on journalists to provide factual and unbiased news, something CHSTV instills upon the next generation of journalists”).

Some additional impressive facts about CHSTV:

- CHSTV students produced a film for the North County Economic Development Council’s 2019 Annual Summit, “North County Challenges and Opportunities,” tackling the Housing Crisis, the North County Start-Up Culture, and Innovative Partnerships.

- CHSTV students have produced videos for Thermo Fisher Scientific’s website.
- CHSTV works in a unique partnership with ViaSat, allowing satellite access to broadcast programming.
- CHSTV student work has been selected for inclusion in the National Scholastic Press Association’s Best of High School Press publication for 2019.
- Over the last several years, chstvFILMS has produced award-winning films on the Holocaust (“We Must Remember”), vaccines (“The Invisible Threat”), and hunger (“One in Seven”).
- CHSTV sophomore Tyler Krickbaum—using police scanners to find breaking news so that he can rush to the scene and shoot video—works as a free-lance reporter or “stringer” for local TV stations. Tyler was recently featured in a story produced by CBS8 in San Diego as their reporter

went on a Friday night ride-a-long with Tyler.

- The CHSTV Showcase, “Through our Lens,” its annual fundraiser, was honored with guest video appearances from CNN’s Chris Cuomo, Brooke Baldwin, and John Berman, CBS News’ Steve Hartman, and local news reporters Rory Devine and Joe Little.

Olivia says, “Growing up in a military family, I never imagined I’d find a niche where I would belong. CHSTV changed that outlook for me. The program—scratch that, the family—that Mr. Green has provided students with is beyond words. I’m going to school for Broadcast Journalism because of the experiences that CHSTV has provided me, such as being a part of Election Coverage at Golden Hall and working on an video for the North County Economic Summit. It has prepared me well for college.”

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MEMBER DIGEST

INSIDE

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

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VOL. 36, NO. 7

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

AUGUST 2019

Take advantage of our low-cost, high-quality education!

These days, if you're not learning and constantly growing, you're falling behind every day. Ok that sounds a little scary, but it's true. At the Chamber we are passionate about meeting the needs of our members so you can be better equipped to compete and grow your business.

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

opportunities to receive timely information on subjects that will help them grow. The Carlsbad

Chamber hosts and co-hosts a variety of these workshops on topics ranging from HR, Marketing, technology tips and tricks that can make you more efficient and productive, and even networking "How-To's" for those more introverted. One of the most important subjects that is constantly changing are legal issues that affect you and your business or organization. A popular

format of our workshops is the ChamberNet10. These are typically and conveniently held during lunchtimes and include lunch and class for just \$10.

So far in 2019 topics have included: CyberSecurity, Fire Awareness, Social Media in the Workplace, 17-Second Commercial Workshops and Table Facilitator Networking Trainings. Still to come this year workshops

include: August 13 "7 Tips to Save You from Employee Lawsuits"; September 10 "Trademarks - How To & Why"; October 8 "Take Control of Your Time"; and October 25 "CyberSecurity - Protect Your Business from Cyber Criminals". Times may vary, check out the calendar at Carlsbad.org/events.

The Carlsbad Chamber's objective is to bring together our members with

the most insightful and talented experts in their fields to connect, teach, and enrich each other's lives. We understand this knowledge sharing is a critical component of sustaining our community's vitality. If you have ideas for topics, are interested in hosting a workshop, or would like to recommend someone, please contact Kathleen McNary at kathleen@carlsbad.org.



AUG 16 • 8 - 9 AM

Carlsbad Chamber of Commerce
5934 Priestly Dr. Carlsbad, CA 92008

The Coffee Connection is our free monthly morning networking event for chamber members only. It's not just coffee, it's about fostering relationships and building up a strong professional network.

Each month members engage in an ice-breaker game as an effective way to get to know each other.



AUG 21 • 5 - 7 PM

Full Swing Golf
1905 Aston Ave, #100 Carlsbad, CA 92008

Join us at Full Swing Golf for the August Happy Hour 2.0!

Enjoy hors d'oeuvres, a cash bar, opportunity drawings and fantastic opportunity to CONNECT with over 100 local professionals!

Note: Tickets go offline at 5 PM the day before (8/20/19). After that, walk-in price goes up to \$20 for members.



SEP 6 • 7 - 9 AM

The Westin Carlsbad Resort & Spa
5480 Grand Pacific Dr. Carlsbad, CA 92008

How hearing friendly is your business?

Did you know that one in five Americans are hearing impaired? Teresa Barnes, RN, is a business advisor/speaker advocate for the hearing impaired. She is also an author and owner of HearCommunication who will raise a passionate awareness of the issues in her talk "HOW HEARING FRIENDLY IS YOUR BUSINESS?" Learn how to increase revenue, retention, and ADA 2010 Hearing Disorders Compliance in your business for better customer and employee satisfaction, relationships, communication, inclusion, productivity, and health. Discover why you should become a Certified Hearing Friendly Business.



Teresa Barnes



chamberpl8tes

Chamberpl8tes provides an opportunity for 8 chamber members to meet for breakfast or lunch and learn more about each other's businesses. A Carlsbad Chamber member plans and facilitates chamberpl8tes at a local chamber member restaurant.

JANI JACKSON

Aug 20, 2019 at 11:30 AM-1 PM
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For more info call: (760) 931-8400
or visit carlsbad.org

RIBBON CUTTING



2019 CBAD Award winner and President of Guide My Finances, Jackie Mazur, celebrated the opening of her new office in Carlsbad on July 2, 2019. Located now in Paseo del Norte, Guide My Finances provides a personalized approach to financial planning working on an hourly or flat-rate basis to give their clients the tools and resources to implement recommendations on their own. Congratulations Guide My Finances!

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Advanced Web Offset, Inc.	GIA (Gemological Institute of America)	Rayne Water of North County
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Alphatec Spine, Inc.	Holy Cross Episcopal Church	Redeemer By the Sea Lutheran Church, Kindergarten & Preschool
Aranelle	Hotchkiss & Anewalt, Inc.	Ryan Thomas Consulting
Axia Medical Solutions, LLC	House of Air Carlsbad	San Diego Habitat for Humanity ReStore
B.A. Worthing, Inc.	Ideal Building Maintenance	
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Cape Rey Carlsbad, A Hilton Resort	Kathy's Legacy Foundation	
Capital Legacy Law, Inc.	KBACH Associates Insurance Services	St. Michael's By-the-Sea Episcopal Church
Carlsbad by the Sea Resort	Ken Grody Ford	Stan's Web Design
	Kiwanis Club of Carlsbad	Sunset Bay Candy Company
Carlsbad By The Sea Retirement Community	La Costa Animal Hospital	Tamarack Beach Resort
Carlsbad Inn Beach Resort	Lanikai Lane Mobile Home Park	Team Six International
Carlsbad Plaza, LLC		The Shoppes at Carlsbad
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Carlsbad Republican Women Federated	Major League Comfort Systems	Trove Marketplace
	Modern Postcard	Versum Materials
Carlsbad Village Art & Antique Mall Furniture	Movetic	Wells Fargo Home Mortgage
Coherence Associates, Inc.	North County Transit District	White, Nelson, Diehl, Evans LLP
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D.A. Davidson	Palomar Limousine & Sedan Service	Yard House
Electric Auto Association	Pedego Carlsbad Electric Bikes	YSR CPA Group, P.C.
Four Seasons Residence Club Aviara	Pettit Kohn Ingrassia Lutz & Dolin	ZUZA LLC

MEMBERS
ON THE MOVE

THE LOFTIN FIRM CHANGES
NAME, RELOCATES

The Loftin Firm, P.C., a Carlsbad-based civil real estate and business law firm, has changed its name to **Loftin | Bedell** effective July 26. The name change is in recognition of the many contributions of shareholder, Ariel Bedell, who has been associated with the firm since 1996 and has served as an attorney at the firm since 2003. Bedell will continue to be responsible for guiding clients with commercial real estate transactions, business planning and operations, nonprofit formation and operation, estate planning and as outside general counsel relating to the ownership and operation of business and real estate. Founding shareholder, L. Sue Loftin, will continue her role as general counsel to clients in real estate and business transactions and litigation. Also effective July 26, The Loftin Firm, now Loftin | Bedell, has relocated to new offices at 2540 Gateway Road, Carlsbad, California (in Bressi Ranch).



Ariel Bedell Esq.



Sue Loftin Esq.

NEW MEMBERS

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Oceanside, CA 92054
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seniorcareoptions.org
Senior Care Options Placement & Consulting offers no cost advice to find Assisted Living or In-home Care options. Cathy has spent 35 years in the senior industry.

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Rouleur Brewing Company
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Carlsbad, CA 92008
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rouleurbrewing.com
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Business Consultants & Services Cloudforia
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» **SPOTLIGHT**
Continued from Page 1

Furthermore, they support a plethora of military, educational and other nonprofit organizations throughout San Diego County.

As 18th century taverns were the epicenters of local communities, our local residents, organizations, and businesses are the communal heartbeat inside Green Dragon Tavern. Many regulars dining at the highly rated restaurant, and repeat social and business event hosts meeting in the bright, elegant private event space, have all contributed to Green Dragon Tavern & Museum reaching its five-year anniversary.

As they celebrate this milestone anniversary, there are exciting enhancements in the works as the Green Dragon team looks forward to the next five years in Carlsbad. “We continue to be thrilled by and grateful for the positive feedback and experiences shared by our guests over the last five years,” says John Lek, S.V.P and General Manager. “Our expectations have been far exceeded since we opened our doors and we

are continuously striving to provide new and compelling experiences for our guests.”

With the addition of Executive Chef Josef Felts, who recently demonstrated his talents on KUSI and NBC, Green Dragon Tavern is investing in its culinary offerings with delicious new menu items and rotating fresh, creative specials offered every weekend. As a family owned, independent restaurant, Green Dragon Tavern is committed to offering the highest quality ingredients while keeping its prices competitive.

Green Dragon Tavern Historical Foundation of California is the nonprofit arm that oversees the museum and its programs. The former coffeehouse is currently being renovated to offer additional exhibit, program and meeting space. Through a multi-phased approach, the foundation plans to display new antiquities in partnership with local, private collectors in addition to integrating new rotating learning exhibits, integrated technology and interactive experiences. Through partnership with educators and experts, new programs and events for



Green Dragon Tavern has focused on community by supporting and partnering with many organizations such as K-12 schools.

visitors, field trips and adult learning opportunities are also in development. The foundation is currently in the design phase of this exciting new space.

Our nation's founders envisioned a vast public education system for which one of its most significant purposes was to prepare its youth to be active participants in our system of self-government. The public duty of each citizen was envisioned to extend far beyond casting a vote, but to also defend and

strengthen a fragile democracy unlike any the world had ever known, to protect the common good of its people. To do so would require the development of its students' critical thinking and debate skills while instilling within them strong civic virtues.

We live in an era when just over twenty percent of our students test at the level of basic proficiency in American history and under twenty percent in government. A mere one to two percent reach the

advanced level on tests. In partnership with schools and educators, the museum's goal is to spark interest, inspire discoveries and promote civic engagement and civility by facilitating learning experiences where visitors and students explore their own perceptions and curiosities through connecting the experiences of our founders with their own lives, circumstances and current events in society.

Think how much more interesting history would

be if students understood and entered into the debates of the time. By transporting students to the life and times of our nation's early historic events, they are able to debate the causes and solutions to the revolution in times where countries still deal with oppression. They are able to learn about the experiences that created the need for our Constitution and analyze how our rights are relevant, challenged and defended in the present.

In order to provide the best experience possible to students and visitors and expedite the completion of the expansion, the foundation is seeking the support of the community. All tax-deductible donations will go directly to the acquisition of display fixtures, educational materials, exhibits and to support and offset the cost of field trips and programs for those who need it. Select exhibit and display sponsorship opportunities as well as naming rights for the new space are available.

If you are interested in supporting this needed community resource, please contact John Lek at info@greendragontavernca.com or visit their website at www.greendragontavernca.com/museum/ to learn more.

MEMBER MARKETPLACE

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



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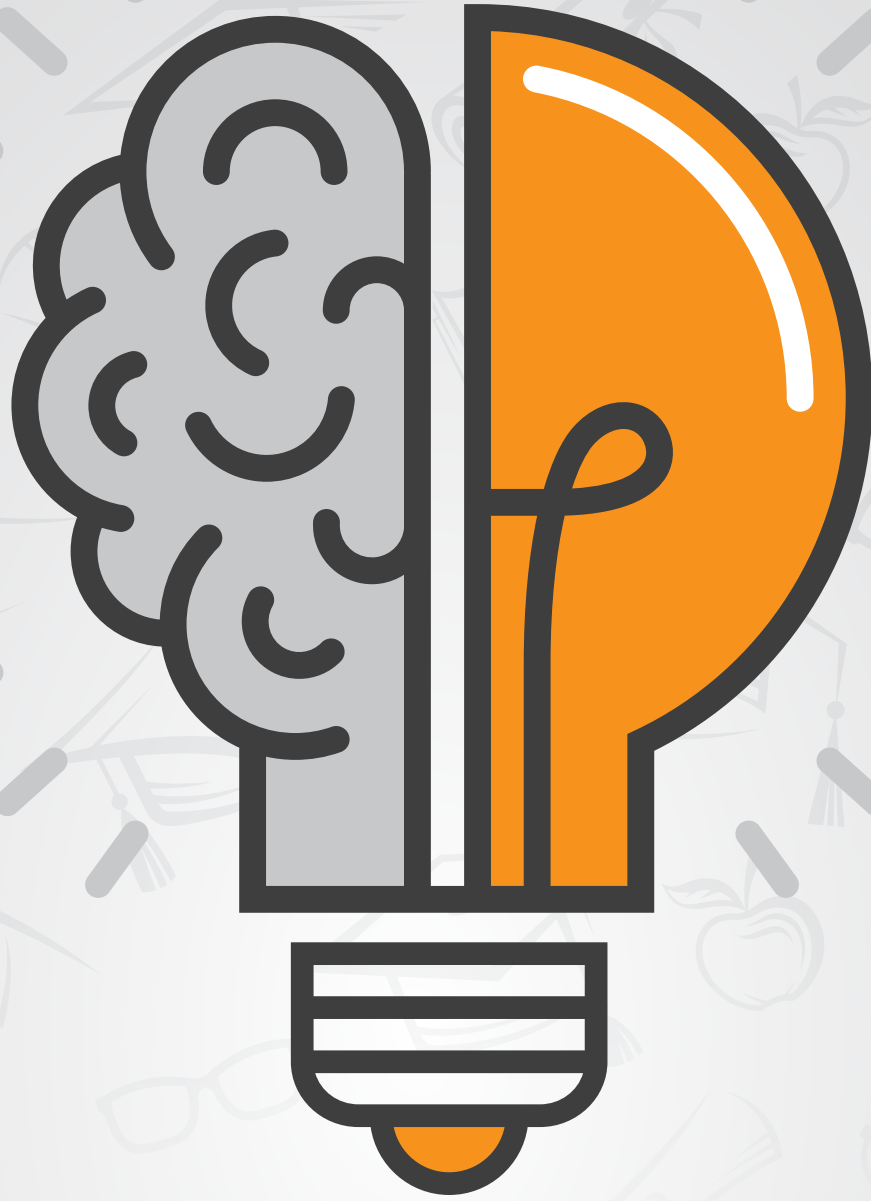
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With several early education options, a solid public school system and many strong and innovative colleges and universities in the area, education in Carlsbad remains a top priority. As back-to-school season is upon us, kids and also adults will be returning to class and taking advantage of all the educational opportunities the region has to offer. Many of our members see educating future generations and preparing a workforce that will meet the needs of current industries as a passion and mission in life. In this special section, you will meet some of them and maybe be inspired to go back to school again.



Carlsbad's hidden gem: where education meets opportunity

Overlooking the Carlsbad **Flower Fields** with beautiful views of the Pacific Ocean sits the headquarters of the global gem and jewelry Institute. Come and discover what makes **GIA (Gemological Institute of America®)** the hidden gem of Carlsbad. Jewelry and gem lovers in San Diego will have a once-a-year opportunity on Friday, Oct. 11 from 8 a.m. to 1:30 p.m. to visit GIA® in Carlsbad without an appointment during the annual Open House, held in conjunction with the Institute's Jewelry Career Fair.

During the Open House and GIA Jewelry Career Fair, visitors will have the chance to explore the Jewels of Hollywood exhibit – showcasing jewelry and objets d'art owned by some of Hollywood's most iconic stars – in addition to more than 1,000 pieces on display at the museum, visit the GIA library and experience GIA classroom demonstrations. Aspiring gem and jewelry professionals will be able to hear from industry experts, meet recruiters, receive career coaching and more. For additional information visit GIA.edu/career-fair.

The Institute is known as the “Harvard of the gem and jewelry industry.” Over the course of its 88 years, more than 365,000 professionals worldwide received their education at GIA. Prospective students can earn degrees or certificates – on-campus or through distance education – in diamonds, colored stones, pearls, gem identification, jewelry manufacturing and design. The Graduate Gemologist diploma program, which focuses on gem grading and identification, is the industry's highest professional credential.

Founded in 1931 GIA's mission as a non-profit institute is to ensure the public trust in gems and jewelry by upholding



“Eyes of Brazil” a large quartz geode, sliced into 16 polished slices on custom stands, on display at GIA in Carlsbad. Showing exceptional agate banding, rock crystal points and hints of druzy. Found on soybean farmland in Rio Grande do Sol, Brazil in 2014.

Photo by Orasa Weldon/GIA.

the highest standards of integrity, academics, science and professionalism in its education, research, laboratory services and instrument development. In the 1950s, GIA invented the 4Cs of Diamond Quality (Color, Clarity, Cut and

Carat Weight) and the GIA International Diamond Grading System™, which is recognized globally as the standard for diamond quality. Today, GIA is the world's foremost authority in gemology – the science of gemstones – and laboratory

services with a global presence in 14 cities across 12 countries.

To schedule a tour throughout the rest of the year, visit GIA.edu/gia-museum or call 760-603-4116.



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Annual Open House and Jewelry Career Fair

FREE and Open to the Public – Friday, October 11, 2019


GIA.edu/career-fair

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Develop Your Team workshops are designed to create learning environments, where people are comfortable taking risks and can immediately apply the skills they are learning.

Create an environment for learning at work

Learning is always happening in your workplace. Sometimes it's formal, onboarding employees, introducing new procedures, systems, or equipment, staff promotions. Every day, informal learning also takes place through workplace interactions such as identifying and correcting mistakes, problem-solving, sharing new ideas and giving and receiving feedback. How do you make sure people get all they can from their opportunities to learn?

It begins with creating a psychologically safe environment. The environment we work in influences our willingness to get out of our comfort zones, try something new, ask questions, risk failure and speak up – all things critical for successful learning! An added benefit is that many of the same things that make an environment

great for learning also lead to employee engagement: psychological safety, trust, supportive leadership, peer relationships, and support for learning.

The good news is there are things we can do to create an environment that supports engagement, growth and learning.

Develop Your Team workshops are where people can comfortably take risks and immediately apply the skills they are learning. Whether you want to have more productive meetings, set and achieve meaningful goals, or build trust and collaboration within a team, Develop Your Team offers customized programs to meet the needs of all types of organizations.

Learn more at www.developyourteam.com or contact Jani Jackson at 760-652-5060.



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Discovering your element while learning

How do you prepare a young learner for a future we cannot yet describe? In a report recently issued by the World Economic Forum, sixty-five percent of children now entering primary school will hold jobs that currently don't exist. Our young people are experiencing a landscape dramatically different from that of previous generations.

It is estimated that we have 50 to 100 times more experiences than our 19th and early 20th century ancestors, and successful youth need to generate new understandings and new meanings to make sense of it and navigate their way through it wisely. While the world is changing, schools aren't keeping up. So, how do students prepare?

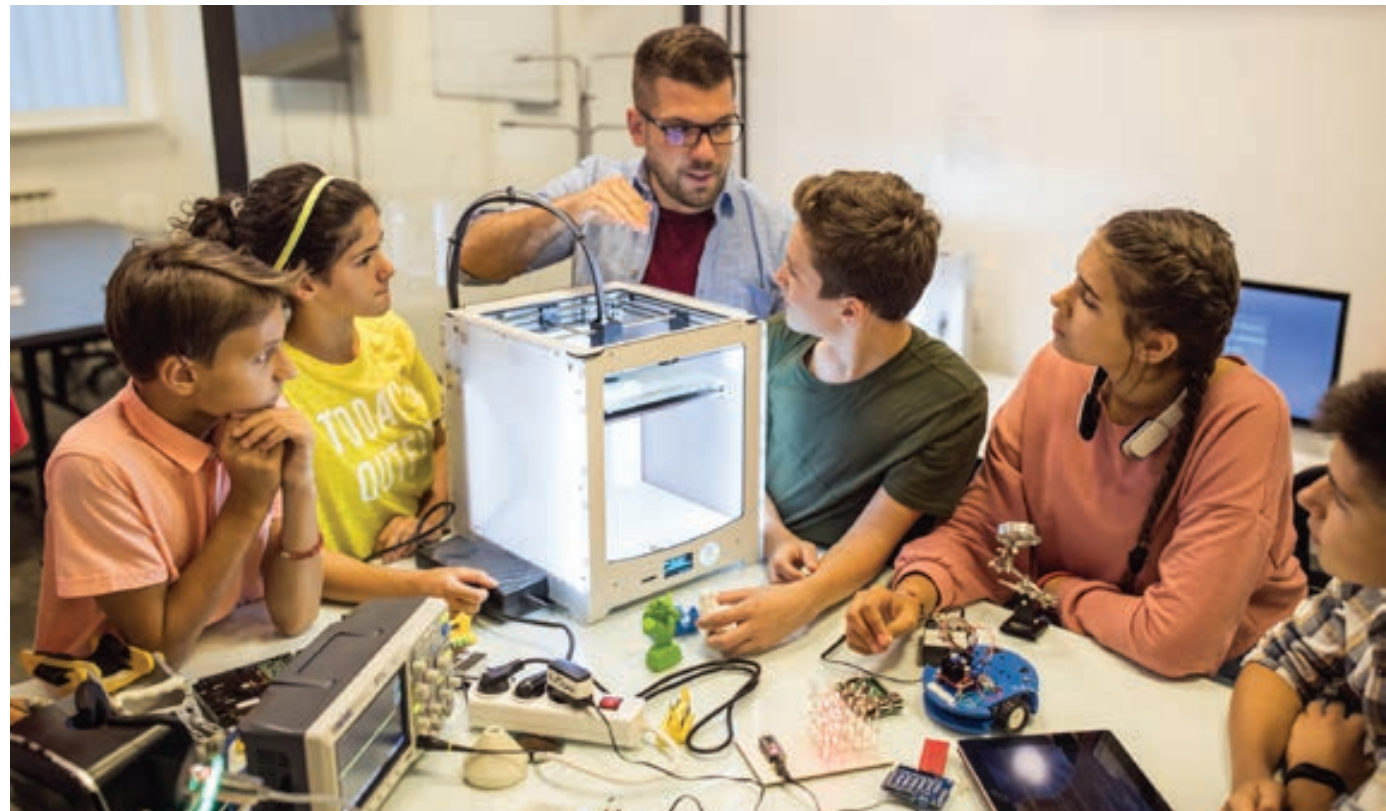
Since 2001, Element Education Schools, have been empowering students to discover their element by providing options which bring learning to life. Element Education is a non-profit which operates two publicly-funded schools, Dimensions Collaborative School and Community Montessori, dedicated to self-directed and personalized learning throughout San Diego County.

Community Montessori

At Community Montessori we have been serving students in the north county coastal area since 2014 and will be expanding its Carlsbad program to include grades 7 and 8. The lottery for enrollment takes place each spring for students wishing to enroll the following fall. Please visit www.cmcharter.org for more information.

Dimensions Collaborative

The Dimensions' story is about education in the 21st century. We believe education is at its best, when students discover, refine, and develop their gifts, talents, passions, and abilities in ways that benefit themselves and others as they prepare for the future. Students are learning to



Element Education Schools empower students by bringing learning to life.

adapt to a future that demands skills best acquired through personalized education. Computers, robots, and Google have replaced the need for people to do routine, tedious tasks or memorize and regurgitate information. The future needs people who think critically and creatively as well as, innovate and bring a passionate sense of purpose to the workplace and pressing issues of the time. These are skills continuously honed through personalized self-directed education.

Our mission is to curate robust,

personalized learning plans in partnership with students and parents which prepare students to be ready and thrive in their chosen life paths. These learning plans are at the heart of the program. Individualized and flexible, the result of ongoing collaboration between parent, student, and their CA credentialed Educational Facilitator (EF), the learning plan is designed to promote mastery, autonomy, and a sense of purpose as well as facilitate growth, performance, and achievement. In this plan, a combination of curriculum, resources,

experiences, and personalized learning environments needed to support the learning plan in ways that engage student interests and unique styles of learning are identified and facilitated. As such, we have developed vibrant personalized learning environments designed to facilitate self-directed learning through multi-faceted, flexible learning centers throughout San Diego County.

For more information about Dimensions please visit www.dimensions.org.



Community Montessori
Roots in the Community. Wings for the World
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At Futures Academy, students meet with their teachers one-on-one so there is no room for distractions or hiding in the back of the classroom.

Discover a better way to learn

Futures Academy is an accredited private school offering premium personalized learning for grades 6-12. Their course listing includes 170 core courses, 27 Honors, 18 AP and over 70 21st century electives. Futures Academy specializes in an innovative and student centric education model focused on one-to-one instruction. The school's unique one student, one teacher approach is the core principal behind its academic success.

Futures fosters a bully-free environment where customized learning and a content mastery philosophy allow for each student to progress at their own pace. Because students meet with their teachers one-on-one, there is no room for distractions or hiding in the back of the classroom. Instruction at Futures Academy creates a pathway to success for many students who can benefit from customized teaching and flexible

scheduling. When not in class, students have opportunities to socialize together through clubs and activities. Every day, Futures Academy provides a powerful alternative for parents whose children may not be living up to their full potential in a traditional school.

Futures Academy has two campuses in San Diego County with year-round, open enrollment for full-time or part-time schedules. Futures Academy is WASC Accredited and UC, CSU & NCAA approved. To schedule a no-obligation campus tour, call (866) 994-0920 or visit www.futures.edu.

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WWW.AGUAHEDIONDA.ORG



The Agua Hedionda Lagoon Foundation (AHLF) provides a great opportunity for children to have meaningful exposure to environmental education.

Learning from nature in our own backyard

Children growing up today will be responsible for making decisions that will shape the health of the environment tomorrow. To prepare them for such responsibilities, they need a sound environmental education.

Early environmental education experiences help shape values, perspectives, and understanding of the environment and how to interact with it. Yet, many children have little or no meaningful exposure to environmental education or opportunities to connect with the natural world.

At the **Agua Hedionda Lagoon Foundation (AHLF)**, we believe that every young mind deserves the opportunity to participate in hands-on environmental learning, and you make it possible. The support that comes from the Carlsbad community has given AHLF the ability to educate and develop almost 9,000 students across the community. This upcoming school year, we are aiming to educate a record 10,000 students and launch a pilot 7th grade science program.

Launched in 2006, the Agua Hedionda Lagoon Foundation's Academy for Environmental Stewardship is an innovative and cooperative program with San Diego county schools. The program's mission is to awaken in our local youth, the value of appreciating and caring for the natural environment. The program provides hands-on classes for kindergarten, second, third, and fourth grade students across 12 districts.

The Academy of Environmental Stewardship provides an unforgettable learning experience for students, over half of which are disadvantaged and have a low socio-economic status and encourages responsible interaction with our natural surroundings. All program elements are aligned with Common Core, History/Social Science, Next Generation Science Standards and STEAM concepts.

Consider becoming a member to help support and keep our educational programs advancing. Visit www.aguahedionda.org/membership



New CSUSM extended learning building opens in Fall 2019

This fall, **California State University San Marcos** is celebrating the opening of its new Extended Learning building, which will expand access to the university's unique educational resources in North San Diego County. The project features a 135,000-square-foot, six-story building and a new parking structure with 700 spaces.

Located in the North City development of San Marcos adjacent to CSUSM, the EL building connects to the rest of campus by a 200-foot-long pedestrian bridge and an accessible pathway.

As the largest academic building to be added to the CSUSM campus, the EL building is also the first academic building in California established through a public-private partnership. No state funds were used in the design, planning or construction of the project.

"This unique public-private partnership reimagines how we can build campuses and integrate education within our communities," says Mike Schroder, dean of Extended Learning. "The Extended Learning building has been meticulously designed to serve every student on our campus and to serve the community as well."

The building brings all Extended Learning operations under one roof for the first time, including degree programs, career and customized business training, online education, lifelong learning courses and global education programs. The new facility also becomes the home to a number of CSUSM academic programs; student support functions such as the Centers for Learning and Academic Success Services; community clinic and research programs such as the Speech-Language Clinic; administrative offices and more. Distinct event and conference spaces are available for the public to rent.



CSUSM's new building brings all Extended Learning operations under one roof for the first time. Image courtesy of Safdie Rabines Architects and Turner Construction.

Facilities in the EL building feature forward-thinking room design and technology geared for flexibility, sustainability and compatibility well into the future. Carefully planned to serve a variety of needs at CSUSM, the building includes 13 classrooms, ranging from 18 to 120 seats; biology, kinesiology

and nursing skills labs; a computer lab; and 14 conference, study and presentation spaces.

As the academic outreach branch of CSUSM, Extended Learning is a premier resource of education for individuals in North San Diego and Southwest Riverside counties. The education

experience in Extended Learning is tailored to meet the unique needs of its students, who come from many life experiences to seek personal or professional growth.

For the full selection of current Extended Learning programs, please visit csusm.edu/el

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NEW EL BUILDING OPENING IN FALL 2019

This fall, make your next career move with CSUSM Extended Learning. As a premier resource for academic degrees, career training and professional certificates, we have a full range of programs designed to take you to the next level in business, the health sciences, science and technology, and more.

Our new 135,000-square-foot building features transformational classroom design and forward-thinking technology geared to maximize your learning experience.

If you are ready to launch or change your career, we have a seat waiting for you!

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Great schools are at the foundation of great communities

The **Carlsbad Unified School District (CUSD)** is ranked the fourth best school district in San Diego County. The Niche ranking, factored from U.S. Department of Education data, includes state test scores, college readiness, graduation rates, teacher quality, reviews from students and parents, and more.

Our schools are a key part of what makes Carlsbad a great place to live – but great schools don't just happen.

California ranks 41st in the nation in per-student funding. In San Diego County, CUSD is the lowest-funded unified district and receives 22% less in per-student funds than neighboring San Diego Unified (recent statistics from Ed-Data show CUSD receives \$10,393 per student, compared to \$13,259 per student in San Diego Unified).

In order to provide an exceptional education, the **Carlsbad Educational Foundation (CEF)** partners with the dedicated leadership of CUSD to bridge the gap where state funding falls short. Last year, CEF invested more than \$1 million in music, science and innovational education programs for every student, grades K-12.

What would Carlsbad public schools look like without CEF?

CEF's district partnership pays for 100% of 2nd-grade robotics, K-8 Science Days, 5th-grade BizTown, 12th-grade Finance Park, middle and high school science lab assistants, and the salaries for every elementary school music teacher.

CEF also supports 25+ other enriching programs that truly make a difference for Carlsbad students and prepare them for their future.

Many CEF programs are part of STEAM education, an innovative learning



The Carlsbad Educational Foundation (CEF) partners with the dedicated leadership of CUSD to bridge the gap where state funding for schools falls short.

approach where Science, Technology, Engineering, the Arts, and Mathematics develop a student's critical thinking, communication, and problem-solving in subject areas that are relevant to today's tech-driven world.

CEF is the only organization in Carlsbad raising private support for these programs that benefit all 11,000 students in the CUSD. Every dollar CEF earns from donors, supporters, and fundraising events benefits Carlsbad public school students.

To support our students or learn more, visit www.CarlsbadEd.org/donate/



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Theoria Technical College is approved to operate by the Bureau for Private Postsecondary Education. Approval to operate means the institution is compliant with the minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations



SCORE peer-to-peer program designed for small business owners and leaders

The leaders of growing small and mid-sized companies confront the constant challenge of “doing more” with constrained resources in the face of increasing competition. The CEO Forums were formed by **SCORE San Diego County** to address these strategic issues in a peer group setting. Members of the Forums are passionate about improving the performance of their businesses through shared experiences and knowledge.

Each CEO Forum group is comprised of 10 - 12 executives from non-competing businesses who meet monthly as an ongoing team. The program provides time for executives to work **ON** their business, rather than **IN** their business. The venue provides an opportunity for the group to work through their specific business issues and is facilitated by two SCORE meeting leaders - retired senior executives who have launched, operated, bought, and sold successful businesses.

Periodically, outside expert resource presenters will be brought in based on the group's collective interests.



Become a strong leader, make better decisions and achieve improved results with CEO Forums.

The CEO Forum program will enable you to become a stronger leader, make better decisions and achieve improved results by

giving you new insights into your own business as well as the economy at large, and providing novel perspectives to stimulate

fresh ideas about your opportunities and challenges.

If you are responsible for the full operation of a business (e.g. CEO, President, Managing Partner, etc.), your company has been in business for at least two years with revenues of over \$1,000,000, and have two or more employees, you are a candidate for the CEO Forum.

Here's what Forum members are saying: “Having trusted peers as an outside resource is invaluable. Many times, someone who is not in the middle of dealing with your day-to-day issues can provide options you haven't thought of before.”

“The Forum provides a vehicle for us to discuss sensitive issues without securing high priced consultants. It allows us to network with great small business leaders. Their success is instructive, inspiring, and motivating.”

You can learn more about this program by contacting

Ron Woodhill at 858-748-2258, or visiting our website at sandiego.score.org.

Training early childhood educators

Theoria Technical College has set another milestone as it continues to spearhead the standard of early childhood education here in the state of California. The organization is proud to announce their partnership with the The Child Development Associate (CDA), a national credentialing committee that represents the standard where education and experience meet. Theoria Technical College is the only partnered school in the state of California.

It is an approved private postsecondary college, with college education classes that help early educators meet current state and national professional requirements.

Theoria's students now will have the opportunity to gain CDA core competence and a nationally recognized credential for early childhood education when they complete their course. Upon completion of their course they will also meet the requirements for the Department of Social Services

(Community Care Licensing Division) for teachers and directors of licensed childcare centers, preschools programs, infant and toddler programs, state and federal child development centers. In addition, as they finish classes with Theoria, students will now be able to receive the Associate Teacher's Permit through the California Commission on Teacher Credentialing (CTC).

Add this to Theoria's new Associate Degree program, where students can earn a degree in Early Childhood Education - making their classes more attractive in this industry nation-wide.

Theoria Technical College is an approved college by the Bureau for Private Postsecondary Education. It specializes in early childhood education and offers accelerated ECE units that students can complete by participating in their 2-day lecture on the weekends and occasionally weeknights. Theoria offers online and onsite classes.

For more information on how to enroll at Theoria Technical College, visit our website at www.TheoriaTechnical.com, call (760) 487-8436 or email info@theoriatechnical.com.

When aspiration and experience come together, you **SCORE**

If you are a small business person seeking to take your company to the next level, perhaps another set of experienced eyes might be what you need to accelerate your growth. The San Diego Chapter of SCORE has executives who passionately volunteer their time to work with aspiring entrepreneurs and small business owners. Whether they are teaching a workshop or providing one-on-one mentoring, they will offer educated advice, share their resources and help you reach your goals.

SCORE is a non-profit, 501(c)(3) resource partner of the SBA. The SCORE San Diego Chapter's main office is in Kearny Mesa with offices in the South Bay and Carlsbad.

MENTORING

SCORE offers free mentoring. Call us and we will match you with a mentor from our 80 plus volunteer mentors who have backgrounds and experience in all aspects of business.

WOMEN'S NETWORKING BREAKFASTS

These lively events provide an opportunity to network with other small business owners to present your product or service, and to hear speakers who will help you succeed in your business.

WORKSHOPS

SCORE offers 40 plus workshops on a broad range of comprehensive subjects for all phases of business needs. Visit our SCORE San Diego website for a complete list of all workshops and schedules for upcoming classes.

CEO FORUMS

SCORE acts as an organizer and facilitator of 10 to 12 member groups from non-competing businesses for the purpose of providing an opportunity for business leaders to discuss current business issues, strategies and experiences with their peers. The members meet once a month and all discussions are strictly confidential.



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MiraCosta College - College Smarter, Life Happier

If you're looking to land a perfect career, transfer to a university, or advance your skills, there's no better time. **MiraCosta College** is where dreams come true!

Just ask Pedro Torres, who came to MiraCosta College to find his calling and now has a Ph.D. as a molecular biologist. Or Kate MacArevey-Colello, a former stay-at-home mom who came to MiraCosta College's Technology Career Institute's Engineering Technician Program when her sons were nearing their teenage years, and now manages an Oceanside facility manufacturing surgical catheters. Or Gigi Goines-Lewis, who found a new job after discovering MiraCosta College's short-term vocational program in computer skills.

Each year, over 21,000 students enroll in for-credit classes at MiraCosta College's Oceanside and San Elijo campuses, with an additional 10,000 or so enrolling in non-credit, skills-building courses at the Community Learning Center or Technology Career Institute.

With hundreds of courses and more than 70 different disciplines from landscape

architecture to web design and biotechnology, at MiraCosta College you can take advantage of the most affordable path in higher education. Each year, nearly 2,000 graduates earn associate degrees and certificates providing the know-how and education needed for a new career or for transferring to a four-year college or university.

MiraCosta College offers the most affordable education anywhere. All first-time college students taking 12+ units a semester can receive two years of college for free. Returning college student? No problem. For only \$46 a unit and ample scholarships and grants available, MiraCosta has you covered.

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Award-winning Las Vegas entertainer headlines Carlsbad Library Gala fundraiser

Featuring a live musical performance by Elijah Rock.

The **Carlsbad Library & Arts Foundation** is celebrating its 20th anniversary Sept. 21 with a special "Night at the Library" Gala featuring a live musical performance by award-winning singer, dancer and actor Elijah Rock. The evening begins with cocktails at 5:30 p.m. followed by Mr. Rock's performance in the Carlsbad City Library's Schulman Auditorium and a unique dining experience within the library, located at 1775 Dove Lane.

Mr. Rock stars in "Vegas! The Show!" at the Planet Hollywood in Las Vegas and was recognized with an Ovation Award nomination for his role as the legendary Cotton Club star Cab Calloway in the musical revue, "I Only Have Eyes for You." His outstanding talents as a singer and entertainer were recognized by the NAACP when it honored him with the organization's Best Male Performer award.

Tickets to this special anniversary Gala are available for a donation of \$75 with proceeds going to support Carlsbad city libraries that circulate millions of books, videos and other materials each year. "Our libraries rank as one of the top attractions in the

region," Nassiri said. "Each month they draw more than 60,000 visitors within a city population comprised of about 110,000 residents."

"Carlsbad libraries are much, much more than book repositories," she added. "They serve as vital, vibrant community gathering centers that host author appearances, book club meetings, writing workshops, musical presentations, domestic and international film screenings, film and book streaming services."

All net proceeds benefit ongoing library and cultural programs as well as Carlsbad's three library facilities; Carlsbad City Library on Dove Lane, the Georgina Cole Library, 1250 Carlsbad Village Dr. and the Library Learning Center, 3368 Eureka Place.

Gala ticket information, registration and details are available at carlsbadlibraryartsfoundation.org or by contacting Foundation President Gita Nassiri at: gita@carlsbadlibraryartsfoundation.org or calling (760) 651-2523. Due to the popularity of the Gala and the limited number of tickets available, advance ticket purchase is required.

CARLSBAD LIBRARY & ARTS FOUNDATION PRESENTS

Night at the Library

CELEBRATING 20 YEARS

Annual Gala
Saturday, Sept. 21

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Carlsbad, CA 92011

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» SOCIAL MEDIA

Continued from Page 1

Discipline

Social media is a goldmine for employers looking to manage their workforce. But, enforcing discipline against employees based on social media information can cause many problems for employers, often related to privacy and protected leaves. Employers need to make sure to 1) be consistent when disciplining employees; 2) not coerce employees to provide their login information; 3) not retaliate against protected speech; and 4) not discipline for lawful off-duty conduct.

Social networking as harassment

Employees may offend each other with social media posts. This is off-duty conduct but should be addressed to the extent it 1) interferes with the workplace and/or 2) violates company policies prohibiting discriminatory or harassing behavior towards co-workers. Make sure to train employees on ways they can get in trouble for social media posts.

Digital addiction and modern accommodations

A digital addiction is more than a mindless, but incessant checking of a cell phone. A digital addiction creates a complete disruption of an individual's daily life and should be treated as a disability. If an employee has a digital addiction, employers must engage in an interactive process to reasonably

accommodate the employee's disability. Employers should also update their handbooks to address digital addictions and train managers to treat these addictions as a disability.

Managing performance in the digital world

All is not lost - employers have the ability to control cell phone use in the workplace. Employers should consider drafting a cell phone policy, which includes usage restrictions and cell phone etiquette.

Digital wage and hour issues

Smart phones clearly encourage work outside of normal business hours. Sporadic worktime outside of the workplace is difficult to track.

This creates issues for non-exempt employees who are technically working "off the clock" when responding to text messages or emails. Non-exempt employees are not allowed to "volunteer" to work for free and their time needs to be carefully monitored.

Though employers struggle with managing employees' use of social media, there are a multitude of options at their disposal. However, an employer should consult with an attorney before implementing new social media policies and procedures to ensure that they comply with state and federal law.

Patrice Nagle is an attorney with Fisher Phillips specializing in employment law. She can be reached at pnagle@fisherphillips.com or 858-597-9638.



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