

# BUSINESS JOURNAL

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Future-ready cities stress innovation, openness

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**CULTURE BUZZ**  
The Carlsbad Community Theatre creates magic on stage.

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**SPECIAL SECTION**  
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## Housing affordability crunch

On December 19, 2019 the San Diego UT reported that San Diego County's median home price hit an all-time high of \$594,455.



The data, which comes from CoreLogic, represented a 5.2 percent increase from 12 months ago and it beat out San Diego's previous high of \$590k, which was achieved in June, 2019. While existing home owners are typically elated with equity growth in their home-steads, the overall impact of this trend is mixed for us here locally.

### CAUSES OF PRICE INCREASES:

There are two significant causes for the price increases. The primary cause is supply and demand. The inventory of homes available for sale on the market is declining and the demand remains high. This demand for homes in San Diego is nothing new. We have an exceptionally high quality of life and a diverse, thriving regional economy. The second factor that is leading to this price increase is the shockingly low interest rates. Interest rates are down to historic levels, and

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## EMPOWERING TO Save Lives

CAROLINA ALBAN-STOUGHTON  
DIRECTOR OF COMMUNICATION & ENGAGEMENT | CARLSBAD CHAMBER OF COMMERCE

On October 1, 2017, Vice President of Facilities and Security at **Viasat**, Bob Rota, was attending the *Route 91 Harvest* music festival in Las Vegas with his wife. "We really enjoy country western concerts and festivals such as this one," says Rota, who at the time, had no idea he would be a survivor of the deadliest mass shooting committed by an individual in the history of the United States. It was around 10 p.m. when the first shots were fired as the closing act, Jason Aldean was 30 minutes into his performance. "I actually heard the first shots trying to hit the fuel tanks. There were several shots,



BOB ROTA  
VIASAT

but not rapid fire. They were pretty faint, and although I looked around, nobody seemed to be reacting or paying attention, so I passed them off as something in the distance," remembers Rota. However, it didn't take long for him to realize the dire significance of what was happening. "I think there were two separate realizations to the magnitude. The first was when Jason Al Dean stopped playing and ran off the stage, and there was total panic as the sounds of automatic gunfire, screams, and people running in every direction. The second realization was as I sat in the basement cafeteria of the Luxor Hotel with about 200 others watching CNN until the all clear was given at 4:15 a.m. We watched CNN as the body and injury count continued to rise well over what anyone expected."

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## BUSINESS SPOTLIGHT

### 5 reasons to partner with AlphaGraphics Oceanside

As one of the newest members of the Carlsbad Chamber of Commerce, AlphaGraphics Oceanside is a locally owned and operated business that specializes in printing services, marketing solutions, banners, mailing services, graphic design, and sign services. Named as a Top 3 Printing Services in Oceanside, these are the reasons why you will want to partner with them:

#### 1. ALWAYS PROVIDING MARKETING AND PRINTING SOLUTIONS

For the last four years, AlphaGraphics Oceanside has helped North County businesses get noticed and get business. They offer a range of business and office-specific printing services including: menus, full and partial vehicle wraps, educational

and training materials, newsletters and fliers, design services, presentation materials, outdoor flags, and sidewalk signs. They are more than just a printing company, they solve business problems and deliver results. With AlphaGraphics Oceanside, you never have to choose between "fast and great," you can always count on both.

#### 2. ALWAYS RESPONSIVE WITH CHRIS WEINER

AlphaGraphics Oceanside has been investing in a team that is comprised of talented marketing, graphics designers, print, signage and installation professionals. For Carlsbad Chamber members, Chris Weiner, their Outside Sales Manager will be your personal printing and marketing expert. With more than 20 years of sales experience,



From planning to design to implementation, AlphaGraphics Oceanside's expert level team provides businesses customized marketing and print solutions.

Chris has a proven track record with his clients.

Our rep Chris is great and very helpful and responsive. The overall service and prod-

uct provided by AlphaGraphics Oceanside is awesome - they are a fantastic local small busi-

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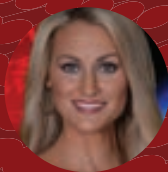
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## EDUCATION AWARDS (NEW)

- ★ Teacher of the Year
- ★ School Administrator of the Year

## BUSINESS AWARDS

- ★ Best New Business of the Year
- ★ Best Place to Work - Small Company
- ★ Best Place to Work - Large Company
- ★ Workplace MVP

## COMMUNITY AWARDS

- ★ Community Impact - Small Company
- ★ Community Impact - Large Company
- ★ Nonprofit of the Year

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CHAMBER PURPOSE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion.

CHAMBER MISSION

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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# March is Women’s History Month

“An equal world is an enabled world,” is the theme of International Women’s Day 2020, which has been celebrated on March 8 for well over a century. In Carlsbad, we are incredibly lucky to have many women, business owners, trailblazers, who are having a major positive impact in the community and proof that this year’s theme is fitting. A couple of those women happen to be also part of our Chamber.

The first is Jill McManigal, Co-Founder and Executive Director of **Kids for Peace**, home to *The Great Kindness Challenge*. Kids for peace was founded in Jill’s Carlsbad backyard in 2006, with a mission to empower youth to create peace through hands-on service, global friendships and thoughtful acts of kindness. Through her two main programs, *The Peace Pledge Program* and *The Great Kindness Challenge*, Kids for Peace engages youth in all of the Carlsbad Unified School District and has grown to all 50 states, 121 countries, 28,000+ schools and 15 million students.

In a recent conversation with Jill, I asked her what she was most proud of. Jill responded that she is very proud of the millions of kids who have embraced a culture of kindness and are living by the words of the Peace Pledge. These young peace-builders have built schools in Kenya and Pakistan, set a Guinness World Record, and even presented their Peace Pledge on the House Floor of Congress! Jill acknowledges that she wouldn’t be able to do this alone, and is very grateful to the City of

Carlsbad, Carlsbad Unified School District, the Carlsbad Chamber of Commerce, and her corporate sponsors **Viasat, Nordson, SDG&E** and NRG for their support and seeing value in the mission of Kids For Peace.

When I asked her where she thought Kids for Peace was going in the future, Jill said that she and her team have big plans! They have a goal of implementing The Great Kindness Challenge in all 140,000 American schools, giving every student an opportunity to actively create a better and brighter world for all. As the head of such an impactful global organization, Jill’s advice for women business owners (and men too!) is to lead with love.

Since this is the Real Estate issue, I also reach out to Owner/Broker of **Three Lagoons Realty**, Megan Schenck. Megan founded Three Lagoons in 2012, its name inspired by Megan’s, and her family’s, love for the outdoors and the three lagoons of Carlsbad: Batiquitos, Agua Hediona, and Buena Vista. Megan and her team of four realtors at Three Lagoons Realty focus on buyers, sellers, and property management of residential real estate in Carlsbad and North County San Diego.

Megan’s community and volunteer involvement include the Carlsbad Chamber of Commerce, **Agua Hedionda Lagoon Foundation**, Bottom Line Business Ministry, **Carlsbad Educational Foundation**, and the Aviara Oaks PTA. When asked about her community involvement she replied, “I believe it is extremely important to be a part of our community and contribute to its well

being. We get so much fulfillment and enjoyment out of our community and it’s great to give back.” In addition to her community involvement, Megan has started a social media campaign to highlight local businesses and people behind them to highlight our community and what it has to offer to locals and visitors. Two examples of businesses she has highlighted are **San Diego Botanic Garden**, and Agua Hedionda Lagoon Foundation.

As a working mother, trying to juggle kids, life and work, Megan says she is very proud for her three sons to see their mom enjoy a career where she loves what she does. Megan appreciates her opportunity to help people, while maintaining a healthy work/life balance. She is also very proud to be part of helping people achieve their financial and real estate goals. Per Megan, “there is no better satisfaction to seeing this occur and exceeding client’s goal and exceed their expectations.”

Megan’s advice to women entrepreneurs to be successful in business is that it takes hustle, grit, and perseverance; always looking to learn and grow from others and realizing you can’t do it on your own and therefore there’s a need to build a team of people who trust you and supports your goals and vision. Long term, Megan would like to continue to contribute to her clients and community and make an impact in our society while doing something that she loves.

Thank you Jill McManigal and Megan Schenck for your inspiration, and let’s celebrate all women in our lives who are working towards that equal world.

## » REAL ESTATE

Continued from Page 1

have dropped more than an entire point as compared to just one year ago. This factor is fueling the ability of some home buyers to purchase that first home or make a move up, even with the rising costs associated.

SUPPLY ISSUES:

The downside of this continued escalation in prices, however, is that, despite the low interest rates, affordability is a major challenge. As the housing demand locally grows, supply has to be added to match. The State legislature is concerned as well and passed a broad measure aimed at spurring local developments. The measure was called SB 330 and despite its good intentions, it trumps local control at the city level on many issues, which always gives pause and raises some concern. When “big broth-

er” steps in, results are rarely what they intend or hope for. All of our communities here in north county are going to have to grapple with this.

CARLSBAD SUPPLY:

Carlsbad currently has many quality residential projects that are in various stages of development. Village Lofts is a mixed-use project in the Village that will replace the old Denny’s restaurant. There will be over 9,000 sf of commercial space and 101 apartments, including affordable units. This is a transit-oriented project that will have EV charging stations and priority parking for zero and low emission vehicles. Another Village development that is also mixed-use is Grand Madison. This project will have ground floor commercial and 11 single-story townhomes. Grand Madison was so well received that it has already sold out all 11 units. A third Village development is **Carlyle Carlsbad Village**, down on Grand Ave. Carlyle will consist of 33 luxury sin-

gle-level condos, 3 single-family detached homes, and 2 townhomes. Outside of the Village there are some larger developments. Poinsettia 61 – Treviso is a 123-detached condo project that is currently underway and includes a new park and 25 acres of open space. And Quarry Creek is moving toward the completion of their 636 units that have been built off the 78 freeway over the past few years.

GET INVOLVED:

These, as well as other developments, will help add supply to the market, but the demand far exceeds what this increase can absorb. If you want to get involved and gain a voice in this ongoing discussion of creating affordable housing, the city has a Housing Commission that meets monthly. The commission meets on the second Thursday of the month at 6:00 p.m. at City Council Chambers. There are not any easy, simple solutions to this current equation, so get involved and make a difference.

## CHAIRMAN’S CIRCLE

THANKS FOR YOUR CONTINUED SUPPORT

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





# Future-ready cities stress innovation, openness

## Carlsbad Connected

A “smart city” is a municipality that uses information and communication technologies to increase efficiency, communication, transparency and the overall quality of government service.



### Customer Service

1. **Carlsbad @Your Service App**  
Report pot holes, graffiti, etc.
2. **Public Meeting Streaming**  
Watch City Council meetings online
3. **Real Time Traffic Map**  
See real time traffic status on city streets
4. **Online Records Portal**  
Request public records and see public record requests from others
5. **Online Crime Reporting**  
Fill out a crime report on your computer
6. **Library Self Service**  
Downloadable content, online learning tools and more
7. **Exploration Hub**  
3-D printing, virtual reality, coding and other tools
8. **Online Public Engagement**  
Give input on city projects

### City Operations

9. **Digital Recruitment Tools**  
Paperless job application and hiring process
10. **Smart Lighting, Temperature Controls**  
Automatically adjust for energy efficiency
11. **Weather Controlled Irrigation**  
Regulates watering schedule as needed

### Safety

12. **Smart Police/Fire Vehicles**  
Mobile office and incident command capabilities
13. **Public Safety Command Center**  
Mobile emergency operations and incident command center
14. **Pulse Point App**  
Get updates on local fire and medical emergencies
15. **License Plate Readers**  
Scans license plates for wanted vehicles
16. **Crime Analytics**  
Crime scene re-creation using laser technology
17. **Digital Dispatching**  
Uses mapping to send closest available unit to the scene

### Infrastructure

18. **Roadway Condition Monitoring**  
Lasers measure road conditions to prioritize paving projects
19. **Smart Traffic Signals**  
Creates better traffic flow
20. **Smart Water Meters**  
Quicker more accurate meter reading
21. **Automated Manhole Detectors**  
Alerts the city to sewage overflows
22. **Virtual Sewer Pipe Inspections**  
CCTV cameras on robots identify needed repairs
23. **Energy Efficient Street Lights**  
Equipped with auto-dimming technology
24. **High Speed Fiber**  
Transmits data at the speed of light
25. **Solar Power**  
Solar panels at city facilities allow real time energy monitoring

The City of Carlsbad has always been future-thinking with long range plans for the management of housing, businesses, parks, roads and public safety. It has leaned into technology to connect with residents, visitors and businesses as it provides excellent customer service.

The city also has a long-standing reputation of working with businesses to support a thriving economy. With many technology firms, life sciences companies, and even video gaming businesses, the Carlsbad innovation economy is strong.

Future-ready cities engage openly with local companies to foster an environment that attracts the best available talent. Applying local know-how and deepening the roots of businesses foster a better community. Together the City of Carlsbad and our business community want to create a place where smart people want to live, because the real fuel of our future economy is talent.

Recognizing the strength of the innovation economy from startups to global headquarters earlier this year, the city combined the Economic Development team with the Chief Innovation Officer to create a new unit that reports directly to the City Manager. Uniting innovation and economic development recognizes that businesses have a role in the vibrancy of our community. They can collaborate by providing innovative ideas that support residents and help the city adapt to the future.

This is a community that has something to offer everyone. Fostering a sustainable and healthy economy means understanding areas of opportunity for an inclusive approach to supporting residents and businesses. This year the city will join the AARP Network for Age-Friendly Cities and engage with the community to develop an action plan.

One area of focus for Age-Friendly Cities is employment. The innovation economy and entrepreneurship are often perceived as a young person’s game. However, an impressive body of research suggests that people in the second half of life are helping power entrepreneurship.

In 2016, the 55-64 age group accounted for nearly a quarter of new entrepreneurs nationally. The Bureau of Labor Statistics reported that the self-employment rate among workers age 65 and older was the highest of any age group and much higher than the 25-34 age group. The potential of these entrepreneurs to support a thriving economy while also contributing their talents to support this great community is a hidden gem we recognize.

Standing on a strong history of community, civic engagement, and future-thinking, the city understands that it needs to adapt to the new ways that people want to connect. When you want to do business with the city sometimes there are still paper forms, manual processes and non-intuitive approaches to getting something done. We aim to change and are seeking the help of local companies in becoming a leading digital city.

Transforming digital operations to make them more efficient and accessible for the everyday user is a city goal. At present residents and businesses need a separate login for the many interactions they have with the city. Renewing a library book takes one login, paying a water bill takes another login, and signing a child up for a swimming lesson takes yet another. Why? Shouldn’t our residents and businesses have a single login for all their dealings with the city?

That is a simple example, but it exemplifies what we are trying NOT to do – adapt humans to technology rather than the other way around. While we have made great strides in the past we can do better by putting people first when adopting new technology.

A people-centered approach to technology is exemplified by the Carlsbad Connector, a pilot program that shuttles commuters between the Carlsbad Poinsettia Station and employment centers around the city. The early results from this app-based program are proving successful. Providing mobility alternatives for the workforce helps to reduce traffic, support our climate action goals, and attract talent that may prefer to go car-less.

And we are also connecting our business leaders. Last year we hosted a CIO/CTO roundtable, inviting chief innovation, information and technology officers of local companies to join us in a conversation about the current state of technology and predictions on where it is taking us. The unexpected result was that many of these business innovators had not met, even though some were connected digitally. So here they were in the same room shaking hands and exchanging ideas and business opportunities in a way that can only be done face to face.

Creating a more connected city is our approach to innovation and the economy. Digital platforms are great, but by bringing people together we’re putting the human back into digital and helping find solutions that will boost our businesses while enhancing our community. We look forward to connecting with you as we work towards the future together.



CITY NEWS

DAVID GRAHAM  
CHIEF INNOVATION OFFICER  
CITY OF CARLSBAD

## 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.**

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A people-centered approach to technology is exemplified by the Carlsbad Connector, a pilot program that shuttles commuters between the Carlsbad Poinsettia Station and employment centers around the city.



# Finding parking spots in the Village

Parking, or the perceived lack of it, has always been a hot topic of discussion in the Village. With the unanimous vote at the January 28 City Council meeting with council directing staff to begin enhanced enforcement of parking time limits in the Village, it has brought the issue back to the forefront. And, thankfully, it is being met with great optimism that it will have a very positive impact on Carlsbad's downtown.

Starting May 22, 2020, on streets in the Village where three-hour parking limits have existed for years but have been ignored, enforcement will now take place per the municipal code. Signs clearly identify parking spots that are subject to the three-hour rule.

The council vote adopting the resolution will provide for the addition of two full-time Community Service Officers, one marked police vehicle outfitted

with a mobile license plate reader and two hand-held readers, for the purpose of enforcing timed parking restrictions in the posted Village areas.

Beginning in mid-February, staff and volunteers from the City of Carlsbad Police Department started notifying business owners, and residents, in person of the change in the already-posted areas largely along State, Grand, Madison, Carlsbad Blvd., and key commercial areas downtown. Their handouts remind that the Village does offer free public parking in

five city lots on Grand, State, Roosevelt and Oak. They have also placed large A-Frame signage in various locations highlighting the change and these signs will be moved around the Village for the next three months while community outreach continues.

How did this enforcement finally come about? In 2017, the



On streets in the Village where three-hour parking limits have existed for years but have been ignored, enforcement will now take place per the municipal code, starting on May 22.

City of Carlsbad finished a parking study and plan (parking management plan) for the Village, Barrio and nearby beach area to:

- Make parking more convenient for community members, employees and visitors
- Promote more efficient use of existing parking
- Support future parking needs and mobility options

- Explore options to make the project area more inviting for walkers, bicyclists and people who use public transportation
  - Support the vision outlined in the draft Village and Barrio Master Plan
- Some of the recommendations from that study and a subsequent 2018 study included

enhanced enforcement of existing parking time limits, changing some time limits, and adding time limits to commercial areas to encourage turnover of parking spaces that improves access to businesses.

The Carlsbad Village Association surveyed business owners, employees, and residents at its January Village Voices meeting, at its Open House in January, and through business visits as well. Over 70% of those surveyed were in favor of enforcing the time limits to encourage turnover of parking spots in the anticipation that it will further stimulate the downtown economy and benefit the businesses in the Village.

There is such an amazing variety of shopping, dining, entertainment, and service-related businesses in Carlsbad Village. The hope is that by encouraging a reasonable turnover of parking spots downtown that parking will be more readily available and that will ultimately make everyone's visit to the Village even better than imagined!



CHRISTINE DAVIS  
EXECUTIVE DIRECTOR  
CARLSBAD VILLAGE ASSOCIATION

# Home remedies for bumps and bruises

Most people get bruises occasionally, from children to seniors. Bruises or contusions as they are also known may occur after an accident, such as a fall, or from bumping into or being struck by a blunt object.

Usually a bruise, which is marked by bleeding into the skin of the bruised area, is nothing to worry about and eventually heals on its own and the skin discoloration disappears.

"Bruising is a normal response to an injury," says Sophia Bradley, DO, a primary care physician at Scripps Coastal Medical Center Vista.

"Tiny blood vessels beneath the skin can be damaged by even a small impact, such as bumping into a coffee table," says Dr. Bradley, who specializes in family medicine. "While they can be challenging to treat, there are home remedies for bruises that may speed up healing and minimize their appearance."

Here are six things you need to know about those black-and-blue marks, including home remedies for bruises:

## 1. THE COLOR OF A BRUISE IS BLOOD POOLING UNDER YOUR SKIN

A bruise occurs when small blood vessels under your skin bleed. Since the skin isn't broken, the blood leaks out

into the space around the vessels. This pooling changes the color of the skin above the injury. At first, the skin is red or purple, but progresses to yellow or green before healing completely.

## 2. THERE ARE DIFFERENT TYPES OF BRUISES

A flat, purple-colored bruise, such as a black eye, is called an ecchymosis. A swollen, painful, raised lump is called a hematoma. Hematomas form when clotted blood develops as a lump under your skin. An example of a hematoma is the proverbial goose egg on your head.

## 3. COLD CAN HELP THE SWELLING

At the first sign of a bruise, put a bag of frozen veggies or an ice pack wrapped in a towel on the injured area. Leave it there for 15 to 20 minutes, remove it for about 30 minutes and then put it back on. Try to do this for a day or two, several times per day.

## 4. ELEVATE THE INJURY IF POSSIBLE

Rest the injured limb and raise it above your heart. For example, if you bumped your calf, prop up your leg to keep blood from pooling. This will help reduce swelling and keep the bruise from spreading.

## 5. APPLY HEAT

After the first two or three days, apply a heating pad or warm cloth to the bruise. You can take ibuprofen or acetaminophen if necessary.

According to Dr. Bradley, heat helps boost circulation and increase blood flow and will help to clear away the trapped blood after the bruise has already formed.



Home remedies can really help treat a bruise by speeding up its healing and minimizing its appearance.

## 6. DIET MAY HELP PREVENT BRUISING

Vitamins K, C and B12 help your blood clot, so if you lack these in your diet, you may bruise more often. Citrus fruits can increase your vitamin C, and green leafy vegetables, such as spinach are a good source of vitamin K. Vitamin B12 can be found in fortified breakfast cereals, eggs, milk, fish, meat and poultry.

Check with your primary doctor when

necessary. "There is no magic trick for preventing or healing bruises," says Dr. Bradley "Most will heal within two weeks, and you'll forget you even had an injury."

Check with your primary care doctor if you feel you are experiencing excessive bruising in places you don't normally get them, or if the pain is severe. In rare cases, excessive bruising could indicate an underlying condition.

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## › LIVES

Continued from Page 1

But Rota was not the only one in our community to go through this horrific experience. “I was in Las Vegas attending the concert festival with my wife and a few friends,” says Carlsbad Police Department Sergeant Mike Ernst. “We had been to the Route 91 concert the previous year and had a great time and were much looking forward to attending again,” he remembers. Even as a law enforcement agent, Sgt. Ernst also experienced the confusion typical in these types of incidents. “At first, I didn’t realize they were gunfire. I thought it may have been fireworks associated with some sort of prank or worst-case scenario (at the time) that it was some type of shooting incident on the strip. The furthest from my mind at the time was that someone was shooting into the crowd.” Just like Rota, Sgt. Ernst’s understanding of the horrendous reality of the tragedy became clear when Jason Aldean stopped playing and ran off the stage. “Our entire focus went towards what was happening and I started to see what was happening. A couple people in front of our seats had been shot and there was a woman climbing up into our area that had been shot in the torso that was bleeding heavily. The gunfire and the presence of wounded people was what really provided shape to what was occurring.”

While Rota anxiously waited for news about his wife, who had just gone to the bathroom right before the shooting without her cellphone (left in Rota’s backpack), Sgt. Ernst training kicked in going from survivor to first responder, trying to help people once the shooting stopped. “There were so many people that had been shot, unfortunately many of them fatally, that you just try to help someone. During the first minutes after the shoot-



“Minutes count when it comes to bleeding. People can die in as little as 5-10 minutes,” says Melinda Case who is involved with the Trauma Research and Education Foundation (TREF).

ing had stopped there were no police or fire inside the venue so I (along with a lot of other people) started to do what we could to help people.”

### TRAINING CAN SAVE LIVES

On March 13, these two stories of survival and resilience will come together as Viasat will host the Ready Carlsbad Business Alliance’s Stop The Bleed and Active Shooter Training Symposium. “Minutes count when it comes to bleeding. People can die in as little as 5-10 minutes,” says Melinda Case who is involved with the Trauma Research and Education Foundation (TREF). “Bleeding control, keeping blood inside the body is a very important step in helping to save lives in people with bleeding that we can see. People without medical experience can help to stop bleeding by learning a few basic steps to help keep blood inside our bodies.” These basics

steps will be taught during the symposium, where attendees will get a chance to practice proper bandaging and tourniquets.

Another component of the symposium will be active shooter training and Run/Hide/Fight, which will be taught by Sgt. Ernst. “I think the experience has really allowed myself and others who were there to bring another level of credibility to our training. Additionally, I have been able to provide active shooter training to the public as well as other law enforcement agencies. You can teach certain principles and hope your students absorb the material, but when you weave personal experience into any lesson, I feel like it has a greater impact.”

This comprehensive event will also touch on how psychological preparedness and its tools can help a bystander deal with a mass casualty incident. “An equipt bystander will be better able to step outside their comfort zone to provide efficient measures for safety and



Carlsbad P.D. Sgt. Mike Ernst, City of Carlsbad Assistant Director of Emergency Services, David Harrison and Co-founder of Coherence Associates, Dr. Sara Gilman, at a RCBA Stop The Bleed Symposium in 2018.

estly say I did not save one person. I spent almost 40 minutes running around from dead body to dead body that I didn’t even realize everyone that was left inside the concert was dead. The days and weeks of reporting of the incident were filled with heroic stories of people doing incredible things and I felt like I had failed in some fashion. It took a few months of debriefings, therapy and talking with peers to fully come to grips with the incident.”


The symposium has also invited FBI North County SSA Brady Finta, to discuss the role of the FBI during a mass casualty incident.

### SHARING LESSONS LEARNED

While Rota was able to reunite with his wife, he says the impact the Las Vegas mass shooting has taken on his life and work has been significant. “Now, every time we go to a public venue, she keeps her phone on her, and I am very attentive to exactly where she is going if/when we do split up, and we designate a meeting spot if we lose communication. As far as work, I was already deeply involved in our Threat Management Team, and I truly believe what we have discussed repeatedly with active shooter scenarios and training prepared me to at least think a little differently when the shooting started.” For Rota, hosting this event at Viasat just fit perfectly with their emergency preparedness culture. “Our employees are our greatest asset, so when it comes to protecting employees I/we have always made decisions as if we were making them ‘the morning after.’ In other words, we deploy the right resources to potential threat situations with a mindset that the threat is real. I think now more than ever I embrace this concept after seeing firsthand the devastation that one person has the ability to inflict. I also promote extending awareness to your significant others and family, not just co-workers, given the possibility an incident may occur when you least expect it... outside the workplace.”

As for Sgt. Ernst, he is emphatic when talking about the importance of this type of training and is very eager to share the lessons he has learned both through his own training, and now, his own personal experience. “I feel this training is important because the public are the true first responders. During the first few seconds or minutes first responders are likely not going to be there. So, whatever the public can do to help themselves and others is simply a force multiplier for law enforcement. If they begin to think about the principles of Run, Hide, Fight and how they can apply them before the shooting starts, it makes them exponentially more prepared to deal with the incident. The material is somewhat frightening when you talk about the statistics of these types of events, but I feel that after every presentation that some or most of them feel empowered. That these incidents are not completely out of their control. They’re simply not waiting to die. That empowerment is the key to survival.”

For more details about the Ready Carlsbad Business Alliance’s Stop The Bleed and Active Shooter Training Symposium, see ad on this page.



**Ready Carlsbad**  
BUSINESS ALLIANCE

**CARLSBAD**  
CHAMBER OF COMMERCE

# STOP

## THE BLEED & ACTIVE SHOOTER TRAINING

PREPARING BYSTANDERS FOR A MASS CASUALTY INCIDENT

**FRIDAY, MARCH 13**  
**7:30 AM – 10:30 AM**  
(CHECK-IN STARTS AT 7:00 AM)

**VIASAT**  
2456 Town Garden Road,  
Carlsbad, CA 92009

**\$25 ADMISSION**

*(Online pre-registration includes breakfast and Stop-The-Bleed kits while supplies last.)*

**TOPICS AND PRESENTERS:**

**Run/Hide/Fight and Active Shooter Training**  
**CPD Sgt. Mike Ernst**  
*Las Vegas Attack Responder*

**Stop the Bleed Provider Course**  
**stopthebleed.org**  
*Trauma Research Education Foundation (TREF)*

**Psychological Preparedness**  
**Dr. Sara Gilman**  
*Coherence Associates*

**FBI Role**  
**SSA Brady Finta**  
*FBI North County*

**REGISTER AT CARLSBAD.ORG**



Carlsbad P.D. Sgt. Mike Ernst is incorporating his personal experience into active shooter training.

survival, says Dr. S Sara G. Gilman, PsyD, LMFT, co-founder of **Coherence Associates**. “Having a few tools to be able to show empathy to a victim while making sure the focus is on immediate safety will contribute to a better outcome.” She will also address the challenges bystanders and survivors may face in the aftermath of a mass casualty incident. She says the workshop will explore what can happen, how to recover and when to ask for help and support. “Following involvement in an incident such as a mass casualty, many people experience what I call, ‘emotional whiplash’ where they may have a variety of emotional and physical responses they don’t understand and can seem overwhelming. Sleep disruption, daily exhaustion, nightmares, feeling withdrawn, guilt, constantly feeling thirsty, irritability, and a sense of overall hyper-awareness are some of the typical responses.”

Sgt. Ernst can perfectly relate to the feelings and emotions Dr. Gilman talks about. “It was troubling at first because I felt like I didn’t do anything. I was on the venue grounds for almost 40 minutes after the shooting stopped and I can hon-



# Volunteers help bring community theater to life

What happens onstage at a theatrical performance is often described as magic. When most of us attend a live theater production, we sit in anticipation of the opening scene. Then, when the curtain rises, we are drawn into a make-believe world for two hours of singing, dancing and dialogue that bring smiles, cheers and even tears. But many don't really know what it takes to bring a show to life onstage.

In order to create this magic, it all begins a year prior, before the show is cast and a creative team sets their vision of bringing a well-known story to life. At **Carlsbad Community Theatre**, the year starts by searching for venues, selecting shows and assembling creative teams. These activities are driven by an all-volunteer board dedicated to supporting the performing arts in our community.



CULTURE BUZZ

**JON LASH**  
BOARD  
PRESIDENT  
CARLSBAD  
COMMUNITY  
THEATRE

This board of committed volunteers contributes over 9,000 hours a year preparing for opening nights. Besides a devoted board, we also depend on community volunteers that spend over 6,000 hours on rehearsals, set preparation, program design, costumes and props. This doesn't include the hours of the tech crew, backstage monitors and hair and make-up team. Don't forget the ushers and concessionaires at intermission who all help to create a special experience for the audience.

This August, Carlsbad Community Theatre, which has offered performing arts opportunities for 36 years in Carlsbad and the surrounding region, brings the beloved Seussical The Musical to the Carlsbad Cultural Arts Center. We couldn't continue our efforts



The Carlsbad Community Theatre presented a production of The Little Mermaid last summer.

without the community stepping in and helping us. If you've never had the chance to volunteer at a theater performance, we encourage you to do so. You'll have a new appreciation and understanding of what it takes to stage a live show; what happens backstage is magic in itself. While the audience watches a performance, there is another equally impressive show taking place backstage. Tech crew racing to get the next scene ready and actors scurrying around for their next entrance. Serving as a volunteer or a board member of a nonprofit

organization offers new perspectives and insights on the road traveled to achieve the goal of keeping the arts as an essential element of daily life. Volunteers and board members bring experience and expertise that often assist an arts organization to deepen its impact within the community. By supporting an organization as a board member or volunteer, you will find that you get more than you give. So, the next time you enjoy a live performance, possibly featuring one of your children, a friend or neighbor, just remember the magic you are

enjoying is a direct result of the work of a dedicated board of directors and many volunteers that aren't in the spotlight, but certainly deserve to take a bow!

*Editor's Note: Culture Buzz is a joint effort of the Carlsbad Chamber of Commerce, the Carlsbad Arts Commission and the City of Carlsbad Cultural Arts Office. This monthly column focuses on sharing the perspective of artists, arts leaders and arts organizations, unified by a shared goal to enhance and expand the role of the arts in our community.*



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- CHRISTIAN SNYDER, CEO, PTSDBOARDS.ORG

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## › ALPHAGRAPHICS

Continued from Page 1

ness that cares about their customers. -Holly K.

### 3. ALWAYS OFFERING CUSTOMIZATION AND PERSONALIZATION

From planning to design to implementation, AlphaGraphics Oceanside's expert level team provides businesses customized marketing and print solutions. Some of their personalized print options are: blueprints and site plans for contractors, customized cards and invitations, personalized letterhead, stationery, postcards, promotional items, quinceanera invitations and printed banners, labels, stickers, and decals. Regardless of what you need your printed product for, they always provide quick printing and pride themselves on the quality they serve to their clients.

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Call Chris Weiner today with your printing and marketing needs at (760) 722-1485 and remember to mention the Carlsbad Chamber of Commerce to hear our exclusive deals for members.



# The Chamber is connection.

The Chamber excels at bringing together leaders and influencers from throughout the community to build the teams that make things happen.

Build strong business relationships at [carlsbad.org](http://carlsbad.org)



Catalyst. Convener. Champion.

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Western Association of Chamber Executives



# A 20/20 Vision for our schools

Welcome to 2020 in the Encinitas Union School District! 20/20 is symbolic of a well-focused, clear vision. As we move into this new year, EUSD is focusing on ways to continuously improve the educational opportunities we provide our students in this next chapter of our story. We know that starts with reflecting on where we have been, where we are now and where we need to go.

In reflecting back on our 2019 story, we recognize some of the great accomplishments to support our students learning in the district:

- District-wide implementation of K-6 Social and Emotional Learning Instruction (T.R.A.C. - Teambuilding, Regulation, Awareness and Community)
- Opening of our two new, state of the art district-wide Research and Design Studios at Farm Lab
- District-wide implementation of new, pilot mathematics resources
- Increased professional development in the areas of mathematics and science
- District provided Next Generation Science units and training for all teachers
- CA Dashboard Ratings of Blue

(or the highest level) in English Language Arts and Mathematics

- Increased gains in Language Arts and Language Acquisition for our English Learners
- Implementation of Newcomer support via Newcomer Academies
- Implementation of many new sustainability products and practices including steam weed abatement, chemical free, electrostatic cleaners for disinfecting spaces, and battery-operated leaf blowers

Increased emphasis on personalized learning for students as we recognize their stories and work to engage learners to content with their unique needs and abilities in mind

- District-wide implementation of Raptor Visitor Management Safety System

We recognize that learning in 2020 and beyond must be forward thinking as we are preparing students for a more technologically advanced and globally connected world. To support this focus, we are moving ahead with creating a district-wide comprehensive Facilities Master Plan. Students must have learning spaces and environments that are world class and meet the needs of the whole child.

SCHOOL NEWS



ANDRÉE GREY  
ED.D.  
SUPERINTENDENT  
ENCINITAS UNIFIED  
SCHOOL DISTRICT



The Encinitas Union School District recognizes that learning in 2020 and beyond must be forward thinking as they prepare students for a more technologically advanced and globally connected world.

We are working with LPA Design Studios to review how our spaces are maintained and utilized, and to consider how we can best address district educational goals for the future. Each site and each space will be reviewed with stakeholder input to establish a clear vision for what we want our educational environment to be for our students in the next three, five and ten years. We look forward to engaging our families, community and staff in this process as we create the roadmap for the next chapters of EUSD together.

Along with the District's forward momentum, our team of professionals continues to stay focused on knowing each child and their stories, strengths and gifts. This personalized approach ensures that we provide the best educational program possible.

Thank you for the continued support you provide to our students and our sites.

### DISTRICT OVERVIEW

Encinitas Union School District (EUSD) serves the communities of Encinitas, Leucadia, Olivenhain and the Rancho La Costa area of south Carlsbad.



**WE RECOGNIZE THAT LEARNING IN 2020 AND BEYOND MUST BE FORWARD THINKING AS WE ARE PREPARING STUDENTS FOR A MORE TECHNOLOGICALLY ADVANCED AND GLOBALLY CONNECTED WORLD.**

The District's enrollment of approximately 5,300 students is housed in nine kindergarten sixth grade schools and includes a special education preschool program.

### BIO

Andrée Grey, Ed.D. serves as the Superintendent for the Encinitas Union School District (EUSD). EUSD most recently was named District Administration Magazine's District of Distinction and was recognized this year as a P21 Exemplar

District noting the innovative learning opportunities for all students. As Superintendent, Andrée Grey, helps lead the district's efforts surrounding academic excellence, environmental stewardship, instructional technology and health and wellness for students. EUSD is proud to have received national recognition as a National Green Ribbon District and strives to continue to develop innovative practices to inspire action in the area of environmental stewardship.



## CSUSM President lays out her vision in first Report to the Community

One of the first calls Ellen Neufeldt made last summer when she learned that she had been appointed the new president of Cal State San Marcos was to the university's first president, Bill Stacy. Neufeldt happened to know Stacy already, as their paths crossed when both were leaders at the University of Tennessee at Chattanooga. They talked about how special CSUSM is, and Stacy shared his memory of visiting the site of the future campus back in 1989.

Recently, more than six months into Neufeldt's tenure (30 years after the university's founding) Stacy was the one who called Neufeldt. Neufeldt told him that she knows she's standing on the shoulders of giants – not only Stacy himself but fellow former presidents Alexander Gonzalez and Karen Haynes. “Over the last three decades,

our university has discovered and honed its voice, its place, its mission,” Neufeldt said Thursday morning. “Now it's time to ask: What do we want the next 30 years to look like?”

Neufeldt was speaking at her first, and CSUSM's 16th, Report to the Community, an annual tradition in which the president spotlights the university's achievements to a broad cross section of regional business, nonprofit, education and government leadership. The sold-out event this year featured nearly 600 attendees. Because it was her inaugural Report to the Community, Neufeldt not only reflected on the many things she has discovered as part of her ongoing Listening and Learning Tour, she also laid out her vision for CSUSM as it moves forward into the next stage of its evolution.

“This semester, we will begin a university-wide strategic planning process, and I want you – our community – to be a part of helping us envision and lay the groundwork for our next 30 years,” she said.

Touching on her background as the daughter of parents who worked in higher education and a father who was a first-generation college student, Neufeldt emphasized her lifelong focus on student success, “from first point of contact to graduation day and beyond.”

She reinforced the importance of diversity, inclusion and social mobility, pointing proudly to a 2019 ranking in which CSUSM placed 36th out of almost 1,500 schools nationally in the Social Mobility Index by CollegeNET. “This means we are one of the top universities in the country when it comes to educating more low-income students at a lower tuition and graduating them into good-paying jobs, prepared to lead in the world of tomorrow,” Neufeldt said.

Fitting in a speech to vital com-



CSUSM President Ellen Neufeldt addresses an audience of almost 600 people during her first Report to the Community on Thursday, Feb. 6.

munity partners, Neufeldt highlighted the necessity of community-engaged learning centered on mutually beneficial collaboration between students and partners. Last academic year, she noted, CSUSM facilitated more than 2,600 community-engaged learn-

ing opportunities at over 500 community businesses and organizations. “Based on what I've observed and heard,” she said, “I think this campus is second to none in this kind of out-of-classroom learning experiences we are providing our students.”

HIGHER LEARNING



DR. PATRICIA  
L. PRADO-OLMOS  
VICE PRESIDENT  
OF COMMUNITY  
ENGAGEMENT  
CALIFORNIA  
STATE UNIVERSITY  
SAN MARCOS



# MEMBERDIGEST

S P E A K I N G   F O R   B U S I N E S S ,   L I S T E N I N G   T O   T H E   C O M M U N I T Y

## Netforce, a Carlsbad Chamber referral Program™

Netforce is an award-winning and long-running program (over 10 years old/young!) open to Carlsbad Chamber members. Very simply put, the mission of Netforce is to build relationships that generate new business referrals for its members.

The founders of the first Netforce group had the mission to create a new benefit for members, specifically related to business development. Beginning with research on several well-known networking and referral-generating programs throughout the county,

and interviews with their participants. It was discovered that many people didn't like their groups as they may have 40 people in them, but only would refer 2-3 people since they may not trust the rest, or did they like too many strict rules. The result of the investigation was the creation of Netforce as a unique hybrid of structure, member selection, low cost to our members, and FUN.

While similar to the regular networking groups, Netforce proved to be extremely effective.

In the first year of the first group alone, more than \$100,000 in business was passed. And interestingly, members say one of the most surprising benefits has been that they have become the greatest resource to their existing clients for other services, as they can confidently refer fellow Netforce members to their clients. The resulting trust and confidence levels skyrocket all around.

These are groups provide connection, inspiration, motivation, accountability and referrals for members. The meetings are highly energetic, personally compelling and professionally productive and fun. Members also meet one-on-one to build the trust and grow their rela-



tionship outside of the weekly meetings.

Currently, we have two Netforce groups, which meet weekly (at 7:30am). Prospective members are welcome to attend two meetings before submitting

their application to join. Because the groups are limited to one person per industry, if you or someone you know may be interested please contact Kathy Steffen, Director of Fun, to confirm eligibility.

## COMMITTEE SPOTLIGHT - BUSINESS RESOURCE COMMITTEE

### What are the goals of this committee?

The Business Resource Committee builds genuine business relationships, teaches sound business skills, increases member business visibility, and shares referrals.

### What have been the highlights of the committee in the past year?

The BRC has a speaker each month. We had speakers share their expertise on networking, creating accountability, telling your story, aging / ageism, financial planning hacks, along with a non-profit panel on caused-based marketing. We also had regular relationship-building exercises.

### Why should a member join this committee?

Anyone interested in building strong business relationships while learning or sharing sound business skills to help grow and improve their business will enjoy the BRC.

### What impact does this committee have within the Chamber and the community?

The committee helps identify great resources for chamber member's businesses as well as potential First Friday Breakfast speakers, helping improve presentation skills.



The BRC helps members build relationships and improve their skills, while increasing their visibility and referrals.

### What are the upcoming committee plans/events that a member or the community should not miss?

We have a wonderful slate of speakers for 2020 covering all aspects of marketing and sales from strategy to branding, podcasting and social media, the sales process and networking. We also have panels planned on wellness and investing.

## FEBRUARY 2020 RISING STARS



Congratulations to our February 2020 Rising Stars of the Month: Zoe Thompkins - La Costa Canyon High School, Steven Wynn - Carlsbad High School, Henry Fowler-Bombardier - Pacific Ridge School and Destini Perkins - Sage Creek High School. We are incredibly proud of everything you've accomplished! Big thanks to all the businesses, elected officials and organizations that continue to support this program, especially the Carlsbad Educational Foundation.

PREMIER NETWORKING




# FIRST FRIDAY BREAKFAST

MAR 6 | 7:00 A.M. - 9:00 A.M.



**Ray Madaghiele**  
Strategic Planning  
Facilitator

How to Eliminate 75% of Your Worries Through Effective Problem-Solving



5480 GRAND PACIFIC DR,  
CARLSBAD, CA 92008

[carlsbad.org/events](https://carlsbad.org/events)

PREMIER NETWORKING



# CBAD HAPPY HOUR

MAR 18 | 5:00 P.M. - 7:00 P.M.



**SKY ZONE**  
6133 INNOVATION WAY  
#102,  
CARLSBAD, CA 92009

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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 3/17/20). After that, walk-in price goes up to \$20 for members.

[carlsbad.org/events](https://carlsbad.org/events)



WELCOME NEW MEMBERS

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Kathy Naylor  
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(760)867-2018  
*Change and Leadership Solutions provides consulting and coaching services to individuals and organizations to optimize their effectiveness and enable change. Services include: Executive/Career Coaching, HR Change Management, Leadership Development.*

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Carlsbad, CA 92008  
(760)622-0297  
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*At SpotOn, We're redefining the industry to give you better tools for managing and growing your business, along with unparalleled hands-on support.*

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*I help kids boost their academics and confidence within the first hour of studying, so parents and kids can have a more relaxed family dynamic.*

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*John customizes each of his mindreading performances based on the venue, the event, the client, and the audience to deliver a unique and meaningful experience each and every time.*

FLORISTS

City to City Market of San Diego County

Connie Michaelson  
6965 El Camino Real, Ste. 105  
Carlsbad, CA 92011  
(888)737-3578  
*City to City Market was developed by the local florist across the country to help fill a need for Floral and Local Businesses to be represented online at a cost they can afford.*

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Alpha Consultants

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Carlsbad, CA 92010  
(951)587-1542  
*Dr. Timothy T. Rogers Sr., Ed.D. Retired United States Navy veteran and Government Employee - Organizational Leadership Consultant - Organization Diversity Training - Cyber Security Management - Coaching and Mentoring.*

JEWELRY

Village Estate Jewelry Buyers

Jeremy Leech  
3001 Carlsbad Blvd., Ste. 12  
Carlsbad, CA 92008  
(305)632-2026  
**villageestatejewelrybuyers.com**  
*At Village Estate Jewelry Buyers, we take pride in providing excellent service that is unmatched. Our Graduate Gemologists (GIA) give each customer a personalized and private treatment tailored to your needs. We are here to pay the most for your family heirlooms with integrity and honesty*

MARKETING & CONSULTING

Brown Marketing Strategies

Shannon Brown  
3687 Voltaire St., Ste. C  
San Diego, CA 92106  
(619)546-5390  
**brownmarketingstrategies.com**  
*Brown Marketing Strategies is a leader in creating marketing campaigns using advertising, promotion, community relations, brand identity, sponsorship, event marketing and public relations tactics that will connect you with your target audience to build stronger networks and brand loyalty that will last.*

NON-PROFIT ORGANIZATIONS

Coastal Community Foundation

Sharon Omahen  
162 S. Rancho Santa Fe Rd., Ste. F50  
Encinitas, CA 92024  
(760)942-9245  
**coastalfoundation.org**  
*The mission of Coastal Community Foundation is to enhance the quality of life in San Diego North County by directing philanthropic efforts toward community needs.*

VetCTAP (JBS Transition Experts)

Janis Whitaker  
PO Box 123  
San Luis Rey, CA 92068  
(858)831-8667  
**Vetctap.org**  
*VetCTAP offers job search skills workshops for senior military, veterans, and spouses. Topics include: resumes, networking, interviewing, and much more. Find your ideal career today.*

PEST CONTROL & EXTERMINATORS

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**trulynolen.com**  
*Truly Nolen is a family owned company with more than 80 years of experience providing the best pest control. If you're not completely satisfied, you'll get a full refund on your most recent service with our 100% money back guarantee.*

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REAL ESTATE

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Sherri Dolan  
Carlsbad, CA 92010  
(760)889-3149  
*Residential Real Estate Broker/Owner, consultant, negotiator, and facilitator for sellers and buyers. Carlsbad resident for 20 years and 18 years licensed. BBA in Marketing.*

REAL ESTATE -  
HOME BUILDERS

McKellar McGowan

Tim McGowan  
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San Diego, CA 92122  
(760)803-7527  
*McKeller McGowan is a local real estate development company whose partners have collectively completed over sixty residential, mixed-use and commercial projects in California.*

RESEARCH & DEVELOPMENT

Open Source Maker Labs

Dan Hendricks  
2780 La Mirada Dr., Ste. E  
Vista, CA 92081  
(760)998-1522  
**opensourcemakerlabs.com**  
*Open Source Maker Labs is a research, design, and prototyping lab for start-ups and entrepreneurs. We connect local talent with challenges to promote innovation.*

RESTAURANTS

Panini Kabob Grill

Jose Jimenez  
2622 Gateway Rd., Ste. 100  
Carlsbad, CA 92009  
(760)585-4200  
**paninikabobgrill.com**  
*In the Mediterranean culture, it is our custom to welcome guests and give them the "best of the best" our home has to offer. At Panini Kabob Grill, we have embraced this culture and take every possible opportunity to provide the freshest, healthiest and highest quality ingredients we can find.*

THEATRE - ENTERTAINMENT  
& MEETINGS

Cinépolis Luxury Cinema La Costa

Frank Soto  
6941 El Camino Real  
Carlsbad, CA 92009  
(858)209-3556  
**cinepolisusa.com**  
*Full service Luxury Movie Experience. Reserve your seats online, recline in our leather seats and enjoy at-your-seat service from our kitchen.*

Cinépolis Luxury Cinemas La Costa Town Square

Frank Soto  
3434 Via Mercato  
Carlsbad, CA 92009  
**cinepolisusa.com**

VENDING MACHINES

Healthy Vending SD

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KURT STOCKS  
GENERAL MANAGER,  
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**LEGOLAND® California Resort** has named Kurt Stocks as its new General Manager. Stocks comes to Carlsbad from LEGOLAND® Malaysia Resort, where he served in the same position. Stocks succeeds Peter Ronchetti, who recently retired after serving 11 successful years at LEGOLAND California Resort where he led the openings of many exciting attractions including the LEGO® Chi-ma™ Water Park, LEGOLAND® Hotel and LEGOLAND® Castle Hotel. With more than 15 years of experience in Sales, Operations and General Management fields, Stocks brings a wealth of knowledge and leadership to the team at LEGOLAND California Resort. Under his leadership at LEGOLAND Malaysia, Stocks lead strategic development efforts for the Resort which included the opening of SEA LIFE Malaysia in April 2019, one of the biggest milestones for the resort to date.

MEMBER RENEWALS

264 Fresco	Elevated	Pathway Health Clinic
ACOSTA + PARTNERS	Engel & Völkers Carlsbad	Pinnacle Recovery
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American Glass & Mirror Company	GIA Wellness	SLR Research
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al Corporation	GoBeRewarded Marketing Agency	San Diego Leadership Institute
Angel's Salumi & Truffles	Grand Pacific Palisades Resort & Hotel	The San Diego Union-Tribune
Assessment Specialists, Inc.	Hampton Inn Carlsbad/North San Diego	Shafran Realty Group
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E.P.I.C. North County Conscious Living	Navigato & Battin, LLP	cabi Clothing (Marijane Relth)
Magazine	O'Reilly Wealth Advisors	prAna Living, LLC
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AWARDS



The Carlsbad Business Journal was awarded an Honorable Mention at the 2020 Annual Conference of the Western Associations of Chamber Executives (W.A.C.E) held in February in Portland, OR. This is an important recognition that solidifies the CBJ's position as a leader in keeping its members and community informed. Thank you to our Director of Corporate and Member Relations, Kathleen McNary, for accepting the award on behalf of our Chamber!

RIBBON CUTTINGS



Panini Kabob Grill celebrated the grand opening of their new location in Bressi Ranch on Feb. 6. This scratch kitchen concept takes Mediterranean cuisine to the next level, specializing in kabobs and paninis along with many other breakfast, lunch, and dinner fare at excellent prices. Congratulations and welcome to Carlsbad! paninikabobgrill.com

RIBBON CUTTINGS



On Jan. 28, Community Resource Center (CRC) had ribbon cutting ceremony to celebrate the Grand Opening of their new Carlsbad resale store, Coastal Finds. The new store is now located at 1065 Carlsbad Village Drive. CRC's resale stores generate critical funds for people in the community recovering from domestic violence, hunger and homelessness. Whether you shop or donate, your support helps our community and changes lives! crncc.org

RIBBON CUTTINGS



Community Resource Center celebrated the official grand opening of their new counseling office in Carlsbad on Feb. 3. This expansion of CRC's services will help CRC to continue to provide empathic, dynamic and solution-oriented counseling where clients can learn to navigate and transform challenges and live healthy lives. Congratulations and thank you! crncc.org

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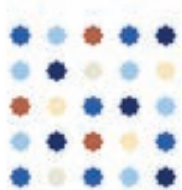
# Real Estate

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There is a wealth of experience available from our Carlsbad Chamber members when it comes to real estate. Investing and/or developing can be a daunting prospect, but if you are ready to take the plunge you will find this special 'Industry Focus' to be a starting point to prepare for the challenges ahead and turn them into competitive advantages.

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# A new place to be in Carlsbad

With modern accommodations, resort-style amenities, and superb features for all types of travelers, **The Cassara Carlsbad, Tapestry Collection by Hilton** is the perfect choice for work, play or a little bit of both. This modern and contemporary hotel is nestled on twelve lush acres overlooking the beautiful Pacific Ocean and the seasonal Carlsbad Flower Fields. Conveniently located adjacent to the hotel are **The Crossings at Carlsbad Golf Course** and **LE-GOLAND California Resort**. We even offer a private pedestrian entrance that is walking distance for our guests. If shopping is your game, take our free shuttle to **Carlsbad Premium Outlets®** for some premier shopping or head straight to the coast and visit Carlsbad's seven miles of magnificent beach.

If exploring the city isn't on the agenda, The Cassara offers countless luxuries to keep you comfortable without ever leaving the property. Visit one of the two pools available to guests, and for kids, there is a splash pad



**The Cassara Carlsbad is the perfect choice for today's meeting and event planner. The hotel has three meeting spaces totaling 2,800 square feet including an outdoor terrace and lawn areas.**

that will keep them entertained for hours. The hotel also features a 24-hour fitness center, laundry service, convenience store, business center, fire pits and grills, and a shuttle service that can take guests anywhere within a 5-mile radius of the hotel.

This one-of-a-kind hotel features 90 guest rooms and will soon feature suites. The airy and modern guest rooms offer a cool Californian Mediterranean décor with a relaxed and laid-back vibe. Enjoy breakfast, lunch, and dinner options from the comfort

of your guest room or stop by the lobby and visit The Cassara Kitchen & Bar. Sip on classic handcrafted cocktails and enjoy gourmet burgers, salads, and appetizers affectionately crafted to perfection while taking in the unmatched pool and coastal

views. This is the perfect place to mingle with friends and family for a quick bite or drink.

The Cassara Carlsbad is the perfect choice for today's meeting and event planner. The hotel has three meeting spaces totaling 2,800 square feet including an outdoor terrace and lawn areas. Host small meetings, intimate weddings, and social events in one of the hotel's unique spaces, which offer coastal views and natural lighting. The Buena Vista Conference Room is ideal for larger events, offering 180 degrees of unmatched patio views of the Pacific Ocean and accommodating up to 100 guests. The catering and sales teams are ready to customize events to meet clients' specific needs and deliver the best events possible.

If you're looking for the perfect place to book a stay in Carlsbad, The Cassara is a hotel unlike any other. The coveted location, views, and grand amenities make it the perfect location for your vacation or business travel needs.

# What it means to be green

I get asked a lot why I do what I do and why 'green'. When I first started Sparkle Freshness back in 2011, I just wanted to improve cleaning by elevating our industry standards and provide excellent customer service. For me, at the time I didn't understand what 'green' really meant. I didn't understand that you could clean just as effectively with products that are

plant based, bio-based or a safer choice, not to mention, I didn't really see a lot of products to choose from. Then, my oldest son Gavin was born 3 months premature. He was so tiny! Due to his preemie lungs, his doctor made sure we knew, 'clean' meant cleaning without toxic chemicals, as any toxins in the air could cause him to have respiratory issues, return to the

hospital, or even death. It was this reality that caused me to start reading and understanding the importance of a clean, toxin-free, environment. I knew from that day going forward that I had to educate myself and people around me that would be caring for Gavin, the harm of using harsh and toxic chemicals, not just in the air, but in our environment as well. I don't use it as a marketing ploy. "Everyone should know the dangers, both visible and invisible, when using toxic chemicals," says Stephanie Barneburg, CEO of Sparkle Freshness Commercial Cleaning.

That has spiraled into something we didn't even think of. We created a company whose number one focus is on your health, the safety of others, making a difference with our employees through training and development, community, and impacting the world through education, and our philanthropy work. I am a mom of two amazing boys, and a wife. I create, and design offers in my community that keep me true to my values and beliefs, while making an impact. Our sustainable mission is clear; we need to offset our carbon footprint, not have toxic chemicals in our oceans and have drinkable water across the globe.

Sparkle Freshness is a full-service janitorial cleaning company with where we focus on sustainability. The company specializes in post construction cleaning, office cleaning and commercial cleaning. Sparkle Freshness has recently been certified as a Woman Owned Small Business (WBE) by the California Department of General Services and Supplier Clearing House. "Stephanie is the driving force behind the success of Sparkle Freshness. She is in the office early, and home in the evenings to care for our family. She is our

Wonder Woman," says her husband and Chief of Operations, Mark Barneburg. "She keeps our home and business organized and running efficiently. She isn't afraid to get her hands dirty in a project. She builds authentic relationships and true partnerships with her clients and they aren't surprised when she comes by to do inspections. Around her, spaces are not only impeccable, people are happy."

The Women Owned Small Business Designation was created to encourage and empower female business owners with recognition. "What I like about this certification is that it says, 'Here is a woman making an impact in the community'." Says Barneburg. "I am encouraged and inspired by other women business owners and leaders, and I am proud to be making the decisions in my own business. I believe that it's encouraging to other women to know that they can be their own bosses and grow their companies in a way that lights them up and still be home to take care of your loved ones."

What is great about working with a Woman Owned Small Business? "We all know that there is a big difference between clean and 'Girl Clean'," Stephanie says with a big smile. "Joking aside, we take pride in our level of service and standards we provide. Often there are things that we can see just walking into a place. We can see the level of service they are getting. We're not going to let that same speck of dirt or spider web just linger there. "We are committed to providing excellent, dependable service while maintaining our promise to care for our clients, our employees, and to the environment by using the most environmentally conscious formulations in our processes and services," says Barneburg.



**Stephanie Barneburg, CEO of Sparkle Freshness Commercial Cleaning turned to products without toxic chemicals to protect her oldest son's preemie lungs.**

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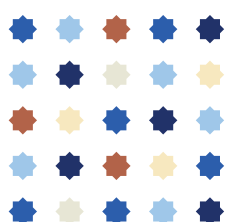
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# Experience The Cassara Carlsbad

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# Living in luxury Carlsbad Village

**Carlyle Carlsbad Village**, located at 800 Grand Avenue, is a new collection of private residences and townhomes in the walkable coastal village of Carlsbad. These tailored residences feature designer interiors with styled finishes, open floor plans and spacious decks for indoor-outdoor living all accompanied by a sun-splashed pool and outdoor lounge.

Carlyle features three types of luxury homes. *The Residences*, the predominant offering of 33 luxury single-level condominiums allow for plenty of natural light and breezy through ventilation with high ceilings and wide-open spaces designed around an expansive covered deck for seamless living between indoor and outdoor spaces. The Residences have private entries from either the secure park garage or a welcoming lobby, as well as elevators to access each of the three stories. Open corridors and unique common areas al-



low for an open feel, uncommon in multi-story condominium communities.

The two *townhomes* and

three *single family homes* are truly unique in their thoughtful designs and generous size in The Village. They feature informal living in a coastal setting with covered outdoor spaces, private elevators and two-car garages. The three-story homes offer the best in resort-like living in this exclusive Village cul-de-sac.

Inspired by The Carlsbad Village, the team at **McKellar McGowan** Real Estate Development designed these homes to embrace coastal beauty, focusing on open floor plans, light-filled living spaces, natural elements, and inspired palettes, each one composed of

**Carlyle Carlsbad Village features designer interiors with styled finishes, open floor plans and spacious decks for indoor-outdoor living all accompanied by a sun-splashed pool and outdoor lounge.**

impeccable finishes and great attention to detail. Carlyle puts you at the center of a vibrant, coastal lifestyle surrounded by a walkable village full of cafes, incredible restaurants, local boutiques, tree-lined streets and endless experiences. Just beyond, beautiful beaches, bike rides, rolling surf and Pacific sunsets await.

The homes range in size from 1,642 to 3,044 Sq. Ft., with prices ranging from

\$1,029,000 to \$2,400,000.

Pre-Sales are underway. This is your opportunity to be among the first to purchase a home at the exclusive Carlyle Carlsbad Village. The sales gallery is open five days a week and we are conducting hard hat tours for prospective buyers.

*Call and schedule your tour today with our Community Sales Manager, Sheridan Mantor, at (760) 810-4442.*



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Carlyle is a new collection of private residences and townhomes in the walkable coastal village of Carlsbad. These tailored residences feature designer interiors with styled finishes, open floor plans and spacious decks for indoor-outdoor living. All accompanied by a sun-splashed pool and outdoor lounge.

*Size Range: 1,642 to 3,044 Sq. Ft.*

*Priced From: \$1,029,000 - \$2,400,000*

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Real life lessons and real estate

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• Reality hits and you need to put a loved one into assisted living. You need to find a facility, sell a house and keep your wits about yourself. This can be scary!

• Your other half wants a divorce. You're emotionally distraught and need to sell the family home and figure out your future plans. This is heartbreaking and stressful!

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It's time to take your business to new heights and capitalize on an untapped market: new movers in your area. When someone moves to a new town, they have no loyalties with any of the businesses in the area. They want to find home services, restaurants, hair salons, auto repair shops and more.

At **Welcomemat Services**, we use advanced data to detect when people are moving into homes near your business. We use direct mail campaigns to get your message to them before anyone else. If you can earn their attention before the competition, you create long-term customers who provide impressive returns for years to come.

The direct mail strategy is only the start of what we can do for you and your bottom line. In any industry, making people feel special is one of the best ways to

earn their loyalty. Consider the impact of putting special promotions on your postcards that only apply to new movers. If you run an auto shop, for example, consider giving one free oil change to people when they arrive.

We also use social media to harness the raw power of new mover marketing. We can create stunning ads, special offers and more. Once we create ads geared toward your business, we promote them to new movers on social media. Combining a strong social media plan with new mover marketing or perfect match postcards gives you a winning strategy that's hard to beat.

*If you would like to learn more about marketing to new homeowners, contact Naila Sfeir at (619) 800-2010 or email nsfeir@welcomemat-services.com*



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The group booking code is: B002600



# Preparing your home for sale

Fully preparing your home for sale can make a considerable difference in the time it takes to sell it. You can help eliminate buyer objections before they arise by making necessary repairs and improvements, some of which are suggested below:

**OUTDOORS**

- Spruce up your garden and lawn; trim shrubbery and replace dead plants
- Yard and patio should be neat; outdoor furniture should be clean and in good shape
- Clean or paint your front door - remember first impressions last the longest!
- Manicure your front yard; make sure your driveway and entry-way are free of clutter

**EXTERIOR**

- Check that house numbers, mailbox, and exterior lighting are all in good condition
- Touch up with fresh paint as needed
- Inspect chimney for cracks or earthquake damage
- Repair loose trim, drain pipes, and fencing
- Clean stains and window screens

**GARAGE**

- Remove clutter and tidy up the shelves
- Clean the floor

**OVERALL**

- Apply fresh paint as needed. Think about brightening your interior with neutral-toned paint

- Clean draperies and carpets
- Replace burned out light bulbs
- Clean the fireplace and remove smoke stains from the wall and mantle

**KITCHEN**

- Sinks, appliances and counter tops should sparkle; remove any clutter.
- Wax the floor
- Clean the oven range and other appliances
- Clean tile and grout; replace if necessary

**BATHROOMS**

- Clean mirrors, glass, chrome and porcelain surfaces
- Replace shower curtain if necessary
- Fix any faucet drips or leaks
- Clean grout and caulking; replace if necessary

**CLOSETS**

- Doors and drawers should open and close easily
- Remove clutter; tidy up shelves and racks
- Clothes should be neatly arranged

**INDOORS**

- Check the basics around the house. It takes just a minute to check all doors, windows and cabinets to make sure they don't stick, squeak or are too loose
- Clean your furnace and water heater so buyers know they are looking at a house that has been well maintained



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— Cassie S.



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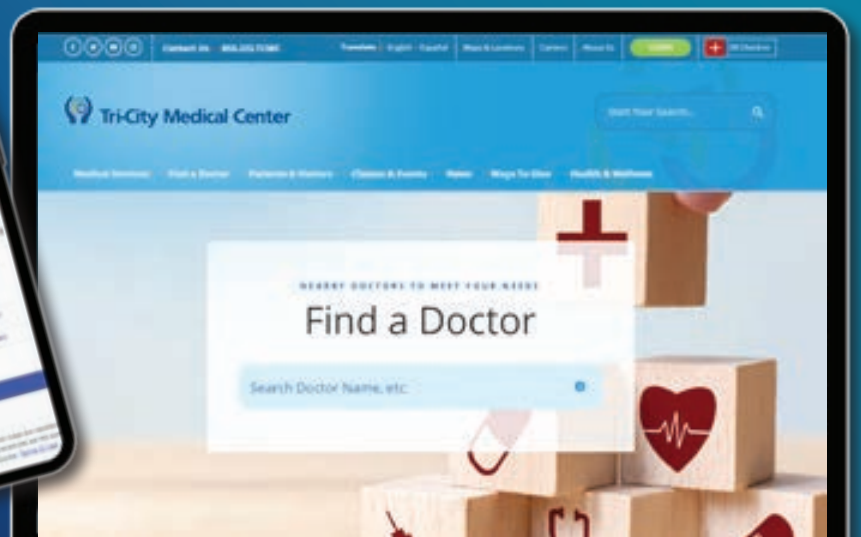
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\*Patients with life threatening conditions should call 911.

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