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BUSINESS

JOURNAL™

SMALL
BUSINESS
SPOTLIGHT - PAGE 8

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OCTOBER 2019



RICHARD L. SCHULTZ, MFA
Cultural Arts Manager
CITY OF CARLSBAD

Celebrate the Arts!

Editor's note: This month, we're re-launching a column on arts & culture in Carlsbad. Each month, an arts leader will share their insights on this important part of our community.

With the arrival of October, our collective gaze turns toward activities associated with autumn and the approaching holidays. (Yes, they really are just around the corner!) For many arts organizations, their new season kicks into high gear this month with a full slate of events and performances. By design, it is also National Arts & Humanities Month, a coast-to-coast collective recognition of the importance of culture sponsored by Americans for the Arts. This month-long celebration concentrates on the following goals:

- **FOCUSING** on the arts at local, state, and national levels;
- **ENCOURAGING** individuals and organizations to participate in the arts;
- **ALLOWING** governments and businesses to show their support of the arts; and
- **RAISING** public awareness about the role the arts and humanities play in our communities and lives.

The City of Carlsbad Cultural Arts Office launches its fall season of free events showcasing

SEE **ARTS**, Page 6



The Carlsbad Village Street Faire Celebrates 45 years!



Every year, the Carlsbad Chamber of Commerce in partnership with **Kennedy & Associates**, puts together the Carlsbad Village Street Faire. This event currently hosts more than 900 vendors and drives thousands of people to downtown Carlsbad in just one day.

This November the Carlsbad Village Street Faire is celebrating 45 years! And looking back at the Faire's humble beginnings, it is amazing to see how it has grown so much over these past decades.

Kennedy & Associates' Facebook Page states the Carlsbad Village Street Faire started like this: "In 1974, Marine veteran and longtime resident of Carlsbad, Keith Kennedy, began a sidewalk sale to promote downtown Carlsbad businesses. By the 1990's, this small event had grown to become the largest one-day street faire in the nation and launched Keith on a new venture of his own--managing street faires."

The Carlsbad Chamber of Commerce assumed ownership of the Street Faire in 1982, when the event became too large and too much for the **Carlsbad Village Business Association** to handle. Since Kennedy had been managing it for eight years, and was deeply involved with his community, hometown and the Carlsbad Chamber, it was natural for the Chamber to have him continue to organize it. That's when Keith Kennedy founded what's now Kennedy & Associates.

The Chamber has carried out the same mission the Faire had from the very beginning, helping downtown businesses thrive. "The May Carlsbad Village Faire was always our biggest day of sales for the year," said Christine Davis, who used to own Coolest Shoes in California on State St. and is currently the Executive Director of the Carlsbad Village Association. "We always looked forward to it. Having a booth outside of our brick-and-mortar business was key to making it such a success."

Keith Kennedy passed away in 2015, not without leaving his legacy with his son-in-law, Brian Roth. "It was in late 1994 that I was preparing to retire from 26 years in the Army," recalls Roth. "Keith

SEE **FAIRE**, Page 4

BUSINESS SPOTLIGHT

Making San Diego more dynamic with color changing lights

Headquartered in Vista, **Pro-Cal Lighting** is leading the revolution to make San Diego more dynamic with color changing lighting. Established in 2015, founder and owner Brian Morales has created a company that specializes in lighting installations for the most demanding locations. The first of these projects was the San Diego Convention Center in Downtown San Diego.

"We had the challenge of designing a color changing lighting installation in one of the most iconic places in San Diego. The revamp of the Sails Pavilion was underway, and we had to deliver at the big reveal in front of the Mayor and the San Diego Port" said Brian. "With all that pressure, we knew that we would need to exceed expectations."

Pro-Cal Lighting did just that. At the opening ceremony of the



Pro-Cal Lighting's installation at the iconic San Diego Convention Center Sails Pavilion.

newly remodeled Sails Pavilion Hall, attendees were astonished by the capabilities of the new LED lights. (A video of the unveiling can be viewed at www.ProCalLighting.com)

Pro-Cal Lighting is a licensed electrical contractor and a member of the National Electrical Contractor Association

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(NECA). It was founded in 2015 by Brian Morales who was recently awarded the NEXT 40 under 40 by the San Diego Business Journal. In the nearly five years of doing business, Brian has brought the

SEE **SPOTLIGHT**, Page 7

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

CHAMBER VISION

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

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SPECIAL SECTION SMALL BUSINESS SPOTLIGHT

Paying it forward

This year I've had the privilege of getting to know our 2019 CBAD award winners and was thrilled to recently speak with Jackie Mazur of **Guide My Finances**. Jackie was honored in the category of "Women Championing Women" but I found her personal story, her commitment to helping others, and her wisdom to be inspirational to women and men alike.

A Southern California native and finance graduate of SDSU, Jackie learned through a college internship in the CFO office of a local biotech firm that climbing the corporate ladder wasn't for her. "Sometimes the greatest benefit of an experience is learning what you don't want to be doing" Jackie remarked.

By the time she graduated college, Jackie began a career in financial planning but soon discovered it was a difficult field to break into. "Many firms burden young employees with cold calling for clients, and without support, those employees will often fail. Then their manager would absorb those few clients and then move on to the young hire." Jackie was also disturbed by the potential conflict of interest arising from advisor being paid on commissions related to the sale of financial products.



AHMED HAQUE
Chairman of the Board
CARLSBAD CHAMBER OF COMMERCE

She was determined to forge her own path as an independent financial planner.

In it's tenth year of business, the five-person team at Guide My Finances differentiates itself by offering fee-for-service financial planning without an obligation for the firm to implement that plan. Clients can choose to make their investments on their own if they choose and thereby avoiding any potential for a conflict of interest.

A natural mentor

Crediting her upbringing by parents who were business owners, she believed there was no difference between men and women in the workplace. Although there were male colleagues who said she would fail going into business on her own, Jackie notes "I've

been put down by both men and women, and lifted up by men and women. The key is finding the right people to serve as mentors." Jackie is now able to pay those benefits forward as a mentor to young female financial planners.

Jackie has a passion for education, whether it is teaching financial planning as an adjunct professor or being invited to speak to professional women's organizations. She also believes that in addition to the work of schools and organizations, like Junior Achievement, to increase financial literacy, parents can take small steps that can have a lifelong impact. Jackie suggests that "encouraging children to save, whether it's for something they want like a toy or towards their future like a college account can teach valuable lessons. A friend of mine uses the idea of a 'bank of mom' that pays interest as an incentive for her kids to save rather than spend."

Guide My Finances also specializes in divorce financial planning. Jackie has extensive experience consulting for attorneys and their clients and participating in divorce mediations. Divorce often exposes a significant gap in the couple's

understanding of their assets with the wife traditionally being the less knowledgeable party and vulnerable to attempts to hide assets. Jackie helps her clients bridge that gap and have a plan for adjusting to the significant financial changes that accompany a divorce. While it's an even mix of men, women and couples that visit Jackie's office, she says it is increasingly women who are the in charge of household finances due to their longer life expectancy as well as the role they assume after a divorce.

While Jackie has always had an interest in networking with and empowering other women, including having run a microfinance organization, she believes everyone can benefit from cultivating relationships. "Networking within your industry is important as well as finding people who are supportive," Jackie says. She advises others to "take the time to learn about people rather than just talking about yourself. Some of the best conversations and meaningful relationships are the product of listening rather than speaking. Focus on having two or three quality conversations vs. meeting everyone in the room as the former will be much more memorable."

A walk in the Village

For October we are focusing our Carlsbad Business Journal on small businesses. With me still being the "new guy", and in light of that focus, I decided to share about some of the most interesting and unique small businesses I have found while cruising through our Village. I know there are many more, but these have jumped out at me in my first few months here.

Pedego Electric Bikes

Pedego Electric Bikes was founded in 2008 in Newport Beach by a guy who loved biking to the beach, but hated riding a traditional bike back up his own hill that he lived on. In 2013, John Orndorff became a Pedego customer for virtually the same reason. John shared, "I live less than four miles from the beach and loved riding my bike there, but the hills made it a challenge to do regularly, so I looked into electric bikes." John was quickly hooked on the quality and comfort of his Pedego, so he and his wife Denise decided to open their own Pedego Electric Bike store right here in Carlsbad that same year. Pedego is an e-bike store that does tours, rentals, sales and service on both electric and pedal bikes. Pedego keeps in touch with their customers, hosts events and seeks to develop a personal



BRET SCHANZENBACH
President & CEO
CARLSBAD CHAMBER OF COMMERCE

relationship with all those they serve. And man are their bikes fun! One ride around the block and it is easy to see why a significant portion of their business is repeat business and referrals. If you haven't tried one yet, they have hourly, half-day, full-day and date package rentals,.... can't wait! Find out more at their shop: 2978 Carlsbad Blvd Ste. 130 or PedegoCarlsbad.com.

Viz Art

Like many youngsters, Gregg "Viz" Visintainer considered himself an "artist" when he was growing up in San Jose. But like many young adults, Viz never truly considered it a career option. However, at the age of 24, Gregg created a piece titled, "Lonely World" that took him three months and over 250 hours to finish. He realized drawing was his outlet and art became his meditation and therapy. Thus, Viz Art was born, as was Gregg's entrepreneurial journey into business and the art industry. Gregg opened the Viz Art Gallery seven years ago to have a unique gallery in Carlsbad for people to see some



A Pedego electric bike rental is the a great way to experience Carlsbad.

of the best artists in the area. Gregg shared, "We currently feature 20 artists from glass, jewelry, metal sculptures and everything in between." All of the artists featured at Viz Art Gallery hustle their art at street fairs, farmer markets and festivals, but Viz Art is a home base to display and sell their amazing talents year-round. Viz Art is Gregg's home base as well, where he creates his intricate pen and ink artwork with hidden pictures and words relating to each theme. If you are not already a raging fan, you need to stop by the corner of State and Grand to check it all out. You can also see more at vizartink.com. I'm hooked.

Linda's Gifts

Linda Thomas started Linda's Gifts over 23 years ago in Carlsbad Village. I had heard that it was one of those places you go to when you absolutely

can't find something for someone you love. That is a very apt description of this wall-to-wall unique gift shop. Linda's is jam packed with unique gift ideas, lotions, candles, jewelry, food items, kitchen items and much more! Linda does not waste a single inch of her 3,800 sq. ft. and specializes in American-made products. Linda shared that her store is especially popular with men, "because we gift wrap everything we sell." (You had me at "gift wrap"). I am literally nervous to bring my wife here due to the sheer number of hours we might lose browsing (not to mention the potential hit to the credit card). If you have never visited Linda's Gifts, it is a must as you head into Christmas shopping mode. I already found items for at least four family members and I only had 15 minutes to browse. Check it out at 300 Carlsbad Village Drive, Ste. 115-116.

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 Schanzzenbach at 760-931-8400.

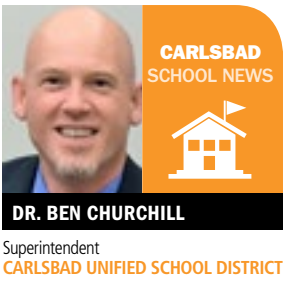


Making every student reach their potential

That’s a fundamental goal in Carlsbad Unified. So it was gratifying to read a current research study showing that we are among the best districts in the state when it comes to serving every student and closing the achievement gap.

The Learning Policy Institute study identified Carlsbad Unified as a “positive outlier,” one of 156 California districts in which students of color show greater than expected levels of academic achievement — exceeding the performance of students of similar backgrounds in other districts across the state. The study also found that the key factor in meeting the needs of a wide spectrum of students is that teachers are well-prepared. When teachers have the credentials and experience they need, students are more successful.

Carlsbad Unified students are diverse— many races, cultures, religions, income levels, and languages are reflected in our classrooms. Some students arrive at school with strong basic skills, while others speak limited English or come from homes with familial or economic challenges. Our schools strive to



DR. BEN CHURCHILL
Superintendent
CARLSBAD UNIFIED SCHOOL DISTRICT

provide an inspiring education for academically successful students as well as those who are struggling.

Curious about how our teachers grapple with diversity in their classrooms, we conducted a bit of research of our own. We asked a few of our teachers what they are doing in their classrooms to support the various learning needs of their students.

Teachers responded that there is no *One Size Fits All* classroom. They tailor their instruction, employing individualized or collaborative group learning based on their students’ skill levels. Recognizing that “you can’t learn to multiply if you don’t master addition first,” they provide personalized instruction to allow students to work individually and efficiently, at their own levels and pace, to acquire the skills they lack. And they draw on a variety



Carlsbad Unified students are diverse— many races, cultures, religions, income levels, and languages are reflected in the classrooms.

of supplemental programs for students outside of the classroom to complement the work occurring inside of the classroom.

Plus, every teacher has a unique perspective on factors that help their students learn.

Rhona Grant, a third grade teacher at Calavera Hills Elementary, believes that English-learning students succeed because “We try to make all families feel

welcome and valued, creating a community.” To help accomplish this, she finds that parent informational meetings for English learners are “very valuable.”

Jennifer Waits, who teaches first grade at Jefferson Elementary, says, “Our International Baccalaureate status gives us the opportunity to engage kids in real-life learning experiences that connect across the disciplines. The

inquiry-based, hands-on nature of the curriculum really helps all students succeed.”

Jason Serafin, a fifth grade teacher at Jefferson, uses Think/Pair/Share activities and name cards to keep kids engaged and interacting with other students. Because English-learning students benefit from lots of speaking opportunities in class, he uses “read alouds” and

“read alongs” to provide speaking practice and to encourage discussion about high-interest topics. He also emphasizes communication with parents, positive feedback, and a reward for a job well done.

Aimee Smith, second grade teacher at Calavera Hills, appreciates the help of Cross Age Tutors (middle school students) and parent volunteers who work with students — one-on-one or in small groups — on phonics, oral reading, vocabulary, spelling, and writing. She gives English-learning students extra help every day, and encourages activities where students get to work on their speaking and social skills.

All of our students will need to be able to think critically, communicate well, collaborate skillfully, and learn independently to be successful in their lives. Our theme for the 2019-20 school year—Equity, Inclusion, and Community—will guide us to a better understanding of the challenges faced by our diverse students. Our talented teachers will continue to consider the needs of each student as they create a classroom where every student succeeds.

› FAIRE

Continued from Page 1

asked me what I was planning, and I responded that I was looking, but wanted to find something where I would not have to be away from family. He asked that I consider working with him. The thought of working out of home instantly grabbed my attention! I flew out to observe the Carlsbad Faire that November. We rolled out of Keith’s house at about 2 a.m. By 7 a.m., I looked around and saw wall-to-wall people in the tens of thousands in the streets, about 900 vendors, and was just amazed at how he had put it together.”

While working with Kennedy for two years during a transition, Roth said he learned from Kennedy what it took to make the Faire a memorable event. “He [Kennedy] had set such a high bar. He passed on his key to success in the street faire business--the 3-legged stool. That is, we had to accommodate and please three entities--the vendors who pay to be in the faire, the Chamber who employs us, and the public who wants an enjoyable event. He was always able to balance those, and I tried to emulate him in that regard.” In 1997, the transition period was over and Roth said “Keith ‘partially’ retired, as he was always available as a sounding board.”

Passing the baton again

After two decades of being involved with the



Carlsbad Village Street Faire in the Spring of 1980.



Carlsbad Village Street Faire in November 2006. From left to right: Former Congressman Brian Bilbray, then Carlsbad Mayor Bud Lewis and current Carlsbad Mayor Matt Hall, who was then running for City Council.

Faire, Roth decided to retire in 2016. He didn’t leave without handing the business to a good family friend who had been involved with the Faire as well, Rick Bauer, and building wonderful

memories: “Strolling the streets of Carlsbad during the faires with Keith by my side, and Keith being acknowledged by seemingly everyone who passed by. He was like a rock star!”

Rick Bauer has been the keeper of the Kennedy legacy for the past three years, his passion, excitement and love for the event palpable every time he talks about it.



Keith Kennedy -circa 1980's- at the Carlsbad Village Street Fair.
Photo Courtesy: Kennedy and Associates

“My wife Chris and I enjoy working with our community of people. This company was established and carried by veterans, who have acquired the art of serving. We learned to

See full page ad on Page 15 for more information.

Four questions to help you choose a health insurance plan

As fall nears so does the start of open enrollment season, that time of the year when you can sign up, renew or make changes to your health insurance plan. Many companies have their open enrollment periods in October and November with coverage becoming effective at the start of the new year. So, if you need to make changes to the coverage you currently have or switch to a new plan, now is the time to learn more about your options.

Always remember, choosing the best health plan for you and your family is an important decision. To help you make the best decision about your health coverage, consider the four questions below. Your answers should give you a better idea of what you need and want as you weigh your options.

- 1. Who will provide your insurance?**
Most of us have health insurance through our own employer or our spouse’s and choose from the plans offered by that employer.
If you’re signing up for benefits for the first time, remember it’s common to spend some time reviewing each plan option. If you have insurance already, it’s also common to allow your benefits to renew automatically when open enrollment comes around. Just remember to check for any changes in your coverage or costs and remember to look for specific enrollment dates and deadlines.
While open enrollment offers only a window of time to make changes, remember you can make changes to your health plan at other times during the year if you qualify for special enrollment due



SCRIPPS STAFF

- 2. What type of plan do you need?**
Most health insurance plans fall into one of three categories:
Health Maintenance Organization (HMO) plans require you to use physicians and hospitals from a specific list, known as the “network.” Your costs are lower when you use an “in-network” provider. If you choose a provider who is not in the network, your care is



Remember you can make changes to your health plan at other times during the year if you qualify for special enrollment due to qualifying life events, such as marriage, birth of a child, moving or loss of health coverage.

- 3. What services do you need?**
Think about the type of medical services that you need, including specialty care, as well as any prescription medications. If you want to stay with the physician you have now, call the office and ask which plans he or she will be participating in. If your medical needs have changed, or you want a new physician or hospital, now may be the time to change to a different plan. If you have questions about which plans include Scripps physicians and hospitals, call 1-800-SCRIPPS.
Make a list with two columns. In the first column, list what your coverage must include, such as specific physicians or hospitals, or brand-name prescription drug coverage.
In the second column, list services that you would like to have, but are willing to give up if necessary. For example, acupuncture may be on your wish list, but not an absolute necessity.
Consider your individual needs

and make sure your plan covers them at a cost you can afford—which brings us to the next question.

4. How much are your premiums, deductible and out-of-pocket costs?
Premiums – the amount you pay every month for your health plan – are just part of your total insurance costs. As you review different plans, also consider their additional out-of-pocket costs, including:
The deductible is the amount you must pay out-of-pocket before your health insurance will begin to cover your medical bills. Some services, such as screening mammograms, are exempt from deductibles, but in most cases, you will have to pay the deductible before your full coverage kicks in. Generally, the higher your monthly premium, the lower your deductible (and vice versa).
A co-pay is a set amount you pay for each doctor visit, prescription, lab test and so on. For example, you may have a \$35 co-pay every time you see the doctor, regardless of your deductible amount.
Coinsurance is the amount that you owe after your insurance plan pays its share. For example, your insurance may pay 80% of a hospital stay, and you pay 20%.
These amounts vary widely according to the type of plan you choose, so be sure to read all information regarding costs closely.
For more information or assistance in choosing a health plan, please contact a Scripps Health concierge at 1-800-SCRIPPS (1-800-727-4777).

Come for the candy, stay for the fun



The Carlsbad Village Association is pleased to be hosting its second annual *Halloween in the Village* on Saturday, Oct. 26 from 3 p.m. to 6 p.m. The planning committee has a fantastic afternoon of ghoulish and fantastical fun in store for kids of all ages.

Due to the popularity of last year’s event, the location has been changed to a larger venue, allowing for even more fun. The check-in location and event area is on State Street just south of Carlsbad Village Drive, where State Street meets Oak Avenue. It is in the same location as the original Halloween on Elm hosted by the City of Carlsbad for many years. Google 505 Oak Avenue and it will take you right there!

Little goblins, ghosts, princesses and superheroes can check in starting at 3 p.m. to pick up their free trick-or-treat bags for the first 750 participants. Trick-or-treating will take place until 6 p.m. at participating businesses throughout downtown Carlsbad. This



New photo selfie stations and a group photo pumpkin patch will help you catch those costumed memories.

is the businesses way of providing a safe and fun environment for the kids on this engaging holiday. This is a wonderful time for the adults to really see what amazing and generous businesses we have in the Village.
In addition to safe trick-or-treating, the **Carlsbad Boys and Girls Club** will be hosting an expanded games area with pumpkin bowling, witch hat toss, and so much more. There will be new photo selfie stations and a group photo pumpkin patch to catch those



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wait times and hold your place in line.

CSUSM’s new Extended Learning building a gateway to innovation

With its official opening on Aug. 26, Cal State San Marcos’ Extended Learning building moved from first shovel to first class in just 16 months.

As the largest academic building on campus, the six-story, 135,000-square-foot EL building (ELB) brings all Extended Learning operations under one roof for the first time and becomes home to student support centers, lab and research facilities, select CSUSM academic departments, administrative offices such as CSUSM Corporation and inventive learning spaces such as the CSUSM Corp Innovation Hub.

With every college at CSUSM represented in the building and programs serving individuals from first-year undergraduates to lifelong learners, the ELB is a comprehensive education center designed to bridge disciplines and inspire innovation. The facility includes 19 new classroom and lab spaces equipped with technology-rich features such as 4K projectors and mobile instructor stations. Open floor plans with flexible configurations encourage cross-disciplinary collaboration and enable the programs in the building to meet the educational needs of an expanding campus and community for many years.

“This multifunction space creates opportunities for the campus to grow programs,” said Bella



Newberg, executive director of CSUSM Corporation. “This is a great space for interdisciplinary activity. We are always going to have specialized buildings, but having flexible space is an asset to the campus as a whole.”

Located in the North City development in San Marcos, the project — which includes a 709-space parking structure — expands the campus footprint by two acres and serves as a gateway between university and community. A new pedestrian bridge, scheduled to open in October, provides a quick pathway to the ELB and creates a direct connection between the education, athletics and cultural offerings at CSUSM and the residential, commercial and entertainment amenities in North City.

An entrepreneurial venture from the start, the ELB is the first academic building in California established through a unique public-private partnership, which required no state funds for its design, planning or construction.

One of the key benefits of the Extended Learning building is the opportunity



CSUSM’s new Extended Learning building is the largest academic building on campus.

to reconnect academic areas that have operated in separate locations due to limited space availability on campus. Level 2 of the ELB is now home to the Centers for Learning and Academic Success Services (CLASS), including the Academic Success Center, STEM Success Center and Writing Center. Complementary centers on the same floor

include the Center for Research and Engagement in STEM Education and initiatives serving students from migrant and seasonal farmworker backgrounds (CAMP) and dedicated to increasing Latin retention and graduation rates (PASO).

The proximity of these support areas means that students can move

effortlessly from one center to the next to get the assistance they need. Located across the street from The Quad, a block from University Village Apartments, and just down the hill from the University Student Union, this one-stop shop offers first-year and continuing students an easy route to academic success support.

“The Extended Learning building is an innovative and entrepreneurial space that welcomes diverse voices and nurtures bold ideas,” CSUSM President Ellen Neufeldt said. “I am excited to see what our students and faculty will create for the future of our campus and the region.”



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Western Association of Chamber Executives

ARTS

Continued from Page 1

local and national artists. On October 5 at 7:00 p.m. in the Schulman Auditorium at the **Carlsbad City Library**, local vocalist and performer Michael Paul Smith presents his one-man show of songs, stories, and anecdotal narratives inspired by the life and career of the legendary American actor Paul Robeson. This accomplished baritone who’s performed with theater companies and symphony orchestras with artists like Plácido Domingo and Lou Rawls electrifies the stage by bringing history to life.

Last year, the Carlsbad City Council approved a new Arts & Culture Master Plan, a ten-year effort incorporating 49 initiatives including guest artist residencies. The city’s first solo guest artist is Alaska’s Fiddler Poet Ken Waldman who will present performances and workshops throughout Carlsbad October 8-12. A former college professor, writer and touring musician, he draws upon 30 years in Alaska to produce poems, stories, and fiddle tunes that combine into a unique performance. Waldman will kick-off the second year of Front Row Fridays on October 11 at the Carlsbad City Library Schulman Auditorium



Local vocalist and performer Michael Paul Smith presents his one-man show of songs, stories, and anecdotal narratives inspired by the life and career of the legendary American actor Paul Robeson.



Ken Waldman will kick-off the second year of Front Row Fridays on Oct. 11 at the Carlsbad City Library Schulman Auditorium with a 7:00 p.m. performance.

North County in October. Established in 2015, NCAN is focused on serving, advancing and leading the diverse network of organizations and individuals who work in the arts. For information, visit www.SDNCAN.org.

This month, why not join in the celebration and experience the arts?

When Action Sports meets technology ... Only in Carlsbad

With the World Series approaching and football season ramping up, it’s time to highlight that Carlsbad is popping with inventions and innovations that can only happen here, because of our community’s unique combination of businesses, talent and location.

The Action Sports industry has been rife with such innovations recently, as this industry has paired with the technology sector to develop new ideas and products that are altering the sports landscape.

Carlsbad has long been known as the center of the golf industry, but it also hosts firms that specialize in cycling, skateboarding, surfing and fitness, so our action sports cluster spans generations and inclinations. This industry employs nearly 2,000 people in Carlsbad, which is 37 times the national average.

Alongside this well-established sector, Carlsbad’s technology industry has steadily grown, and the San Diego region has been recognized as a center for technology startups.

So it was inevitable that these two sectors would collide and set off shock waves that ripple way beyond Carlsbad.

Blast Motion, which grew out of one person’s drive to improve his golf swing, is such a company. The result



is a training technology that is used by most Major League Baseball teams, including the Houston Astros and Boston Red Sox, winners of the last two World Series, and by more than 250 professional golfers worldwide.

Blast Motion’s technology consists of lightweight but powerful motion-capture sensors that are attached to a bat or a golf club and measure each swing’s components — speed, rotation, acceleration, angle — everything. This data is then run through analytic programs to give coaches and players detailed swing analyses, and then offer ways to improve.

Michael Fitzgerald, president and CEO of Blast Motion, developed the technology when he couldn’t find an app to analyze his own golf swing. So he invented Blast.

Another “that could only happen in Carlsbad” innovation is STACT, which was developed by Michael Jegat



Jeran Fraser in the signature DeLorean at Incubate Ventures.

and Jeran Fraser, who saw a need for an online app that lets surfing fans follow their sport the same way that baseball and football fans follow theirs.

Jegat and Fraser met through San Diego Sports Innovators, and they developed STACT as a total event management platform for organizers, athletes and fans. Today STACT enables organizers to run their events completely digitally,

from registration through scoring. STACT also provides access to surfer profiles and stats, and to live streams, all through a smart phone. Today more than 11,000 athletes have STACT profiles and the platform has been used to produce over 325 events worldwide.

It seemed natural that STACT would originate in Carlsbad.

“Real estate in Carlsbad is

plentiful and I love that you are always five or 10 minutes from the beach,” said Fraser, who also founded **Incubate Ventures**, which provides space for entrepreneurs to turn their ideas into companies. “North County is really central, so I can be in LA in an hour and 15 minutes or in San Diego in 30 minutes.”

Here is a handful of other Carlsbad-based firms that have married technology

and action sports to change the way we play:

- **Evolve Skateboards:** Evolve manufactures premium electric skateboards that combine longboard design with advanced electronics

- **GoPro:** GoPro provides the world’s most popular and versatile action cameras, mobile apps and video-editing software.

- **LIGHT Helmets:** LIGHT Helmets uses advanced technologies and materials to develop the lightest and safest football helmets for players from Pop Warner to the NFL.

- **Athelytix Inc.:** Athelytix brings real-time precision analytics to all levels of athletes who play baseball, softball, providing them with personalized, prescriptive training feedback.

- **RinseKit:** RinseKit provides portable, pressurized shower technology for use by campers, fishermen, surfers, mountain bikers and distance riders who need to clean up on the go.

- **Victorise:** Victorise provides wearable, smart goggle technology for amateur and professional bike riders that provides real-time displays and alerts for speed, time and navigation.

SPOTLIGHT

Continued from Page 1

company into markets all over California and has over a hundred employees delivering lighting solutions to municipalities, Fortune 500 companies, and even the Federal Government.

Recently, Pro-Cal Lighting worked with the San Diego Port Authority to set up a mock installation for the long-planned Coronado Bridge Lighting Project. The temporary installation is just one phase of the process for this historical project. That is what makes Pro-Cal Lighting different from all other electrical contractors. They are innovators and problem solvers at heart.

“We love a challenge. When you need to highlight your building or bridge in a dynamic way, we go the extra mile to figure out the perfect design and then install it ourselves. We know this investment in color changing lights is a big deal, so we have our mission statement to help communicate how we partner in your investment.” Brian stated, “we provide the light so you can shine is the perfect way for us to describe who we are as a company.”

Beyond architectural color changing lights

In addition to architectural lighting, Pro-Cal Lighting also provided energy efficient lighting upgrades to private and public commercial



Pro-Cal Lighting’s mock-up for future installation at San Diego’s Coronado Bridge.

facilities. The City of Carlsbad used Pro-Cal Lighting to retrofit its Building Department offices on Faraday Ave. and have been working with the company in future designs.

In addition to municipalities, Pro-Cal Lighting just completed a lighting energy efficiency project for the San Diego Customs and Border Patrol Facilities. This includes the high mast border lighting that lines the border between the US and Mexico. Such large projects demand a company that can handle all the logistics and that is Pro-Cal Lighting Inc.

Their team is mobile and substantial. From San Diego to Sacramento we have completed a wide

range of projects including commercial offices and retail shops, as well as federal, state and municipal buildings. The Pro-Cal staff is comprised of industry leaders with years of combined experience and qualifications. We believe the best way to get it done right is to do it yourself, which is why we use our own expertly trained employees to manage and build the project. In addition to their technical expertise, Pro-Cal personnel meets the strictest government and military security clearances from public schools to multi-million square foot federal military bases.

Visit procallighting.com for more information.

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SMALL BUSINESS SPOTLIGHT

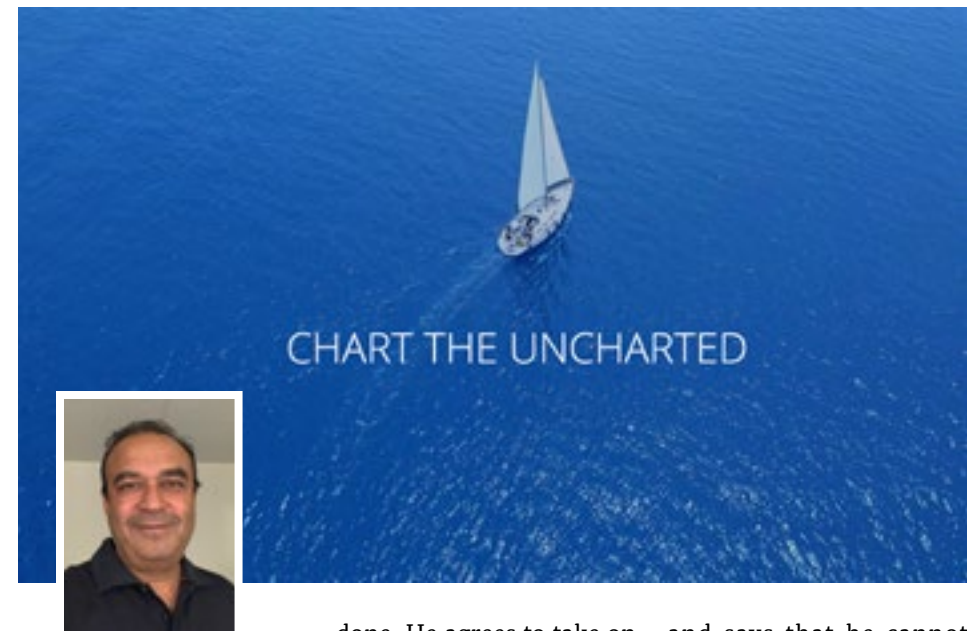
These mistakes are just waiting to be made.

You come up with a beautiful business idea. A billion-dollar opportunity, whose time has come. Your concept is solid, your homework is complete, and the market is ripe. All you need is a phone app and backend software to go with it. Simple.

Since your idea involves software engineering, and you happen to be a right brain creative thinker, you do what any future billionaire would do: You call up your best friend, who happens to be a CTO at the most newsworthy startup in the Silicon Valley. You ask him for technical advice, and you ask him for timeframe and cost estimates.

That was mistake number one.

Your CTO friend is busy negotiating his own set of problems. He listens to your concept, sets up a Skype call or two, and then gives you the answer: Your concept can be developed into a minimum viable product within 90 days and it should cost you \$50,000. He also connects you with a freelancer he recently met at a conference. You meet the freelancer and connect with him instantly. He happens to be a visionary, just like you. He understands the concept and even gives you more ideas



Mark Mian, CEO of NEXTWERK Inc., rescues derailed software projects.

to make your app successful. You give him the budget and timeframe before asking him how long he thinks it will take.

That was mistake two.

Deep down inside your guy knows the app cannot be done in this timeframe. But he's got a vacation planned for Spain. Extra cash equals extra memories. Ever the optimist, he thinks he will put in extra time and get it

done. He agrees to take on your project on your terms.

That was mistake three.

The project begins with gusto. During the first few weeks there are meetings, skype calls, coffee, working lunches. You even get a rough prototype on your device. Then the freelancer goes under ground. He's busy coding to finish the job. Halfway into it, he realizes that this was not a 90-day project. And that he shortchanged himself on the budget. But he's on friendly terms with you, and his flight is approaching fast. He contacts you

and says that he cannot finish the project. But the work (according to him) is 80% complete. He even lets go of the last invoice.

Now you have an app, which is 80% complete. You are slightly disappointed. You find another company. You tell them your product can be completed in 4 weeks and the budget is \$10,000.

That was mistake four.

Note from Author: This story becomes more interesting. But I have only 450 words. If you are curious about how this story ends, contact me at: mark@nextwerk.com or 858-586-7777.

Problem solving architecture and design

The key to every good design solution is truly understanding the problem or need you are seeking to solve; in the world of architectural/interior design we call this concept "programming". Too often, designs are developed for the designer, and not the end-user, completely ignoring the programming phase of design development. This results in a disconnect, which is avoidable.

In the world of Residential Construction, the design being developed often relates to the homeowner's largest asset. As a result, the disconnect between, design, need, and budget can be incredibly frustrating, and stressful for the homeowner. In the industry of construction, the "Design-Build" approach is a more recent development, which brings the idea of cost into play early in the schematic design phase of a project. Thinking through all the design options available to solve the problem, or fulfill the needs of a client, as well as to consider the cost implications related to each solution is an important part of Residential Design.

In our experience, we believe that in order to help our clients realize their dreams for their space, we must take a wholistic approach. When you fully understand the "program" or need your client is seeking to fulfill, as well as the realistic constraints such as budget, the design solution is often much more realistic, and therefore attainable. Providing guidance in both the design aspect, as well as the budgetary aspect of physically constructing the designs we develop is service we feel to be invaluable.

B.A. Worthing, Inc. has been in business in the custom home and remodel industry for nearly thirty years. For more information visit www.baworthinginc.com



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One simple step can save you time and money

BY TOM LADEGAARD

A recent social media acquaintance messaged me to vent about her experience with the United States Patent and Trademark Office (USPTO). She was upset that her trademark application, seeking nationwide exclusivity for her business name, was denied.

She formed a corporation then launched a website and Facebook page, investing time and resources into branding her service. A year later she filed for a federal trademark registration for her business name. To her dismay, the USPTO denied the application because her name conflicted with a pre-existing business. My friend wants to appeal the decision, but weighing the attorney's fees against the chance of success, her time is better spent finding a name that is not already taken! Sometimes I must deliver unwelcome news, but she missed a critical step in forming her business - she overlooked trademark.

In selecting a business name, most people search availability with Google, Facebook and the Secretary of State, then conclude the name is open without



searching the USPTO's official database (the Trademark Electronic Search System - TESS). She could have seen the potential conflict on the horizon had she searched TESS at the outset.

Imagine renaming your business and resetting your branding. Changing the legal name is simple - it's just a form filed with the Secretary of State. Launching a new website and Facebook page, and restarting your branding, is far less simple.

Always check the TESS database before you start a business or launch a new product/service, and get your trademark application filed sooner than later!

For help with the trademark process visit www.ladegaardlaw.com.



Founded in Carlsbad, CommonGrounds is expanding rapidly with a goal of up to 50 sites within the next few years.

Make it happen in Carlsbad

The coworking industry is continuing to expand, and **CommonGrounds Carlsbad** is paving the way for startups to Fortune 500's with their Workplace-as-a-Service products and services. From starting here in Carlsbad to opening its ninth location in Fort Worth, TX, CommonGrounds is expanding rapidly with a goal of up to 50 sites within the next few years. To fulfill the space requirements and needs for companies of all sizes, CommonGrounds provides memberships a range of space membership options

from communal area coworking to private offices and team rooms to our stand-alone private enterprise units. While all the memberships allow for growth, the enterprise units are unique in that it provides three stories of various office configurations that a company can grow within whether you take one floor or all three. The Enterprise units range from 2,400 -2,700 square feet and include Tecno walls, CommonGrounds' proprietary demountable glass wall system imported from Milan, Italy, with sound

mitigating features to create private meeting spaces, conference rooms, phone booths, and offices. All of the workplaces feature top-of-the-line enterprise-grade furnishings that include sit-to-stand electric desks, ergonomic chairs, and modern meeting room technology and details. The flexibility of our Enterprise Suites on a membership basis gives companies and their employees full access to our entire workplace, our dual gig internet pipe, the highest data security coverage, INVITA café, and weekly

programming and events with a monthly subscription. Without the worry of a standard lease and other costs associated with owning and running their own office, member companies focus on the goals of their business to maximize their workday, productivity, and happiness of their employees. At CommonGrounds, #MakeItHappen is more than a saying. We provide the space, place, and services to help you make it a reality.

For more information visit cgworkplace.com.

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Torrey Pines Bank is a division of Western Alliance Bank, Member FDIC. Western Alliance ranks top ten on Forbes' Best Banks in America list, four years in a row.

Don't become a fraud statistic

The cost of protecting your business from fraudulent financial transactions can be high - and it isn't just measured in dollars and cents. There are other costs as well, from lost time and productivity to a damaged reputation and customer relationships.

Fraud is a worry most businesses share. According to Experian's 2018 Global Fraud and Identity Report, over the course of a year, 72 percent of businesses said fraud was a growing concern for them and 63 percent said they experienced the same or higher levels of fraudulent losses during that time period. Don't wait until you've become a fraud statistic to seek fraud prevention tools and services.

Torrey Pines Bank has proactive fraud prevention tools that can help you worry less and keep your financial assets secure. One of those tools is Positive Pay - Positive Pay works to detect potentially fraudulent checking and ACH transactions. With Check Positive Pay, you provide a list of all the checks you issue, and the bank compares that list against the checks presented for payment. If

Torrey Pines Bank has proactive fraud prevention tools that help customers worry less and keep their financial assets secure.

a check doesn't match, it's flagged as an exception, and you (or an administrator you designate) will need to provide approval. ACH Positive Pay lets you review exceptions and return unauthorized ACH debits to your

account that occur through online banking.

To learn more about how Positive Pay and other tools can help shield you and your business from becoming a fraud statistic - not only during

National Cybersecurity Awareness Month (October) but every month of the year - contact Torrey Pines Bank at (760) 444-8400 or visit torreypinesbank.com. Torrey Pines Bank is a division of Western Alliance Bank. Member FDIC.

Custom embroidery can help businesses expand as a way of advertising and increasing exposure.

Expose your brand. Maximize your image.

A successful business relies on constant exposure of their products and/or services. One way is through embroidery. Whether it's employee uniforms, hats, polos, jackets or giveaways, it puts your business name out there.

Custom embroidery is instrumental in developing and expanding your business as a way of advertising to increase exposure and profitability to existing and prospective clients. Custom-high quality embroidered apparel draws the attention and interest of potential business partners.

Embroidery Image is a family-owned in-house embroidery business that guarantees quality embroidery to ensure our business partners business' optimal exposure.

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SMALL BUSINESS SPOTLIGHT

The House that Honma built

In January 2019, the legendary Japanese golf club manufacturer, **Honma**, made waves on the PGA TOUR with the signing of Justin Rose. Now, they've officially opened shop right here in Carlsbad with an immersive, elevated brand experience, called Honma House.

Adjacent to Honma's new U.S. headquarters, Honma House presents a truly unique golf retail experience in a town already saturated with several of the game's major manufacturers. But while other companies have their roots in Carlsbad and offer on-site club-fitting packages, Honma is the first to create a public space that goes well beyond traditional retail.

While Honma may be new to Carlsbad, 60 years of legendary success in Japan has culminated in the company's expansion to America. To learn more about the rich heritage rooted in Sakata, Japan, Honma House features an in-house museum where visitors can see the evolution of Honma technology and witness the master craftsmanship that has been the driving force of the company's legacy since the very beginning in 1958.

Much like the craftsmanship of their premium product lines, Honma House spares no expense when it comes to meticulous design and a focus on customer experience. Clean, open, and precise—the retail space offers a stylized setting for exploring the current lineup of Honma products. Get your hands on the performance-focused and Tour-validated T// World clubs or check out the ultra-premium BERES lineup. Honma also recently launched their new



Honma House in Carlsbad presents a truly unique golf retail experience.

XP-1 game improvement series. Whether you're familiar with Honma or learning about them for the first time, the Honma House retail shop is the place to see the latest and greatest.

But it's when you go beyond retail that things start to get really exciting...

Within Honma House is an in-house Tour department, state-of-the-art hitting bay and high-end simulator. Booked through invitation and appointment-only, a Honma House expert club fitter will walk you through the process of getting completely dialed in to new Honma clubs.

"We want the legendary Honma brand to resonate with the golfing community. Our new Honma House is a top-of-the-line, unique

golf experience that stays true to our craftsman roots and golfers will see and feel that when they visit," said John Kawaja, President of Honma Golf North America.

With a retail space, fitting bay, museum, and Tour department, the new Honma House presents an immersive experience unlike anything in the world of golf—and it's all right here in Carlsbad. But don't take our word for it... the Honma House is open to the public, and the company is excited to have an accessible way for more golfers to see the difference that comes from master craftsmanship. It's time for golfers to experience what Honma is all about.

For more information visit www.honmagolf.com.

How the fear of money is ruining your business

Fear is the nature of who we are. Some fears, like running out of money, are well founded. In fact, the Bureau of Labor Statistics suggest that roughly 75% of all ventures fail within 10 years.

Here's what we know for sure- when you worry about money you don't take action. We can build stronger businesses and live more fulfilled lives when we can understand our fear of money and get educated on how the financial markets work.

Here are some actionable ways to create confidence about your finances:

Emotional self-monitoring and control

When you waver on a decision, you fall prey to "paralysis by analysis". Instead of being focused on making the RIGHT decision, many business owners are caught up in avoiding making the wrong decision.

Ask yourself "what's the worst thing that can happen?" In most cases, it's not so bad. Risk comes with the pursuit of reward.



Dawn Doherty

into definite plans of action and directed to a definite end.

What do you want and why do you want it? When will you know you're successful? The way to success is the continuous pursuit of knowledge.

Seek Support

Find someone who has mastered dealing with the fear of money and who had broken free from a pattern of indecisiveness.

Attend local workshops like the one here at <http://simplifiedearning.com>.

Dawn Doherty is an Executive Advisor who helps professionals in building confidence around the financial markets. Call or text Dawn at 917-392-5500.

Learning

Learning mitigates doubt by increasing your capability. Knowledge becomes power when it is organized

What's Your Plan B?

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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

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- * Fallbrook Airpark * Jacumba * McClellan-Palomar
- * Ocotillo * Ramona



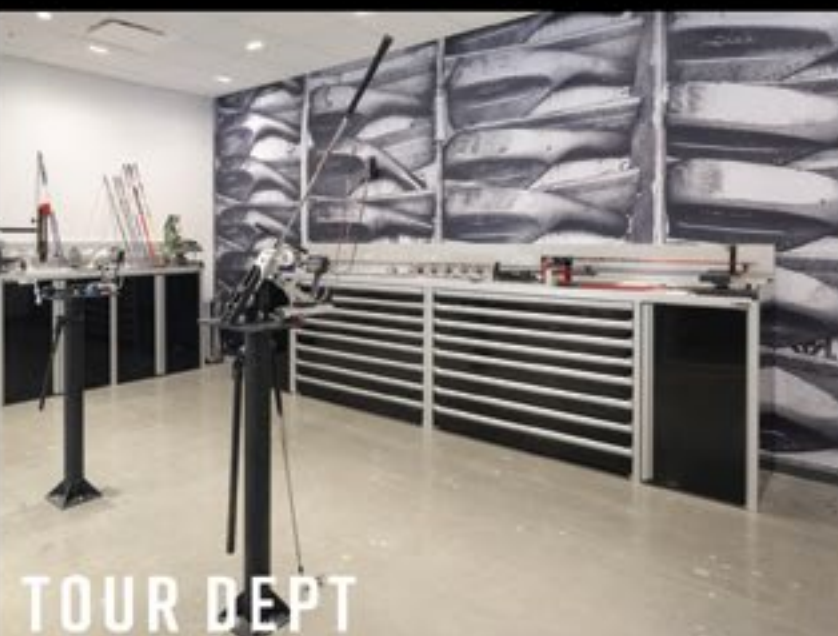




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SMALL BUSINESS SPOTLIGHT

Helping others through a mobile business

At the center of any thriving community is a driving force that encourages quality communication, supports individual well-being, and fosters the kind of community interaction necessary to maintain lasting and meaningful relationships. **VTG Mobile, INC** has built its business on these foundational principles.

Working steadfastly as the heart of three incredible community-based organizations, this institution endeavors to connect people through mobile, print, and charitable focused community networks. VTG is pleased to introduce Armed Forces Mobile, Connected Magazine, and Armed Forces Mobile Charities.

Armed Forces Mobile is a prepaid cell phone service provider located in Carlsbad, California. As a veteran-owned company, they share in the spirit of those who serve in the United States military, civilian, first responders, and those in law enforcement.

MyAFMobile.com acts as the hub for everything related to Armed Forces Mobile. Their website is designed to unite those passionate about their support for the brave men and women who keep our society safe. MyAFMobile.com offers reliable and affordable prepaid cellular service to everyone in the United States. Backed by major U.S. cellular carriers, Armed Forces Mobile is proud to be an active member of the vibrant San Diego County business community.

VTG loves its neighbors. In support of them, Connected Magazine offers businesses inclusion in a premier local, direct mail business publication that highlight businesses and organizations located in Southern California. Warmly received within 6 zones in and around San Diego County and online at ConnectedMagazine.net, Connected Magazine is on track to increase its distribution to more than 30 zones throughout Riverside and Orange



VTG recognizes the need to help those in their community who have found themselves without the basics of food, shelter, and medical care.

Counties.

VTG recognizes the need to help those in their community who have found themselves without the basics of food, shelter, and medical care. Armed Forces Mobile Charities is the conduit used by VTG to distribute much-needed funding to charitable organizations who provide supplies and relief to military veterans in need. Charitable organizations visit OSOV.org to tap into all resources available.

VTG extends warm gratitude to all those who help them make the communities of Southern California a safe and happy place to live, work, and play.

Please visit vtgmobile.com for more information.

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>

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Armed Forces Mobile Charities Presents
OPERATION SUPPORT OUR VETERANS
Armed Forces Mobile gives to veteran based charitable organizations through Armed Forces Mobile Charities

BRINGING LOCAL BUSINESS TO LOCAL PEOPLE

MEMBER DIGEST

INSIDE

> New Members
> Member Renewals
> Member Marketplace

Through page 18

VOL. 35, NO. 9

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

OCTOBER 2019

Being a Carlsbad Chamber member just got even better!

The Carlsbad Chamber has recently partnered with KingBenefits and MetLife to offer local businesses a new and exciting benefit opportunity. 25 years ago, we collaborated with Bill King and introduced our first special member program with great success. Since then, we have had a long-standing relationship with Bill King and **KingBenefits**



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

as our insurance broker and a valued partner. We are proud to announce

that now, included in your membership, you have access to special employee insurance plans and rates through MetLife. Traditionally, business owners who offer benefits to their employees are either required to pay a portion of the premiums or have a certain number of employees enroll on the plan. As a member of the Chamber,

you can access benefits like group dental, vision or life insurance with no employer contribution or employee participation requirements! In addition to the special plans with MetLife, you will also receive the required California sexual harassment training, access to HR360 which is an award-winning online HR support

tool, and an online benefits administration platform for paperless onboarding and benefits enrollment. It's as if you gain your own virtual HR department just by being a Chamber member! These benefits are available to new members at no extra cost and existing members at a highly discounted rate. This is the perfect membership package for large and

small business owners alike. We are so grateful for our members and we are excited to do our part to help foster your business and employees.

For more information about our benefits package, contact our partners at **King-Benefits Insurance Solutions** at (760) 438-8850 or visit www.ixshealth.com/carlsbad



OCT 16 • 5 - 7 PM

Palomar Forum Business Park
3141 Tiger Run Ct #104 Carlsbad, CA 92010

Join us at Palomar Forum Business Park
for the October 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 (10/15/19). After that, walk-in price goes up to \$20 for members.



NOV 1 • 7 - 9 AM

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

Embrace the practice of simplifying, and you will get more clients AND keep your sanity intact!

In this highly interactive talk, you'll discover the simplest, most effective way to generate a steady stream of high-end clients without giving up your nights and weekends. The system you'll learn has a proven track record of helping entrepreneurs quickly generate more clients and increase their income by 50-100%.

- Learn the 6 key practices that will keep you out of the feast-or-famine cycle of client generation
- Cut back time on marketing by 50-90%, while multiplying your results and getting your nights and weekends back
- Create a customized plan that shows you exactly how to stop spinning your wheels and instead get high quality clients consistently!



Mary Cravets



NOV 12 • 8 - 11 AM

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

*Join the Green Business Committee as we visit two Carlsbad Chamber businesses - Viasat, Inc. and ZUZA LLC - who have adopted sustainable best practices throughout their company. Learn firsthand what they did and how it is making their business prosper.

Check in and breakfast at the Chamber at 8:00 a.m. Must travel with pre-arranged carpool to participate.

Deadline to RSVP is Nov. 1 (Required)

The Eco Tour is held instead of the regular committee meeting.

NEW MEMBERS

Business Consultants & Services

Leap Into Leadership

Lela Panagides
Carlsbad, CA 92010
leapintoleadership.com

Catering & Party Planners

Mangia Mangia Italian Kitchen

Matt Johnson
San Marcos, CA 92078
(858)736-5733
mangiamangiaitaliankitchen.com
Full-service catering company with a gourmet food truck. We are 'ingredient geeks' that hand craft every dish, with food from local farms and fishermen.

Co-Working Spaces

Hera Hub Inc., Carlsbad

Tamina Madsen
5205 Avenida Encinas, Ste. A
Carlsbad, CA 92008
(858)437-2482
herahub.com/Carlsbad
Hera Hub is a women-focused, collaborative, spa-inspired coworking space, with 3 locations in San Diego. Carlsbad is our 3rd and newest location.

Computer IT Solutions

Vixim, Inc.

Christian Reynolds
1926 Kellogg Ave., Ste. 102
Carlsbad, CA 92008
(760)756-9500
vixim.com
Vixim is a worldwide value-added reseller (VAR) of all IT related components/hardware and various other products. Vixim's specialty is the wholesale of new and used desktop/server hard drives.

Credit Card Processing

Park Place Payments

Kara Lewandowski
Carlsbad, CA 92011
(617)953-3743
parkplacepayments.com
Park Place is a women-owned company fundamentally changing the lives of people seeking opportunities to reenter the workforce and revolutionizing the payment processing industry at the same time.

Embroidery

Embroidery Image

Fabiola Plata
110 S. Citrus Ave., Ste. B
Vista, CA 92084
(760)726-4167
EmbroideryImage.com
Local mom-and-pop shop providing in-house custom embroidery. We offer NO MINIMUMS and you can buy garments from us or provide your own.

IT Consulting

Au Technology Solutions

Kevin Clemons

6896 Embarcadero Ln.
Carlsbad, CA 92011
(760)299-4104
autechnologysolutions.com
We are a managed services provider that specializes in Helpdesk remote support, Computer health monitoring, IT Consulting, website design, and Custom Database development. We specialize in increasing security and reducing complexity of IT Solutions.

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El Cajon, CA 92020
(619)873-1040
mybekins.com
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Real Estate

Keller Williams Realty - The Blair Group

Wade Blair
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Carlsbad, CA 92011
(972)310-0461
theblairgroup.com
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Remodeling Contractors

Scuncio Renovation and Development

Vincent Scuncio
494 Beaver Creek Lane
Fallbrook, CA 92028
(760)637-7094
full service Veteran Owned Commercial and Residential Construction Company offering a wide variety of custom building experience, serving the San Diego area.

Telecommunications

VTG Mobile Inc.

Tony Smart
5621 Palmer Way, Ste. G
Carlsbad, CA 92010
(888)804-1448
VTGmobile.com
At VTG Mobile Inc, we provide our community with cellular service through Armed Forces Mobile as well as local business advertising with Connected Magazine.

Video & Multimedia Production

Kieran Allen Creative

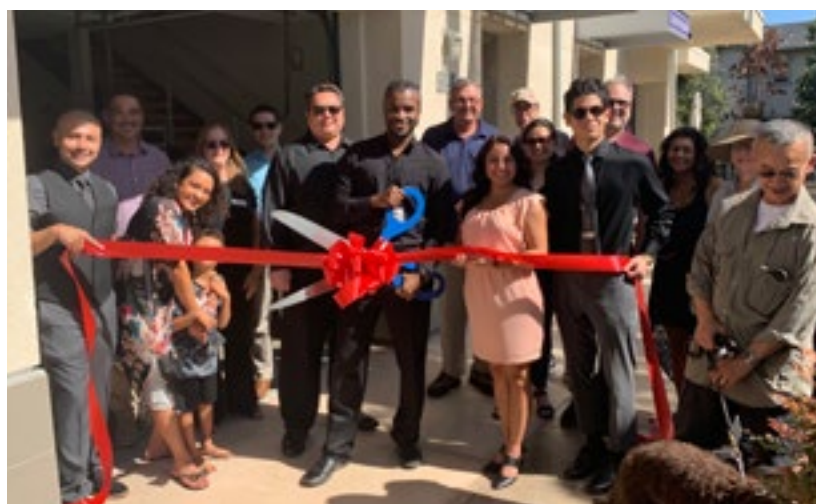
Kieran Allen
Vista, CA 92081
(760)730-2228
Kierancreative.com
Kieran Allen Creative is a comprehensive video & audio production business that specializes in promotional and social media videography for business' with strong visuals and captivating original music.

MEMBER RENEWALS

4TelecomHelp, Inc.
Aggregate Thinking Advisors (ATA)
American Heart Association
Amsety LLC
Ann Photography
Brightway Insurance
California State University San Marcos
Carlsbad Community Church
Coldwell Banker Residential Brokerage
Famulare Jewelers
First Citizens Bank
Goju Karate Center
Good Feet Worldwide
JohnSanders.com
Mas Fina Cantina
McLain Properties
Morrison Insurance Services, Inc.
Myron L * Company
North County HR

Old Mission San Luis Rey
Pacific Ridge School
RAF Pacifica Group
Renaissance Institute of Music, Inc.
Reveal Brand
Roy Kerckhoffs Art
Kevin A. Sharrar,
Windermere Homes & Estates
Sound
Southwest Strategies, LLC
Stater Bros. #186 Bressi Ranch
Stifel
Sullivan Solar Power
Thryv
Transportation Corridor Agencies (TCA)
Vigilucci's Cucina Italiana
Wiegand Realty
Youngren Construction

RIBBON CUTTINGS



Last month, Au Technology Solutions, Inc. celebrated the grand opening of their new space on Embarcadero Lane in Carlsbad. Founded in 2013 in Oceanside, CA as Lab5-8 IT Services, their goal is to provide Enterprise level IT Services for small business and home users. Congratulations on your new office, Au Technology Solutions!

www.autechnologysolutions.com



Commercial cleaning company, Sparkle Freshness, recently moved to a new office at Palomar Forum. This family owned and operated business offers environmentally safe and all-natural cleaning services to businesses in North County and San Diego, using the highest quality, non-toxic, environmentally friendly cleaning products to avoid exposing clients to harmful cleaning chemicals. Congratulations on your new space, Sparkle Freshness!

www.sparklefreshness.com

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3141 Tiger Run Court, Suite 104,
Carlsbad, CA 92010

Shelly Tinder (760) 599-6111

PALOMAR FORUM
BUSINESS PARK



THREAT AWARENESS SYMPOSIUM

THE LEFT OF BOOM MENTALITY

DEVELOPING THE MINDSET TO PREVENT POTENTIALLY THREATENING EVENTS.

Friday, Nov. 8, 2019
8am – 12pm

Thermo Fisher Scientific
Townhall B
5781 Van Allen Way
Carlsbad, CA 92008

*\$20 – preregistration ONLY!
(*Breakfast Included!)



REGISTER AT WWW.CARLSBAD.ORG



11th Annual Veterans Day Military Review

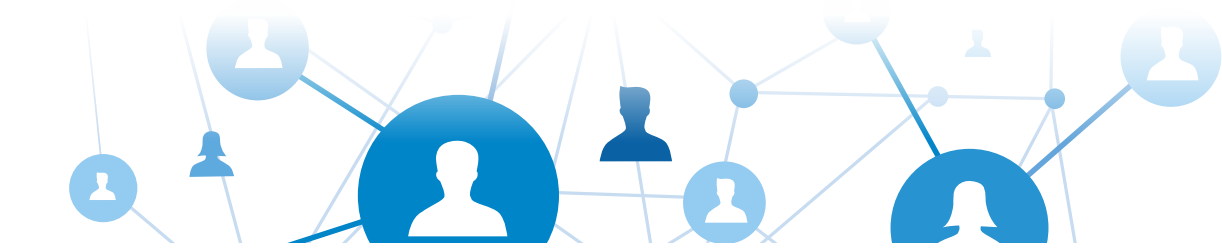
Monday, November 11, 2019
Army and Navy Academy

2600 Carlsbad Blvd., Carlsbad, CA 92008



MEMBER MARKETPLACE

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



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Have your questions answered by health care plan representatives and learn how they can help you. Questions answered include:

- How much would my medication on each plan be this year?
- What would be my co-pay for primary care visits?
- What would be the costs of lab visits & urgent care?
- What are the specific differences between each plan compared to last year?

Formal presentation to be held during the first hour on all available plans. Representatives will be on-hand to answer personal questions and assist with updates or changes during the entire session. Attend one of the following events with a friend or family member.

October 23 • 10 a.m.-12 p.m. - presentation begins promptly at 10 a.m.
Tri-City Wellness & Fitness Center, 6250 El Camino Real, Carlsbad

November 6 • 9-11 a.m. - presentation begins promptly at 9 a.m.
Tri-City Medical Center, 4002 Vista Way, Oceanside

November 21 • 2-4 p.m. - presentation begins promptly at 2 p.m.
Tri-City Wellness & Fitness Center, 6250 El Camino Real, Carlsbad

FOR MORE INFORMATION CALL 855.222.8262 OR VISIT TRICITYMED.ORG/CHOICES