



CITY NEWS
Survey shows Carlsbad business climate is positive

6

VOL. 36, NO. 8

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

SEPTEMBER 2019

www.carlsbad.org

CARLSBAD

BUSINESS

JOURNAL™



SPECIAL INSERT



2019 HOLIDAY PLANNING GUIDE



IN THE LOOP

BRET SCHANZENBACH

President & CEO
CARLSBAD CHAMBER OF COMMERCE

What is the "State" of our Community?

American industrialist and business magnate Henry Ford once said, "Coming together is a beginning, staying together is progress, and working together is success." As I reflect on my first *State of the Community* luncheon here in Carlsbad, I think Henry Ford was correct. Here are my thoughts.....

Coming Together

On Friday, Aug. 23, 500 business, civic, community and educational leaders converged to interact, network, collaborate and learn. **Carlsbad Unified School District** Superintendent, Dr. Ben Churchill, reported on the status of schools throughout the city of Carlsbad. He shared about some of the unique attributes of our schools as well as how many of our schools are going to be updated and modernized. One highlight that will stick with me relates to the Carlsbad High School Broadcast Journalism Team that was honored as the "Best Daily Newscast in the Nation" for an unprecedented 12th time. Amazing....

Our event also featured City of Carlsbad Mayor Matt Hall's "State of the City" address. While there were many great things shared, one item that

FOR EVENT PHOTOS, Page 5

PRESORT STD
U.S. Postage
PAID
Carlsbad, CA
Permit #67



5934 Priestly Drive
Carlsbad, CA 92008

Are you ready?

CAROLINA ALBAN-STOUGHTON
Communications Manager
CARLSBAD CHAMBER OF COMMERCE

September is National Preparedness Month, and no one takes this more seriously than City of Carlsbad Emergency Preparedness Manager and Chair of the Ready Carlsbad Business Alliance (RCBA), David Harrison. "Every year we hear the same public service announcements: develop an emergency plan, prepare an emergency kit, and sign up for alerts (AlertSanDiego). Yes, these are important, but by now, they should be DONE. Let's move beyond that," says Harrison, whose mission in Carlsbad is to protect the lives and wellbeing of the entire community should any disaster strike. "Having this responsibility means that, every day, I strive to make Carlsbad the best prepared city: monitoring our environment, incorporating lessons learned from recent disasters and developing the most accurate and comprehensive plans, adopting state-of-the-art technologies, building response and recovery caches."

In California, recent devastating fires, and the two strong July earthquakes, have put residents and businesses on edge. But have these warnings been enough for them to create something as crucial as an emergency plan to protect their families, employees, critical assets, etc.?

At the Carlsbad Chamber of Commerce's 2019 *State of the Community Luncheon* last month, David Harrison highlighted a couple of organizations - **Olivenhain Municipal Water District and Rancho Carlsbad Owners' Association** Emergency Response Team - that have programs that are worthy of emulation and examples of why readiness and preparedness should be part of every business' culture. In the end, it was the **Rancho Carlsbad Owners' Association** - Emergency Response Team, the

SEE PREPAREDNESS, Page 4

DAVID HARRISON

BUSINESS SPOTLIGHT

Make your next party a fiesta at Casa de Bandini

Diane Powers' Mexican restaurant, **Casa de Bandini**, is the go-to spot for North County businesses and residents looking for a fiesta. The famous restaurant draws San Diegans from all across the country to its location in **The Forum Carlsbad** for its vibrant dining rooms, lush patios, mouth-watering Mexican cuisine and giant margaritas.

Did you know Casa de Bandini also specializes in custom-designed events? Turn your next holiday party, banquet, office party, business function, retirement party, rehearsal dinner, wedding ceremony and reception, anniversary, birthday party, graduation or any other celebration into a fiesta!

"Our clients don't have to worry about anything, our party and event planners will take care of it all," said Gilbert Gastelum,



Add an even more festive flair to your fiesta with a serenaded evening by Casa de Bandini's world-class strolling mariachi band.

Casa de Bandini's general manager. "From the décor and ambiance to the food and drinks, our creative team thrives on creating custom events your guests will never forget."

Whether you're hosting 25 or 125 people, these seasoned professionals get the job done to create memorable experiences that will impress your guests. Choose from a variety of banquet

Celebrating 10 Years
at our Carlsbad Home!



1901 Calle Barcelona
Carlsbad, CA 92009
casadebandini.com
(760) 634-3443

and catering menu options made with fresh ingredients and traditional regional recipes — accompanied by 14 salsas and sauces made daily, and hot-off-the-grill handmade tortillas. Casa de Bandini also has an abundant

SEE SPOTLIGHT, Page 11

THE WESTIN CARLSBAD RESORT & SPA
CORDIALLY INVITES YOU TO ITS

SMALL BUSINESS HOLIDAY PARTY

A night of feasting, drinking, and dancing.

DEC. 12 • 4 PM - 8 PM
5480 GRAND PACIFIC DRIVE,
CARLSBAD, CA 92008

Call 760.827.2447 or email sales@westincarlsbad.com
by December 7 to purchase tickets.

THE WESTIN
CARLSBAD
RESORT & SPA



OFFICERS

Ahmed Haque	CHAIRMAN OF THE BOARD Clearway Energy Group
Deb Beddoe	IMMEDIATE PAST CHAIR Your Ops Manager
Michael Schroder	CHAIRMAN ELECT Cal State San Marcos
Rich Clark	TREASURER Fuzion Payments, LLC
Lupe Hairston	VICE CHAIR OF MEMBER SERVICES Freedom Window Cleaning
Paula Anderson	VICE CHAIR OF BUSINESS & COMMUNITY DEVELOPMENT First Citizens Bank
Catherine Magaña	VICE CHAIR OF PUBLIC POLICY Savvy Women Wealth Management
Matt Leonard AAMS*	VICE CHAIR OF ECONOMIC DEVELOPMENT Edward Jones
Josh Mazur	VICE CHAIR OF STRATEGIC PLANNING Upstream Consulting

BOARD OF DIRECTORS

Trent Andrews	Procopio, Cory, Hargreaves & Savitch, LLP
Aaron Byzak	Tri-City Medical Center
Dave Geier	San Diego Gas & Electric
Carlynn Grant	Museum of Making Music
Geoff Gray	Park Hyatt Aviara Resort, Golf Club & Spa
Michael Howes, AICP	Howes, Weiler, Landy Planning & Engineering
Brian Hughes	Ormi La Coast Resort & Spa
Frank Idris	LEGOLAND California Resort
Adam Jacobs	Fortis Fitness and Strength Training & YOGALLUX
Jessica Jones	Poseidon Water LLC
John Lek	Green Dragon Tavern & Museum, Inc.
Sue Loftin	Loftin Bedell, P.C.
Joseph Mishriki	Wells Fargo Bank
Ramon Oseguera	The Shoppes at Carlsbad
JR Phillips	The JR Phillips Group Inc.
Don Sando	Strategic Results Group
Liz Sheahan	Jacobs & Cushman San Diego Food Bank/ North County Food Bank
Amber Ter-Vrugt	Scripps Health
Mike Weseloh	Weseloh Chevrolet Kia
Scott White	New Village Arts Theatre

DIRECTORS EMERITUS

John R. Osborne	AT&T
Don Schempp	Torrey Pines Bank Carlsbad
Lou Storrow	Storrow Law, APC
Tim Stripe	Grand Pacific Resorts, Inc.

ADVISORY COUNCIL

Scott Chadwick	City Manager
Dr. Benjamin Churchill	Carlsbad Unified School District
Dr. Sunita Cooke	MiraCosta College
Ofie Escobedo	Lola's 7-Up Mexican Market & Deli
Mayor Matt Hall	City of Carlsbad Council Liaison
Sam Ross	Visit Carlsbad
Sandy Wilson	Camp Pendleton

STAFF

Bret Schanzenschach	President & CEO
Carolina Alban-Stoughton	Communications Manager
Margery Benkadi	Membership Sales
Gwen Bryson	Information Specialist
Kathleen McNary	Director of Corporate and Member Relations
Joseph Pimentel	Membership Coordinator
Darryl Reitmeyer	Director of Sales & Marketing
Edgar Rodriguez	Graphic Designer

ASSOCIATES

Advanced Web Offset Carlsbad Business Journal Printing

CHAMBER MISSION

"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."

760.931.8400	@carlsbadchamber
frontdesk@carlsbad.org	@carlsbadchamber
www.carlsbad.org	@carlsbadchamber
5934 Priestly Dr. Carlsbad, CA 92008	@chambercarlsbad

Published 10 months out of the year by the Carlsbad Chamber of Commerce.
Subscription price is deducted from dues of Chamber members.

INDEX

TO YOUR HEALTH	3
VILLAGE BEAT	6
CITY NEWS	6
SCHOOL NEWS	7
MEMBER DIGEST	8
MEMBER MARKETPLACE	10

SPECIAL INSERT

HOLIDAY PARTY PLANNING GUIDE

Spark your growth

Knowledge and discipline. Anyone who has endeavored to get in shape or learn a musical instrument knows that both are essential to success. A trainer or instructor can teach you the how, but they also drive the discipline to show up for workouts or to practice playing an instrument.

It's no different in business, with evidence in the growing demand for business coaches or courses and seminars with practical exercises. Now the Chamber's SPARK program can provide you a comprehensive platform to develop and implement a strategic business plan with a group of fellow business owners and the expert advice of facilitators and subject matter experts.

SPARK stands for Stimulating Profit, Accountability, Resilience & Knowledge. The program is the creation of Immediate Past Chair of the Carlsbad Chamber of Commerce Deb Beddoe of **Your Ops**



AHMED HAQUE
Chairman of the Board
CARLSBAD CHAMBER OF COMMERCE

Manager and Board Member Don Sando of **Strategic Results Group**. "My business benefitted greatly from my participation in the Chamber's similar Pathways to Success program as it transformed my company from 'growing a revenue stream' to 'growing a business'. I was determined to bring back a program like Pathways," explains Beddoe. Sando adds that "we've created a more robust curriculum based on what businesses need at the various stages of development. It's not identical to but rather an improvement

on Pathways to Success."

Each SPARK group will be limited to eight participants, with no more than one from an industry to ensure participants aren't matched with a potential competitor. The group will meet twice a month for two years, the first year being devoted to development of a strategic business plans and the second to execute and refine the plan.

In addition to facilitation by an experienced business consultant, the SPARK group will host subject matter experts on topics such as banking, HR, accounting, legal matters and others. But participants will also benefit greatly from their accountability to, and the collective experience of, their SPARK peer group. "Often, small business owners are left alone to brainstorm their own problems. Having a group of business owners who understand your business, who have their own business experience, and whom you trust is a great resource when you feel like you are tackling your problems alone," says Beddoe.

Sando explains that "studies indicate accelerated growth for small businesses that operate from a strategic plan; other studies show accelerated growth for those who participate in a guided peer group."

The program is paced over two years in recognition of the competing day-to-day responsibilities of participants. "There will be exercises between sessions such as analysis of competitors or investigation into customer needs, but there are things that business owners should do in order to create a growth plan for their business," adds Sando.

The first SPARK group will launch this October, but additional groups can begin at any time if there are enough participants. Costs are a fraction of what one could spend on a business coach or a myriad of courses whose subjects will be covered in the SPARK program.

To learn more about SPARK or to register, contact Deb Beddoe at deb@youropsmanager.com or Don Sando at donsando@strategicresultsgroup.com

Welcome back!

Our **Carlsbad Unified** students are back to school, full of enthusiasm and ready for a new year of learning and growing. It is an exhilarating time of the school year, as students meet their new teachers, reconnect with their old friends, and prepare to tackle new challenges and build on the skills they acquired last year.

These students are excited to explore and create, and our goal is to meet them with innovative approaches to education. We strive to provide our teachers with the training and resources they need to prepare our Carlsbad Unified students for their futures.

For example, many of our elementary school teachers have been impressed with the creative classroom results that our secondary teachers obtained by integrating 3D printers into their curriculum. To make this technology available to K-5 students, we offered training and access to these printers for interested schools.

Teacher Aaron Sottile, using an innovative online



DR. BEN CHURCHILL
Superintendent
CARLSBAD UNIFIED SCHOOL DISTRICT

professional development platform called Alludo, created a teacher training module on how to use a 3D printer in the classroom. Teachers from every elementary school responded to the opportunity, and when the teachers completed the training, their schools received a 3D printer.

The arrival of a printer at every elementary school sparked the imagination of teachers and students alike. Each school responded with its own ideas and activities to make the most of its printer.

A group of students at Kelly Elementary gave a presentation on how to use the 3-D printer to their peers on Science Day. The students demonstrated how to use Tinkercad, a program that



Teachers are including 3D printers as part of their curriculum. The arrival of a printer at every elementary school has sparked the imagination of teachers and students alike.

makes it possible to imagine something and then create it on a 3D printer. One teacher said, "It was awesome! Kids and teachers really got excited about its potential. We are super eager to give it a try in planning projects with our students."

Jefferson Elementary students enjoyed designing and 3D-printing in their classroom. One student made a microphone flag with the logo of their student "KJEF News" shown on it. Another student made a pencil bank.

A teacher at Poinsettia had her students, in groups, design

an item that could be useful at school. Then, based on their presentation and the usefulness of their design, winning groups were selected to print their creations. The schools responded with many relevant, hands-on activities, and there's a lot more to come.

Welcome back, students, parents, teachers, and all of our dedicated employees and volunteers. Thank you for your commitment to excellence in education for all students. Together, let's make it a great year!

Don't get burned by bad sunscreen

The sunny SoCal summer is finally here, and choosing the best sunscreen is a definite must! The sun is producing enough energy every second to power the Earth's current - energy needs for 500,000 years, but along with that immense energy comes harmful ultraviolet rays that can damage our skin.

The ultraviolet (UV) rays that reach Earth are 95% ultraviolet A (UVA) and 5% ultraviolet B (UVB). Both of these UV rays cause changes in the DNA of our skin that can lead to skin cancer, which is why it is essential to have a sunscreen that is as effective as possible at shielding your skin from these rays. Additionally, UVA causes premature aging of the skin and UVB causes the "burn" of a sunburn, so you can thank the sun for your extra , wrinkles and the peeling skin you've had in the past.



• So how can you tell if your sunscreen is effective at protecting your skin?

The first thing to look at is the sun protection factor (SPF) - this number protects you from UVB (the burning rays). The second is looking for the phrase "broad spectrum" which covers UVA (skin wrinkling rays). However, in 2011, the FDA passed "the Final Rule" which stated that sunscreens could no longer be labeled with an SPF over 50, containers must indicate "broad spectrum" if the sunscreen filters UVA, and sunscreen can no longer claim to be waterproof as there is no such thing. If the sunscreen is water resistant, the bottle will



Even if you are not going in the water, it is recommended that sunscreen is reapplied every 2 hours.

be labeled water resistant for 40 or 80 minutes letting you know when you need to get out of the water and reapply. Even if you are not going in the water, it is recommended that sunscreen is reapplied every 2 hours.

• And what's the deal with SPF, does it matter?

Well, a sunscreen with a SPF of 50 filters out two times the amount of harmful UV rays that a SPF of 30 does, and four times more than a SPF of 15, so yes the SPF really does make a difference. And if you're

stumped as to whether you should buy that SPF 50 or the SPF 80, anything over SPF of 50 is negligible. It is also important to note that sunscreens do not "block" out 100% of the sun's rays so there are no true sun blocks, all sunscreens unfortunately allow some ultraviolet radiation to reach the skin. So now you know when you head to your local store to pick out your sunscreen for the summer make sure it is SPF 50, broad spectrum and water resistant up to 80 minutes.

Having an emergency preparedness plan is a Cal/OSHA requirement. Failure to have this plan is a violation frequently cited by Cal/OSHA.

PREPAREDNESS

Continued from Page 1

organization that took this year's **Ready Carlsbad Business Alliance Commitment to Emergency Preparedness Award**. "It was a great personal honor to be recognized with the Chamber of Commerce's award," said Robert Culbert, who is the Chairman of the Rancho Carlsbad Emergency Response Team. "We began the emergency team in 2011 and with many years of persistent work it is what you see today, a team that is well equipped with radios and other emergency tools. We meet every month, have drills and provide emergency information to the community. David Harrison has been extremely helpful since the beginning and continues to advise us on emergency matters," added Culbert.

While presenting the award, Harrison highlighted why Rancho Carlsbad's Emergency Response Team stood out. "This organization has developed, updated and maintained a comprehensive emergency plan. It has planned for the safety of some of our community's potentially more vulnerable members and exercised the emergency plan in 2019 by conducting

a full-scale community evacuation. In addition, they routinely interface with other community preparedness organizations, it is made up of community volunteers and we believe stands without peer among like organizations."

For a business and for organizations such as the ones mentioned above, developing an emergency preparedness plan is not just something that's important to do, it is in fact complying with a Cal/OSHA requirement. Failure to have this plan is a violation frequently cited by Cal/OSHA.

For this reason, the Carlsbad Chamber of Commerce and the Ready Carlsbad Business Alliance, are teaming up to help small to medium sized businesses develop their own emergency preparedness plans. The workshop will take place on Friday, Sept. 27 from 7:30 a.m. to 9:30 a.m., but presenters will be available for an hour after the workshop to work with the attendees on a one-on-one basis.

One of those presenters will be RCBA Secretary Stephen Baruch. "A plan which is practiced, so people know what to do, has been shown to make a big difference in protecting people and speeding recovery," says Baruch, adding that "attendees will learn what a plan is composed of and

how to implement it." Joining Baruch will be Dennis Guseman from the Red Cross. "A strong community needs viable businesses. Viable businesses are ones who are best prepared to handle emergencies when they arise. Helping organizations prepare for inevitable emergencies is my way of helping the community to be strong," says Guseman. Co-Chair of the Ready Carlsbad Business Alliance and board member of the Carlsbad Chamber of Commerce, Josh Mazur, will also do a small presentation on cybersecurity during an emergency.

Getting ready

With hot temperatures, strong winds and Santa Ana conditions reminding us that fire season is right around the corner, Harrison wants to make sure that, at the very minimum, businesses and residents download the *SD Emergency App* as well as follow the City of Carlsbad's Facebook and Twitter social media accounts in case a fire breaks. Harrison's calm demeanor perfectly balances everything he is responsible for when it comes to preparedness and how ready and quickly he can deploy resources when needed. While he works tirelessly to keep the



Carlsbad Emergency Preparedness Manager, David Harrison, and Carlsbad Fire Chief, Michael D. Calderwood, present the RCBA Commitment to Emergency Preparedness Award to representatives of the Rancho Carlsbad Owners' Association Emergency Response Team, Ted Spriggs and Bob Culbert.



Harrison speaking at a RCBA Fire Awareness Symposium.

community he lives and works in safe, he knows that he can't do this alone. "Fortunately, I am assisted in this by Don Rawson Carlsbad PD Retired, and well-supported by city leadership and elected officials. Also, supporting me in this is Carlsbad Community Emergency Response Team (CERT) – resident volunteers of exceptional dedication and skill, all committed

to keeping Carlsbad safe, and the Carlsbad Chamber's Ready Carlsbad Business Alliance, which so generously contributed to community recovery after the 2014 Poinsettia Fire." Harrison, a retired Captain in the U.S. Navy has been serving as the City of Carlsbad's Emergency Preparedness Manager for twelve years and most recently was behind Carlsbad's Emergency Operations

Center (EOC) response to the 2014 Poinsettia Fire and coordinated the evacuation and sheltering support for neighboring jurisdiction evacuees during the 2017 Lilac Wildfire.

"My passion? It originates from and is motivated by my daily interaction with Carlsbad's very compassionate and generous residents. And, it is sustained by a very supportive city staff: Police and Fire First Responders; Emergency Operations Center personnel from every department; and shelter workers, largely drawn from Parks and Recreation and the Library staff. We owe them so much, and we are blessed."

Check out the ads on this page for information of upcoming emergency preparedness events!



INFRAGARD
SAN DIEGO
EARTHQUAKE
SYMPOSIUM

OCTOBER 9, 2019

7:00 a.m. – 4:00 p.m.

Qualcomm's Irwin Jacobs Hall, San Diego, CA

OVERVIEW:

InfraGard San Diego's first-ever Earthquake Symposium has assembled leading subject matter experts and regional leaders to facilitate a cross-sector discussion of the San Diego region's earthquake risk, potential critical infrastructure sector impacts, and preparedness planning. The recently documented potential for an interaction along the Newport-Inglewood/Rose Canyon fault zone suggests that offshore earthquake risk is greater than previously recognized. During a full day of learning, Symposium attendees will gain an understanding of the potential risk to San Diego's urban core and benefit from sessions on vulnerability assessments, early warning, situational awareness and social media, immediate response operations, survivor management, and impacts on critical infrastructure and local businesses. Given the recent spike in Southern California earthquake activity, this Symposium is imperative for all those responsible for public safety, business continuity planning and community welfare.

COST:

\$15

for InfraGard members and current law enforcement, fire and military (with verifiable government e-mail address).

/

\$25

for non-members

Ticket price covers the cost of lunch.

REGISTRATION:

<https://www.infragardsd.org/earthquake>

SPONSORED BY:

ReadyCarlsbad
BUSINESS ALLIANCE

CARLSBAD
CHAMBER OF COMMERCE

EMERGENCY
PREPAREDNESS
PLANNING
WORKSHOP

FRIDAY SEPT. 27
7:30 A.M. — 9:30 A.M.*

\$15 PRE-REGISTRATION
\$20 AT THE DOOR
(BREAKFAST INCLUDED)

LOCATION:

CARLSBAD CHAMBER OF COMMERCE
5934 PRIESTLY DR. | CARLSBAD, CA 92008

SEPTEMBER IS NATIONAL PREPAREDNESS MONTH!

Did you know Cal/OSHA requires an emergency preparedness plan for small businesses with greater than 10 or more employees?

Here's your chance to get yours started!
This 2-hour workshop will show you how to:

• Protect your employees

• Protect and enhance your critical assets needed to operate your business

• Ensure you stay in business after a major disruption

• Fulfill moral and legal responsibilities to stakeholders

• Enhance your company's image

• Build a culture of preparedness


Presenters:



STEPHEN BARUCH
Secretary RCBA



JOSH MAZUR
Co-Chair RCBA



DENNIS GUSEMAN
Red Cross

*Presenters will be available to answer questions for one hour after the workshop.

REGISTER AT WWW.CARLSBAD.ORG

2019 State of the Community

SOC

Continued from Page 1

stood out to me was the 1.5M sq. ft. of new industrial space added to our business park this past year. We currently have the 3rd largest industrial park in the county, behind San Diego and Otay Mesa. But Mayor Hall also shared that we generated over \$25M in tourism revenue. In the county of San Diego, that amount is second only to the city of San Diego itself. That combination of a strong industrial park and thriving tourism makes Carlsbad an economic asset to our entire region.... Finally, we also had a presentation from Claude Jones, Senior Director of Engineering at **Walmart Labs** in Carlsbad. He shared the story of how Walmart Labs ended up here and he discussed how North County is becoming a tech hub for the entire region. Walmart Labs is the e-commerce backbone for Walmart globally. The fact that they are here is a huge testament to both our quality of life and our high caliber talent pool.

Staying Together

While there are many positives going on in our community, there are challenges ahead of us as well. The two top challenges that stuck with me from the Mayor's speech were the growing homeless population and traffic issues. Both of these are regional issues that will involve large scale collaboration from all of us to move the needle in positive directions and achieve true lasting results. There are no easy-fix solutions to these complex issues. To me, however, that just means there is a greater chance for strong leadership to make an impact.

Working Together

The Chamber is very excited about the future for Carlsbad. Our goal is to act as an economic catalyst, a convener of business, civic and community leaders, and serve as a champion for our community. We look forward to collaborating with all of you to help make Carlsbad the best place to live, work, play, shop, dine, visit and vacation - for the betterment of our whole region. Ready to get going?

Below are some of the moments captured at our 2019 State of the Community Luncheon. Huge thanks to our member, Ann Landstrom with Ann Photography, for documenting our event!

1. From left to right standing: Tony DiCataldo, Julie Zahner, Janean Stripe, Tim Stripe, Carlsbad Mayor Matt Hall and Jeff Segall. From left to right sitting: Lisa Omori, Kathy Owen, former President and CEO of the Carlsbad Chamber of Commerce, Ted Owen, Diane Proulx.
2. From left to right standing: Carlsbad Councilmember Keith Blackburn, Karen Baird, Warren Ruis, and Carlsbad Police Chief Neil Galucci. From left to right sitting: Joleen Schanzenbach, Carlsbad Chamber of Commerce President and CEO Bret Schanzenbach, Katie Scanlan, Erica Martin and Adam Smith.
3. From left to right standing: Yolanda Apalategui, Carlsbad Emergency Preparedness Manager and RCBA Chair David Harrison, Ted Spriggs, Bob Culbert, Carlsbad Chief Innovation Officer David Graham, Amber Ter-Vrugt. From left to right sitting: Elaine Bradford, Eddie Bradford, Shawn Forrester, Carlsbad Mayor Pro Tem Priya Bhat-Patel.
4. Walmart Labs Sr. Director of Engineering, Claude Jones, and his wife, Constance Jones.
5. From left to right, Julia Teske, A.J. van de Ven, Rick Capitanio and Marissa Musgrave.
6. Sandi Star, Rachel Ivanovich, Natalie Walker, Melanie Robertson, Samantha Robertson.
7. Carlsbad Mayor Matt Hall
8. From left to right: Taylor Mason, Linda Spector, Mark Stackle, Laina Harris, Robert Westfall and Hanna Scott.
9. JR Phillips, Belle Flanagan and Rosemary Eshelman.
10. Jonathan Martin, Carolina Gonzalez, Mark Sanders, Joe Mishriki, Citlaly Dillon, Jennifer Soper, Lupita Magana. Sitting from left to right: Brian Lucero and Xiomara Arroyo.

Survey shows Carlsbad business climate is positive

Every two years, we survey Carlsbad businesses to assess our overall business climate and gauge how the City of Carlsbad can help improve it. The results of the 2019 survey are largely positive and provide a snapshot of where Carlsbad business has been and where it is likely going.

The big takeaway from this year's survey is that four out of five respondents believe Carlsbad is a good or excellent place to do business, and Carlsbad's quality of life is a driving factor in why firms locate here. One-third of the respondents (32%) cited quality of life as a primary reason for choosing Carlsbad, and 41% said they are here because their founders live here. Thirty percent said that they see Carlsbad's business climate improving in the near future, while half said they expect it to stay the same. Fewer than 10% see it worsening.

An interesting finding is that Carlsbad is undergoing an entrepreneurial boom, with 34% of businesses indicating they have been in business less than five years. This is significantly higher than the previous survey's result in 2016, when 20 percent of businesses were fledgling.

Access to talent is both a boon and a concern for local businesses. Eight and a half percent of businesses cite proximity to highly



CHRISTIE MARCELLA
Economic Development Manager
CITY OF CARLSBAD

skilled talent as a reason for locating here, which is higher than the previous survey's result of 6.7%. However, more than one in five respondents, 22%, said that the high cost of living was their most significant challenge in recruiting skilled talent.

The firms that cite proximity to skilled talent as a reason for locating here are predominantly in the export-oriented and/or innovative bracket, such as information and communications technology, manufacturing, research and development, life sciences, action sports manufacturing and cleantech.

Conversely, businesses in the retail, wholesale trade, and professional and business services sectors report that increased regulatory pressure has made it more difficult to recruit qualified entry- and mid-level employees at manageable wages.

Nonetheless, Carlsbad's business climate is generally positive.

"The overall picture



Leap Coffee, LLC, located at the Carlsbad Gateway Center, provides a unique specialty coffee roasting and cafe experience. According to the report, entrepreneurial activity has increased in Carlsbad compared to the 2017 survey.

is in general businesses are pretty happy," said Josh Williams, president and principal researcher for Carlsbad-based BW Research, which conducted the survey. "Carlsbad's economy is surprisingly diversified for a mid-sized city; it has a lot of export-oriented industry."

That diversification and export orientation contributes to our city's economic well-being.

"The nice thing about those firms is they're pulling money from outside the region," Williams said,

with over half of them enjoying sizable national and international customer bases.

Moreover, four of the city's five major industry clusters – action sports, life sciences, cleantech, and information and communications technology – command relatively high annual incomes, averaging above \$100,000. The hospitality and tourism cluster commands lower than average annual earnings.

"Highly innovative industry clusters have an employment multiplier of

about five," said Williams. "For every job those industries create, they can generate five additional jobs, as money drawn from outside the region stimulates economic activity."

Only action sports manufacturing, among Carlsbad's industry clusters, experienced an employment decline since 2016, with a 7.5% decrease. That is consistent with macro-economic trends for that industry, and Carlsbad's presence in this sector remains strong, with employment 37.4 times the

national average.

However, because Carlsbad's economy is so diversified, other industries took up some of that slack, as cleantech, life sciences, and information and communications technology all reported employment growth. Hospitality and tourism remained stable.

Carlsbad has an estimated 5,353 businesses that generated over \$24.2 billion in overall sales in 2018. They employ about 82,000 workers with average annual earnings of \$77,688.

One of our major takeaways from the survey is that Carlsbad has an innovative spirit and energy that make our city an exceptional place to do business. We're committed to keeping that spirit alive.

For this year's study BW Research contacted more than 4,000 companies, and 394 firms participated in a phone or web survey. The full "2019 Carlsbad Business Report" can be accessed on the city's Business Resources webpage at www.carlsbadca.gov/business/resources.asp.

MiraCosta College is breaking [new] ground



DR. SUNITA ("SUNNY") COOKE
Superintendent/President
MIRACOSTA COLLEGE

Get ready for a new look! The MiraCosta Community College District is hitting stride as campuses undergo a physical transformation thanks to a \$455 million general obligation bond approved by voters in 2016 to modernize aging facilities. MiraCosta College's students and leadership thank you for the continuous support and vote of approval of Measure MM. None of this could have been possible without the trust and support of our community.

We look forward to sharing the progress on all capital improvement projects underway throughout the district. Make sure to mark your calendar for October 22, 2019, for MiraCosta College's Report to the Region and Community Breakfast.

The San Elijo Campus has been a beehive of activity with modernizations already completed or underway in several labs and instructional buildings, and construction set to begin in September



The latest project at the Oceanside Campus began on July 18 with a ceremonial groundbreaking for a new athletic field.

2019 on a \$12.4 million, 10,700-square-foot Student Services and Administration Center that will provide a new gateway and face to the campus.

The latest project at the Oceanside Campus began July 18 with a ceremonial groundbreaking for a new athletic field. This \$9.95 million endeavor will yield a new, international-size soccer field and a multi-purpose area ringed by a walking and jogging path, which will

be open to the community. New restrooms and offices are also included in this project with a targeted completion date of fall 2020.

Over at the Community Learning Center in Oceanside, construction is set to begin soon on a \$12.3-million Student Services Building. This project will provide student-friendly space that consolidates student study and resource spaces along with staff space into a single

dynamic environment. A new campus quad is also being constructed with this project. A completion date of November 2020 is anticipated.

Other projects include:

- Construction of a \$28-million Allied Health Building at the Oceanside Campus with state-of-the-art simulated operating rooms, as well as labs and classrooms and is set to begin in August 2021.

- Construction of a \$36-million chemistry and biotechnology building at the Oceanside Campus with nearly 21,000 square feet of space that will provide the room needed for the college's expanding baccalaureate program, which graduated its initial cohort of students with a bachelor's degree this past May. Work is set to begin in November of 2021.

- Construction of a \$54-million Student Services Building with more than 39,000 square feet of space at the Oceanside Campus could be completed by spring 2023. The new student services center will consolidate and update offices scattered throughout the college.

- Construction of a \$37-million gymnasium, locker rooms, classrooms for athletics instruction, and a wellness center at the Oceanside Campus. This project is tentatively set to get underway by summer 2021.

Also on the list: a new parking lot and an \$13.3-million renovation of the Administration Building at the Oceanside Campus, along with a \$5.3 million renovation of the San Elijo Campus library, all set to begin in July 2020.

Overseeing spending and making sure deadlines are being met is the MiraCosta Community College District's Independent Citizens' Bond Oversight Committee (ICBOC). ICBOC released their 2018 Annual Report available for public review at miracosta.edu/icboc. Meanwhile, both Moody's Investor Services and Standard & Poor's Global have rewarded MiraCosta College's sound financial stewardship with their highest ratings possible.

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 Airport * Jacumba * McClellan-Palomar
- * Ocotillo * Ramona

County of San Diego AIRPORTS

For More Information, Please Visit Us Online: www.sdcountyairports.com

The County of San Diego - Department of Public Works - Airports



Taste of Carlsbad Village is a fantastic way to be introduced to the exquisite dining scene in downtown Carlsbad.

The return of a unique culinary experience by the sea

The dining scene in **Carlsbad Village** is on the move! With everything from a Bib Gourmand Michelin-rated restaurant to an artisan doughnut shop, downtown Carlsbad has something for everyone in its walkable, ten-block seaside Village.

Taste of Carlsbad Village is a fantastic way to be introduced to the exquisite dining scene offering the essential culinary must-have to the hottest new eats. *Taste of Carlsbad Village* allows you to experience first-hand the best restaurants, chefs, wineries, and craft brews the Carlsbad food scene has to offer.

On Thursday, Oct. 10, join us for one amazing night of food, fun and family at the *Taste of Carlsbad Village*, sponsored by Mission Federal Credit Union. With



CHRISTINE DAVIS
Program Manager
CARLSBAD VILLAGE ASSOCIATION

35 local restaurants aimed to delight your taste buds, you are sure to leave full and content! We are excited to have the newest Village gourmet addition, Jeune et Jolie, joining us this year, right alongside restaurants like **Campfire**, **Vigilucci's**, Gregorios, Caldo Pomodoro, **Blue Water Grill** and others who have been involved from the start. Each restaurant will be serving up savory tastes from their extensive menus from 5 p.m. to 8 p.m. Eateries like

The Goods, **Gaia Gelato**, Swirlicious and others will be serving up sweet treats. For an additional cost you can upgrade to a combination "Food and Sip Stop" ticket and enjoy local wine and craft beer at 15 different *Sip Stops* located in local businesses along the route. Non-alcoholic *Sip Stops* will be available as well serving up kombucha and cold brewed coffee. For two years in a row, this event sold out in advance and we anticipate it will again. Come find your new favorite restaurant at *Taste of Carlsbad Village*.

Experience Carlsbad Village. There's something here for everyone!

Tickets are now on sale for the *Taste of Carlsbad Village* at www.carlsbad-village.com/events/taste-of-carlsbad-village.

AUTUMN FANTASY

25th Anniversary

Hats Off

Come Celebrate Children!

Saturday, October 19, 2019
Park Hyatt Aviara Resort
Carlsbad, CA

Celebration Begins 10:30 A.M.

Raffles, Silent and Live Auctions,
Lunch & Live Entertainment with
Complimentary Valet Parking

\$100.00 per person
(\$50.00 deductible ALNC ID 33-0530220)

All Proceeds STAY in Our Communities
Carlsbad, Oceanside, Vista, Camp Pendleton

Reservations & Contributions can be made at:
www.alnc.org

AL
assistance league®
North Coast

MEMBER DIGEST

VOL. 35, NO. 9

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

SEPTEMBER 2019

INSIDE

> Member Renewals
> New Members
> Member Marketplace
> Members on the Move

Through page 11

Grow your business with TechBytes!

We are always encouraging new and existing members to get involved with a Committee. I constantly hear from members how involvement in a committee is the way to get the most out of their membership. Our committees vary greatly in their topics and structure, but universally by joining a committee, you will have the opportunity to build relationships with other Chamber members and make valuable contributions to the business community.



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

In addition to finding new relationships and making contributions to the community, one of the many benefits of belonging to the Carlsbad Chamber is access to valuable, low-cost (or no cost) educational,

professional development programs.

One committee has gone above and beyond their regular meetings to design, cultivate and launch a new program. We are proud to announce the Carlsbad Chamber's Technology Advisory Committee (TAC) is launching a series of workshops open to the membership this month called TechBytes.

A little background on the Technology Advisory Committee: TAC educates Chamber members on the

use of technology and how it can benefit their business. This is accomplished by presenting free workshops on various topics during each committee meeting. TAC also keeps the Chamber on the cutting-edge of technology in order to better serve its members, meeting at 7:30 a.m. on the third Tuesday of the month.

Beginning this month, join TAC with exceptional presenters and panelists for TechBytes, a series designed to help grow your business at the Carlsbad Chamber. The

TechBytes Series sessions will occur once per month from 11:30am-1:30pm on the Thursday following the monthly Tuesday TAC meeting. From 11:30-11:45 there will be networking, the formal workshop will run from 11:45-1:15, followed by a tech panel discussion/Q&A from 1:15-1:30.

The topics include the following: *Why Technology is Valuable to Your Business* and *What You Really Need to Succeed; Building a Great Website- Do You Have One and Why You Need One*; SEO

Explained and the DIY: Getting Googalicious; Let's Get Social: How Social Media Changes the Business Landscape; Connecting with Contacts: Leads, Prospects, Clients and Management.

The first TechBytes session begins on Thursday, Sept. 26, \$34 for members and includes light snacks and drinks.

Please visit www.carlsbad.org/events page for updated details and information on this and all future TechBytes sessions.



SEP 18 • 5 - 7 PM

Casa De Bandini
1901 Calle Barcelona
Carlsbad, CA 92009

Join us at Casa de Bandini for the September 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 (9/17/19). After that, walk-in price goes up to \$20 for members.



SEP 20 • 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.



OCT 4 • 7 - 9 AM

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

Jim Minarik, as a CEO, has an exceptional 25-year record of growing, managing and ultimately realizing value from U.S. and foreign public, private and private equity owned consumer technology businesses. During his tenure as chief executive officer of DEI from 2000 to 2016, Jim consistently demonstrated his ability to recognize opportunity to create hundreds of millions of dollars of shareholder value. Jim will explain "Why every CEO or Founder should have a Coach."



Jim Minarik

You will learn:

- Why coaches aren't just for sports.
- How you can win big with an effective coach.
- How to find a coach that's right for you.

CHAMBERNET10



TRADEMARK LAW

WORKSHOP **SEPT. 10 • 11:30 A.M. - 1 P.M.**
\$10 FOR MEMBERS | \$20 GENERAL ADMISSION

Thomas is a business attorney and in his 16th year of practice. As a graduate of the University of San Diego, he specializes in business litigation, entity formation, contract drafting, and trademark registrations. Attend the September 10 ChamberNet10, enjoy lunch, and learn all about:

- Types of available trademarks
- How to research availability
- Filing process and cost
- How to enforce/protect the mark



THOMAS LADEGAARD
Law office of Thomas E. Ladegaard

MEMBER RENEWALS

ARK Architects, Inc.
American Cancer Society
Army and Navy Academy
Beckman Coulter
Bluewater Grill Seafood Restaurant and Fish Market
Board & Brew (Coastal Carlsbad)
Brubaker & Associates, Inc.
California Bank & Trust (Carlsbad Branch)
California Strategies
Carefree Vacations
Carlsbad Charitable Foundation
Casa de Bandini
Children's Primary Care Medical Group, Inc.
CoCo Rose
Community HousingWorks
Curtis Management Company, Inc.
Cushman & Wakefield
Democratic Club of Carlsbad/Oceanside
Discovery Children's Dentistry and Orthodontics
EVA Green Power, Inc.
El Puerto Mexican & Seafood
Element Education, Inc.
The Estate Planning and Legacy Law Center
Eternal Hills Memorial Park, Mortuary & Crematory
The Fields Church
Gems of La Costa
Grand Pacific Resorts, Inc.
Guide My Finances
Intercare Insurance Solutions a HUB International Co.
JLab Audio
The JR Phillips Group Inc.
Ken May Insurance Services
Las Villas De Carlsbad, an Elmcroft Senior Living Community
LendSpark Business Financing
Leone, Huffman & Associates
Linda's Gift
Logicopy
McClellan-Palomar Airport
McDonald's of Palomar Airport Road
Minuteman Press
Mission Electric Supply, Inc.
North Coast Signs
North County Lifeline
Palmarius Advisors (Joseph Durkin)
Retirement Solutions, Inc.
Roosevelt Pizzeria
Ryan Video Productions
SD Trophy
Sandwritten
Sciacca Development Corporation
Strategic IT Group
Tommy Hilfiger
Trinity Biotech, Inc. (MarDx Diagnostics, Inc.)
USAOPOLY, Inc.
Wells Fargo Advisors
Wet Seat Sport
YMCA (Magdalena Ecke Family)

Accounting

Net Result
James Clame
PO Box 500641
San Diego, CA 92150
(858)663-4321
net-result.biz
Operations/Accounting Technology Consultant

Koster Bookkeeping Solutions

Karen Koster, EA
2647 Gateway Rd., Ste. 105-104
Carlsbad, CA 92009
(442)226-2448
kosterbookkeepingsolutions.com
Karen Koster, EA, is an experienced and qualified bookkeeper with over 30 years of accounting experience.

Clothing & Accessories

Brazil My Love
Monica Berry
San Marcos, CA 92069
(619)889-0590
Brazil My Love is a company bringing the best quality of Brazilian fashion products for America and the world, with the intention to shine at the beach, pool, cruise, with our collections of bikinis, swimwear, trunks, suits, hats, bags, shorts, T-shirts, wraps, accessories.

Dog Training

Performance K9 Training & Boarding
Christina Macone-Greene
30924 Mission Rd.
Bonsall, CA 92003
(760)644-5166
performancek9training.com
Performance K9 Training is a boutique dog training and boarding facility founded by award-winning trainer and USA world competitor, David Greene.

Education - Learning Programs & Tutoring

Beacons, Inc.
Lucile Lynch
6150 Yarrow Dr., Ste. E
Carlsbad, CA 92011
(760)448-6230
beaconsnorthcounty.com
Beacons Inc. provides workforce development and job transition services for individuals with developmental disabilities. Partnering with Carlsbad businesses, Beacons trains clients for entry level jobs.

Elder Care

San Diego Compassionate Caregivers, Inc.
Renata Mayorga
2173 Salk Ave., Ste. 250
Carlsbad, CA 92008
(760)390-0091
sdcompassionatecare.com
Independently owned and operated home care agency based out of Carlsbad that provides quality senior and spinal cord injury non-medical care throughout San Diego.

Creating New Hope

Nina Vincent
Carlsbad, CA 92010
(925)588-6408
creatingnewhope.org
Creating New Hope, senior living advocates specializing in identifying quality care communities you can feel good about.

Emergency Equipment & Supplies

Hartwell Medical
Gary Williams
6354 Corte Del Abeto, Ste. F
Carlsbad, CA 92011
(760)438-5500
hartwellmedical.com
For more than 25 years we have seen significant technological advances in the emergency care industry and are proud to have played a key role in the research and development of improved patient care equipment and techniques.

General Contractors

Resicom Building & Restoration
Daniel Garcia
934 S. Andreasen Dr., Ste. B
Escondido, CA 92029
(858)227-9700
resicom.com
We are a disaster restoration and full-service General Contractor. We service any residential and commercial space with craftsmanship and integrity.

Gifts & Collectibles

The Wishing Tree Company
Patty Berg
PO Box 236067
Encinitas, CA 92023
(760)753-1760
thewishingtreecompany.com
Thank your best clients and employees with our beautiful garden and patio trees. All-inclusive package: Fancy Gift Basket, personalized Tree Tag, delivery and Planting!

Health & Wellness

Cereset Carlsbad
Donna Johnson
3141 Tiger Run Court, Ste 113
Carlsbad, CA 92010
(442)204-1063
cereset.com
Cereset is technology that assists the brain to relax, rebalance, and reset. Clients report improved sleep, energy, mood, focus, and ability to cope with stress.

NEW MEMBERS

Home Care Services

Brightstar Care of Carlsbad
Susie Sweiger
2185 Faraday Ave., Ste. 110
Carlsbad, CA 92008
(760)448-1021
brightstarcare.com
BrightStar Care provides a higher standard of medical and non-medical home healthcare services: RN supervised, 24/7 phone answer, Joint Commission Accredited.

Marketing & Consulting

Beacon SEO
John Victorino
Vista, CA 92084
(760)260-9007
Beacon SEO helps businesses get in front of their real clients using SEO & Facebook ads.

Manufacturers & Distributors

Eufora International
Beth Bewley
3215 Executive Ridge
Vista, CA 92081
(800)638-3672
eufora.net
Manufacturer of prestige eco-friendly Salon professional products and a leader in providing advanced industry education. Eufora products are sold worldwide only through independent distribution to independent salons and spas.

Medical Clinics & Groups

North County Health Services (NCHS)
Rich Talmo
150 Valpreda Rd.
San Marcos, CA 92069
(760)736-6700
1295 Carlsbad Village Dr., Ste. 100
Carlsbad, CA 92008
(760)720-7766
605 Crouch St.
Oceanside, CA 92054
nchs-health.org
North County Health Services (NCHS) is a private, not for profit, healthcare organization that operates eleven health centers in the cities of Oceanside, Encinitas, Carlsbad, Ramona and San Marcos. Since 1971, NCHS has been providing, medical, dental, vision and women's health services to our diverse populations in North San Diego County.

Restaurants

Cold Beers and Cheeseburgers
Zachariah Brash
660 Carlsbad Village Dr.
Carlsbad, CA 92008
(480)941-0101
coldbeers.com
CBCB menu features only the freshest ingredients; a tasty selection of appetizers, mouthwatering char broiled half pound burgers and classic sandwiches, salads, char broiled hot dogs.

Island Ali'i BBQ & Local Food

Vico Aman
2675 Gateway Rd., Ste. 101
Carlsbad, CA 92010
(760)930-1000
islandalii.com
In Ancient Hawaiian time, an "Ali'i" was a High Chief or King that lead its people. Our restaurant aims to serve food, fit for a King and invites you to experience the joy and culture of Hawaii through our food and love of Aloha!

Leucadia Pizza Carlsbad

Chip Conover
959 Tamarack Ave.
Carlsbad, CA 92008
(760)434-2222
leucadiapizza.com
For almost 40 years, family owned and operated, Leucadia Pizza has been serving up and delivering specialty pizzas, pastas, salads, subs and desserts. Located in the Vons center.

Black Rail Kitchen + Bar

Jennifer Gottesman
6981 El Camino Real, Ste. 103
Carlsbad, CA 92009
(760)931-0020
blackrailkitchen.com
An upscale neighborhood bar serving great food in an elegant setting.

Water Filtration & Conditioning

Agape Waters Plumbing
Freddie Salas
San Marcos, CA 92078
(760)672-3133
agapewaters.com
Agape Waters is an environmentally conscious Plumbing Company focused on providing practical and energy efficient plumbing solutions to help minimize the use and waste of our natural resources.

Weddings

Wedgewood Weddings
Sandy Bonner
890 Palomar Airport Rd.
Carlsbad, CA 92011
(760)331-8421
wedgewoodweddings.com
Since 1986, Wedgewood Weddings has revolutionized the way couples plan their wedding to give them a happy and stress-free engagement. And we can do exactly that. We want to be a source of inspiration for couples who refuse to settle for anything less than a fun and memorable engagement.

PALOMAR FORUM BUSINESS PARK

BUILDING FEATURES

- Unit Sizes from 854 - 4,700 SF
- High Quality New Construction
- High Visible Identity at the Corner of Palomar Airport Road and Melrose Avenue
- Parking Ratio 3.3/1.000
- On-Site Leasing Office
- Flexible Lease Terms Available

Phase II - Now Open
3141 Tiger Run Court, Suite 104, Carlsbad, CA 92010
Shelly Tinder (760) 599-6111




DRE# 01394870




THE LUND TEAM INC.
A Family Real Estate Company Since 1982
760.438.0800 | www.LUNDTEAM.com

Celebrating more than 35 Years!



NCYP "HOPPY HOUR" AT



\$10/PERSON ADMISSION
(Includes admission & appetizers!)

WEDNESDAY, SEPT. 25, 2019
5 P.M. - 7 P.M.

Rancho Carlsbad Golf Club
5200 El Camino Real, Carlsbad, CA 92010
ranchocarlsbadgolf.com

ABOUT NCYP:
Started by the Carlsbad, Oceanside, San Marcos and Vista chambers of commerce, the North County Young Professionals is geared towards young professionals ages 21-39 who are interested in professional development and networking.



PERFORMANCE
K9 TRAINING
& BOARDING

760-685-6804
info@performancek9training.com
performancek9training.com



Total Security, Without Compromise SINCE 1978

- Intrusion / Fire Detection
- Video / Audio Verification
- Alarm Response
- Patrol Services
- Guard Services
- Access Control
- CCTV



Contact us at:
(800) 303-8877
info@rsfsecurity.com
www.RSFsecurity.com

Licenses:
Contractors#427169
AlarmCo#A001142 Patrol#PP09357

WWM FINANCIAL **LIVE YOUR LIFE...**

Catherine M. Magaña
Managing Partner, CFP®
catherine@wwmfinancial.com

Scott McClatchey
Wealth Advisor, CFP®
scott@wwmfinancial.com

2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011
www.wwmfinancial.com

- Asset Management
- Financial Planning
- Estate Planning

760.692.5190 office
760.692.5162 fax




New Membership Benefits

✓ Benefits program with special pricing through MetLife

✓ Employee learning center

✓ Award winning HR solution center

✓ The #1 rated benefits administration platform



MetLife


We have formed a partnership with MetLife to provide you with special products, rates and coverage options for you and your employees.

✓ Products available down to 2 employees


✓ No employer contribution required

✓ No participation requirements


✓ Preferred pricing




Dental




Vision




Disability




Life



Legal



Pet



KingBenefits
Insurance Solutions, Inc.

KingBenefits has been a valued partner of the Carlsbad Chamber of Commerce for over 25 years. They specialize in strategic employee benefit planning, HR technology and compliance strategies for small to mid-size businesses. Through our relationship with KingBenefits we are now able to offer additional benefits to our members.

Benefits Administration Platform

- ✓ Online Enrollment
- ✓ On-Boarding
- ✓ ACA Compliance
- ✓ Customized Reports

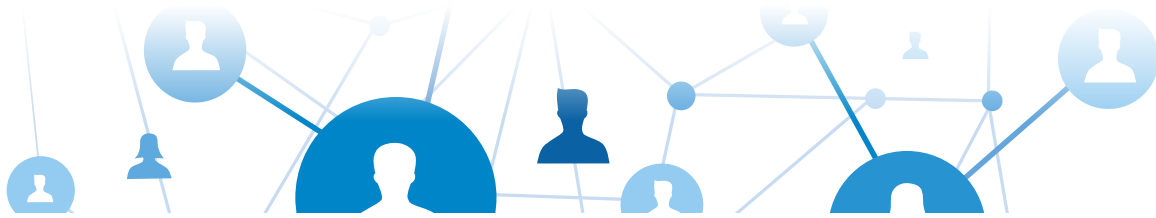
Year-Round Support

- ✓ Human Resource Tools
- ✓ Employee Learning Center
- ✓ Sexual Harassment Training
- ✓ Health Insurance

Call (760) 438-8850 or visit ixshealth.com/carlsbad

MEMBER MARKETPLACE

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




We're more than just a great rate

Bank-issued, FDIC-insured
Minimum deposit \$1000
1-year APY*

1.75%

* Annual Percentage Yield (APY) effective 3/19/2019. CDs offered by Edward Jones are bank-issued and FDIC-insured up to \$250,000 (principal and interest accrued but not yet paid) per depositor, per insured depository institution, for each account ownership category. Please visit www.fdic.gov or contact your financial advisor for additional information. Subject to availability and price change. CD values are subject to interest rate risk such that when interest rates rise, the prices of CDs can decrease. If CDs are sold prior to maturity, the investor can lose principal value. FDIC insurance does not cover losses in market value. Early withdrawal may not be permitted. Yields quoted are net of all commissions. CDs require the distribution of interest and do not allow interest to compound. CDs offered through Edward Jones are issued by banks and thrifts nationwide. All CDs sold by Edward Jones are registered with the Depository Trust Corp. (DTC).



Matt Leonard, AAMS®
Financial Advisor
2121 Palomar Airport Rd
Suite 100
Carlsbad, CA 92011
760-438-1037

www.edwardjones.com


Member SIPC
Edward Jones
MAKING SENSE OF INVESTING

Your homebuying goals deserve my attention

As a home mortgage consultant with Wells Fargo Home Mortgage, one of the nation's leading retail mortgage lenders, I can provide home financing options to meet a variety of homebuyer needs.


Whether you're looking to buy your first home, a second home or an investment property, I'm ready to give you the service and attention you deserve to help you realize your homeownership goals.


Call me today.





Karla Patino, Home Mortgage Consultant
700 Garden View Ct., Ste 208, Encinitas, CA 92024
760-271-5000
karla.patino@wellsfargo.com, www.KarlaPatino.com
NMLS ID 448603

Wells Fargo Home Mortgage is a division of Wells Fargo Bank, N.A. © 2013 Wells Fargo Bank, N.A. All rights reserved. NMLS ID 399801 AS988617










THE JR PHILLIPS GROUP

Real Estate



"My expectations were exceeded at every turn!"
- Carla F.

JR Phillips
760.402.5321

www.thejrphillipsgroup.com
License #01433264


A business built on your trust and referrals

YOUR BOTTOM LINE IS OUR TOP PRIORITY.


- ★ Full spectrum financial services from reconciling credit card charges to payroll
- ★ Monthly maintenance to "catch up" services
- ★ We organize your finances so your business is more successful

Contact us today at 877-402-1027.

www.CoastalCPA.com | Janine@coastalcpa.com




MEMBERS ON THE MOVE



LOGO Expressions celebrates 20 years

LOGO Expressions, Inc. is celebrating their 20-year anniversary. The company was started in the Shadowridge home of Sandra Moffitt Adams back in 1999, and quickly outgrew the home as the company moved to several larger spaces in Vista over the years. Today, the company has a staff of twelve, and relocated to a beautiful location in Carlsbad in 2016, close to El Camino Real. LOGO Expressions is a promotional products company that specializes in corporate trade show items like custom imprinted table covers, banners, canopies and apparel, as well as other types of promotional products.



Sandra Moffitt Adams


SPOTLIGHT

Continued from Page 1

selection of creative, healthy Mexican salads and vegetarian choices, and 50 gluten-free items. Some of the restaurant's specialties include Enchiladas del Mar, Carne Asada Tampiqueña and Tequila Lime Shrimp, a famous creation introduced by Casa de Bandini in the 1980s and a favorite ever since. The dish includes Pacific wild shrimp sautéed with tequila, lime and butter, then seasoned with garlic, crushed chili and cilantro atop arroz Amarillo, and served with a side of black beans.

In addition to its award-winning cuisine, Casa de Bandini offers an extensive collection of more than 90 premium tequilas, over 15 specialty hand-made margaritas — is hand-painted with intricate stenciling and illuminated by two beautiful, wrought iron chandeliers. This private area seats up to 60 guests.

There are multiple spaces available including: Sala de Santos — the



Casa de Bandini offers an extensive collection of more than 90 premium tequilas, over 15 specialty hand-made margaritas, including their famous "Bird Bath" margarita.

restaurant's main interior party room decorated with beautiful Latin American artifacts and antique hand-carved figures depicting images and representations of saints — is hand-painted with intricate stenciling and illuminated by two beautiful, wrought iron chandeliers. This private area seats up to 60 guests.

The West Patio — perfect for dining under the stars and can host a private banquet of up to 70 people.


The North Cocktail Patio — seats up to 30 guests and is great for a quick get-together between soccer practice or PTA meetings.

If you're hosting the party at your office or home, let Casa de Bandini bring the fiesta to you! A full-service caterer, Casa de Bandini can design custom menus for any event and will provide caring and detailed service that customers have come to expect from this North County icon. Patrons can also order a fiesta to-go by

calling ahead, and picking up trays of hot, ready-to-eat dishes to take wherever the party is.

With its splashing fountains and beautiful heated outdoor patios, authentic Mexican cuisine and legendary margaritas, Casa de Bandini will give your guests a fiesta to rave about.

For more information about Casa de Bandini's special event services, call 760-634-3443.



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



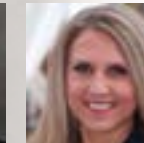
MATT HALL
CARLSBAD MAYOR




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

Session 02

Session 03

Session 04*

Oct. 03

Oct. 10

Oct. 17

Oct. 24

Developing the Passion

Nuts & Bolts

Messaging, Marketing and the Media

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

LOCATION:
5934 Priestly Drive | Carlsbad, CA 9200

CONTACT:
Kathleen McNary
kathleen@carlsbad.org | 760.931.8400

www.carlsbad.org

NOW OPEN

SENIOR LIVING WITH

LUXURIOUS SERVICES AND AMENITIES

Choosing to move or place your loved one into this community will be the most meaningful decision you can make.



We are here to fully support you during this wonderful transition.

At Ocean Hills, we not only focus on the physical needs of our residents, but also on the psychological, social, intellectual and enjoyable aspects of life.

- Elegant Fine Dining
- Ice Cream Parlor
- Memory Care
- Barbecue Courtyard
- Game Rooms
- Bistro
- Cocktail Lounge
- Fitness Center
- Beauty Salon
- Private Patios
- Movie Theater
- Wi-Fi & Cable
- Walking Paths
- Concierge Services
- 24 Hour Staffing



CALL US TODAY!

(760) 208-9590 or (760) 208-3038
4500 Cannon Drive | Oceanside, CA 92056

WWW.OCEANHILLSSENIORLIVING.COM



Lic# 374604143