

BUSINESS JOURNAL

VOL 37 NO. 4

A W A R D W I N N I N G P U B L I C A T I O N

CARLSBAD.ORG



VILLAGE BEAT
Doing our part to lift up
small businesses

5



MEMBER DIGEST
Member benefits gone
fully virtual

9



SPECIAL SECTION
Green Business

13

#CarlsbadBusinessStrong

Early in the day on March 12, 2020 the most anticipated *March Madness* in San Diego history became *March Sadness* as the Coronavirus made its biggest splash into our local scene (up to that point). In the immediate days that followed, it became clear



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD
CHAMBER OF
COMMERCE

that missing out on the Aztecs potential run into college basketballs' long storied history of epic Cinderella tales was the least of our worries.

Locally, the COVID-19 narrative became like a terribly slow-moving horror story script, where you just kept waiting for the evil dude with the chain saw to jump out from around the corner and attack...but we just seem to keep waiting (that's good news by the way, not complaining).

Whether or not the *coronavirus Grim Reaper* fully arrives or not, his effect has already become dire. I write this column on day eight of the *coronavirus hostage crisis* here in San Diego, and the *corona Reaper's* effects on business have been staggering. Carlsbad is home to more than 40 hotels; a tremendous number of excellent restaurants, coffee shops, breweries, and other eateries; multiple high-quality

› COVID-19, Page 3



A RESILIENT COMMUNITY

Last month, as the world watched in horror how the novel coronavirus disease named COVID-19 was spreading from China, to Europe to the community of Kirkland in Washington State, San Diego County and California public health officials quickly established social distancing measures to try to contain the virus.

While the first orders included

limiting mass gatherings, it wasn't very long before all restaurants and bars, gyms and many other businesses had to close their doors. This devastating situation has impacted the business community particularly hard. In the middle of this dire context, many businesses are already looking for ways to survive past the "sheltering in place" order -

› COMMUNITY, Page 6

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

EDITOR'S NOTE:

When we had our editorial meeting for this issue in early March, we were fully focused on making the April CBJ a celebration of the 50 years of Earth Day. As many of you know, that situation changed quickly. While we still want to showcase and recognize green initiatives and green businesses, we couldn't ignore the threat that COVID-19 is posing to our community and communities around the world. Because of that, we are also including a COVID-19 section in this issue, with information that we hope our businesses and our entire community will find valuable. In the meantime, please stay safe and engaged!

ARTIST: SKETCHY PROJECT: CARLSBAD ART WALL

BUSINESS SPOTLIGHT

Finally, a solar program for commercial tenants

Historically, solar has been slower to penetrate the commercial real estate market than the residential market for one reason: building ownership. Tenants who wish to lower their electricity bills by installing solar quickly come across the split incentive problem. Property owners are generally not motivated to pay for a capital energy project when it is the tenant who pays the electricity bill. Likewise, a tenant is not incentivized to pay for a large solar project on a building they do not own.

For the past three years, **EVA Green Power** have been tackling this dilemma with an innovative solution called the Tenant Power Program. Under this program, EVA Green Power designs and installs a solar array to meet a commercial tenant's energy

needs. EVA Green Power takes on the full investment of the solar array. The tenant's only obligation is to buy lower cost, clean power while they occupy the premises.

Many Carlsbad companies such as **ARAMCO** are benefiting from the Tenant Power Program, and EVA Green Power sees this trend continuing as utility rates rise and interest in sustainability continue grows. Aside from the electricity savings, the Tenant Power Program provides significant environmental benefits as well. For example, enabling a 5,000 sf. office suite with solar will remove over 45 tons of carbon emissions per year. This is equivalent to removing approximately 105,000 car miles from our roadways, removing 98,000 plastic bottles from our



EVA Green Power provides commercial tenants with no-cost solar energy.

landfills, or growing 700 trees for 10 years.

Building owners are also embracing the Tenant Power Program because it adds an immediate amenity to tenants

thus making the building more appealing in a competitive leasing market. The building also receives LEED (Leadership in

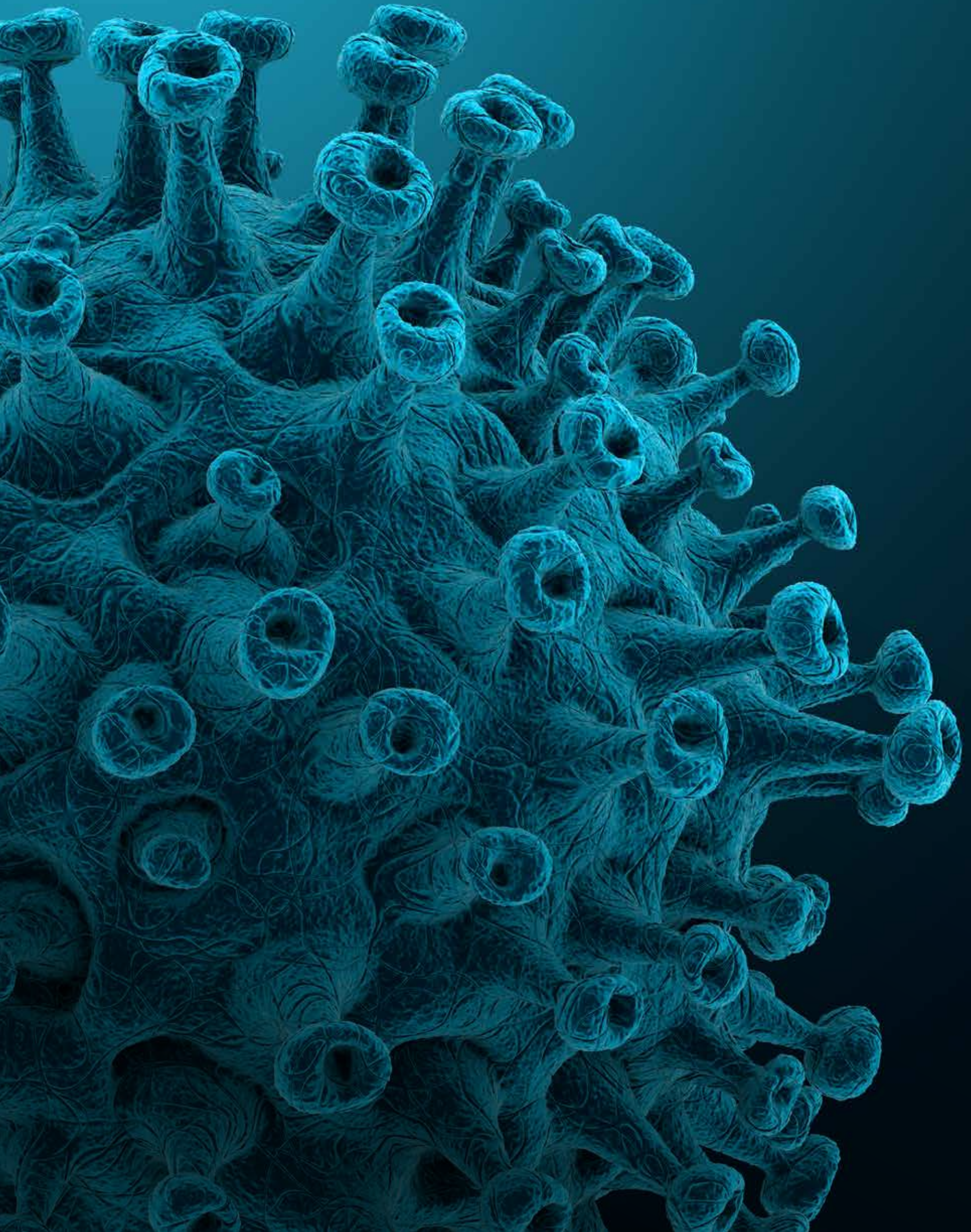
› EVA GREEN, Page 7

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

CARLSBAD
CHAMBER OF COMMERCE
5934 Priestly Drive
Carlsbad, CA 92008

COVID-19 COVERAGE

NEWS & RESOURCES





OFFICERS

CHAIRMAN OF THE BOARD
Matt Leonard Edward Jones
CHAIRMAN ELECT
Catherine Magaña WWM Financial
TREASURER
Rich Clark Fuzion Payments, LLC

VICE CHAIRS

Paula Anderson First Citizens Bank
Adam Jacobs Fortis Fitness and Strength Training & YOGALUX
John Lek Green Dragon Tavern & Museum, Inc.
Sue Loftin Loftin | Bedell, P.C.
Josh Mazur Upstream Consulting

BOARD OF DIRECTORS

Trent Andrews Procopio, Cory, Hargreaves & Savitch, LLP
Aaron Byzak Tri-City Medical Center
Dave Geier San Diego Gas & Electric
Geoff Gray Park Hyatt Aviara Resort, Golf Club & Spa
Ahmed Haque Clearway Energy Group
Laura Henderson North County HR
Brian Hughes Omni La Coast Resort & Spa
Rachel Ivanovich Easy Life Management, Inc.
Mel Landy Howes, Weiler, Landy Planning & Engineering
Claude Jones Walmart Labs
Jessica Jones Poseidon Water LLC
Joseph Mishriki Wells Fargo Bank
Eduardo Moya LEGOLAND® California
Ramon Oseguera The Shoppes at Carlsbad
JR Phillips The JR Phillips Group Inc.
Don Sando Strategic Results Group
Liz Sheahan Girl Scouts San Diego
Carl Streicher Cornerstone Home Lending
Amber Ter-Vrugt Scripps Health
AJ van de Ven Calsense
Mike Weseloh Weseloh Chevrolet Kia
Bob Westfall Solatube International
Scott White New Village Arts Theatre

DIRECTORS EMERITUS

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

ADVISORY COUNCIL

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

STAFF

Bret Schanzenbach President & CEO
Carolina Alban-Stoughton Director of Communication and Engagement
Margery Benkaci Business Development Manager
Gwen Bryson Information Specialist
Kathleen McNary Director of Corporate and Member Relations
Joseph Pimentel Membership Coordinator
Darryl Reitmeyer Director of Sales & Marketing
Edgar Rodriguez Creative Director
Kathy Steffen Director of Fun

ASSOCIATES

Advanced Web Offset Carlsbad Business Journal Printing

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.

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

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

INDEX

TO YOUR HEALTH 5
VILLAGE BEAT 5
CITY NEWS..... 8
CULTURE BUZZ 8
MEMBER DIGEST 9-11
SCHOOL NEWS 12

SPECIAL SECTION

GREEN BUSINESS..... 13

Working together for our community

At this time of uncertainty due to the coronavirus the Carlsbad Chamber of Commerce is partnering with the City of Carlsbad to provide joint updates to our business community. We also thought it would be useful to provide a Q&A with the city on some of the common questions we are fielding as we try to keep our local businesses informed.

What does our business community need to know?

The situation is rapidly changing. For the freshest information from the city go to www.carlsbadca.gov/COVID19. The Chamber of Commerce, Carlsbad Village Association and the city are also sending out joint communications with everything you need to know. To signup send an email to business@carlsbadca.gov. Finally, pay attention to the federal, state and San Diego County updates. These provide helpful information regarding the coronavirus and what residents and businesses need to do to help combat the spread of the disease.

What can our business community do to support our first responders, healthcare workers and essential employees?

The most important thing that we all can do is follow the public health orders and encourage your colleagues and employees to do the same. For example, the stay at home order means people should only go out for groceries, medical appointments, taking care of someone in need or exercising around your home. If you are a business that is considered essential under the governor's order, please have your employees work remotely to the greatest extent possible. If you aren't sure if you should be operating, the city has a link to the governor's order that lists the types of businesses considered essential. Finally, please do your part to maintain 6' social distancing and practice good hygiene. The simplest actions can have the greatest impact.

What is the city doing to help flatten the curve and reduce the community spread of this disease?

When it comes to protecting the health and welfare of the community, we are taking a very active role. We have had to make difficult but necessary decisions to close all public parks, libraries, community centers, trails and other city gathering places and to temporarily suspend all in-person services in response to the state and county public health orders. This includes walk-in services for licensing and permitting, although all of our core services continue to be available by phone and online. Our City Council meetings are now virtual, with the public still able to comment using digital tools. We've stood up a teleworking system so essential city employees can work remotely. Those who remain



FROM THE CHAIR

MATT LEONARD
CHAIRMAN
OF THE BOARD
CARLSBAD
CHAMBER OF
COMMERCE

at city buildings are maintaining 6 feet of physical distance from each other. City police officers personally visit every bar and restaurant in the city to explain the health orders and how to comply. Finally, we have an entire team of city staff focused on communicating with the community, providing important

public health updates practically around the clock, seven days a week. We've seen website traffic go up almost 40% as people follow our updates. This is a serious time, and we appreciate everything our residents and businesses are doing to help us weather this emergency.

Hopefully, this Q&A is helpful to you. We will continue to keep you updated using our Chamber of Commerce webinars, social media and emails. Take care and be safe!

COVID-19

Continued from Page 1

shopping malls and outlets; and some excellent boutique retail stores. The devastation reminds me of Smaug the Terrible (dragon) and his utter obliteration of Lake Town in the movie The Hobbit.

All of that being said, I am an eternal optimist and there is much reason for hope. Hope is coming in many different forms. Usually I am suspect when the someone shows up and says, "Hi, I'm from the government, and I am here to help". But in this case, it is needed and welcomed.

As I write this, the \$2 Trillion Stimulus Bill is being finalized by the federal government and signed into law. This bill will provide direct payments to individuals, suspend student loan payments, massively boost unemployment benefits and provide a \$500 billion lending program for business (details on how to tap into this will be forth coming, watch for our upcoming e-newsletters for tips). This is on top of the SBA loan program that classifies the Coronavirus Reaper as a federal disaster, thus opening up disaster loan programs to businesses (this is a program that traditionally farmers experiencing draughts have had

access to, but not many main street businesses).

Our local SBDC has already tackled the "how-tos" of applying for that loan. The Carlsbad Chamber of Commerce can direct you on how to participate with them (or guide you on how to apply directly on your own, if you like). By the time this column goes to print the we will have already held two online webinars on applying for those SBA disaster loan programs.

The state is also helping. So far, their help is in policy, not stimulus (but things are changing rapidly). Governor Newsom has secured agreements from the big lending institutions (Citigroup, JP-Morgan Chase, U.S. Bank, and Wells Fargo and nearly 200 state-chartered banks and

credit unions) to get a 90-day grace period for mortgage payments if you've been adversely financially affected by COVID-19. Here at the Chamber we are part of a coalition that is asking the Governor to put a state-wide eviction moratorium in place for residential and commercial tenants (hope to hear positive news on that before rent/lease payments are due on April 1).

The City Council for the City of Carlsbad, during their March 24 meeting, decided to create an ad hoc subcommittee to study creating a local economic stability program. By the time this goes to press, we will be a few days from the next City Council meeting, where that program will possibly be decided upon (April 7), so stay

tuned. The Chamber will bring you any details that are forth coming.

There are also tax relief measures at multiple levels, insurance advocacy going on, and much, much more than I can describe in one column. We have an excellent COVID resource webpage that is keeping everything in one spot for you: carlsbad.org/community/covid-19.

Please let us know how we can assist in these trying times. I believe we will emerge stronger from this as a community. I pray this corona hostage crisis is not as drawn out as many fear it might be and that we will all be talking about this in the past tense soon. Until then, stay socially distant and stay healthy! #Carlsbad-BusinessStrong

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.



COVID-19 response bill changes the US workplace

The federal government has enacted emergency legislation in response to the widespread havoc that COVID-19 has caused in American life. One measure affecting nearly all employers is the Families First Coronavirus Response Act (FFCRA). Its eight divisions include a new Paid Sick Leave law and changes in FMLA leave that will be in effect for the rest of this year, along with amendments to the federal budget, changes in health and nutrition regulations and tax credits to pay for some of the new mandates.

The law affects virtually all employers in the US under 500 employees, mandating paid sick leave nationally for the first time and expanding job protection under the Family Medical Leave Act. It will benefit employees who can't work either because they or a family member has COVID-19, or have symptoms and seek treatment, or are quarantined, or if their children are home due to canceled school or child care.

This is a summary of FFCRA's impact, which may change over time as Congress and the States take additional action and as federal agencies add regulations to interpret the new law and give it effect.

EMERGENCY PAID SICK LEAVE ACT

Starting on April 2, 2020 and ending on December 31, 2020, paid sick leave of up to 80 hours (for part timers, average hours over two weeks) must be made available to employees who cannot work because they are subject to a COVID-19 quarantine or isolation order by a government agency, are advised by a health care provider to self-quarantine or have symptoms of COVID-19 and are seeking diagnosis or treatment, have to care for another person under one of the above, have to care for their minor

child whose school is closed or childcare is unavailable due to COVID-19, or under another similar condition recognized by the US Dept. of Health & Human Services.

Employers of health care providers and emergency responders may elect to exclude those employees from these protections.

Pay must be at the employee's usual rate (averaged for employees whose rates vary) but need not exceed \$511 per day when the employee is quarantined or ill. For those employees caring for others, the required pay rate is two-thirds of regular pay and need not exceed \$200 per day.

Once the employee has begun time off, the employer can require reasonable notice from the employee to continue getting benefits.



EXTENSION OF FAMILY MEDICAL LEAVE ACT

The FMLA used to be limited to employers of 50 or more. But as of April 2, 2020 and until December 31, 2020, employers of anywhere from one to 500 employees must provide COVID-19 related leaves of absence to employees whose children have to be home because of COVID-19. Some employers may be excluded because they don't engage in "interstate commerce" but that's a very limited exception in today's interconnected world.

Employers of fewer than 50 can ask the Secretary of Labor for a waiver if compliance would jeopardize the viability

of the ongoing business. Look to the US Department of Labor website for details and regulations, including how to apply for waivers.

As with paid sick leave, employers of health care providers and emergency responders can exclude those employees from coverage.

Under the amended FMLA, an employee has to work for you only 30 calendar days to be covered for COVID-19 absences. They are entitled to leave with a right to reinstatement if they can't work because their child under 18 has had school or day-care canceled or a caregiver is unavailable, due to emergency restrictions.

Pay for the first ten work-

ing days is unpaid under FMLA but covered by the Sick Leave portion of the law (discussed above), after which the employer must pay at least 2/3 of the employee's regular rate for their usual scheduled hours, up to a maximum of \$200 per day and a total outlay per employee of \$10,000.

Employees returning from COVID leave have the usual right to job reinstatement under FMLA, except if the employer has fewer than 25 employees and meets these requirements:

a. The job is gone because of the economic or other conditions brought on by the emergency; and

b. The employer makes reasonable efforts to restore the employee to an equivalent position, and if that's not possible, makes an effort to contact the employee if a position becomes available within a year after the earlier of 1) the date the emergency is over, or 2) the 12 weeks of leave is over.

Employers should be careful not to take action against employees who demand their rights under the law, or who complain about an employer's noncompliance. The US Department of Labor will have enforcement power. Stay informed as new regulations or state rules may add to these requirements.

Lou Storrow is a labor and employment lawyer in Carlsbad, CA. This article is for information purposes and should not be relied upon as legal advice.

Something for Everyone

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

McClellan-Palomar Airport in Carlsbad is a gateway to San Diego's North County. The new passenger terminal at the airport includes a restaurant, Wi-Fi access and rental car desks.

Located at the core of San Diego County, Gillespie Field is a combination airport and business park with excellent accessibility, globally via air, locally by rail and regionally via multiple freeway collections.

County Airports

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



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

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



The Chamber is current.

For all that the Chamber has accomplished in the past, our sole focus is on creating new opportunities for success today and a bright future tomorrow.

Discover new opportunities at carlsbad.org



Catalyst. Convener. Champion.

© 2020 W.A.C.E.
Western Association of Chamber Executives

Talking to kids about coronavirus

IT’S IMPORTANT TO GIVE THEM A SOUNDING BOARD,” HE NOTES. “WHAT ARE YOU HEARING? ARE YOU AFRAID, AND WHY? THEY’LL FEEL BETTER THAT THEY’RE BEING HEARD AND UNDERSTOOD, AND IT WILL HELP ASSUAGE ANY FEARS THEY HAVE

Be honest, accurate, minimize fear, anxiety

Public health emergencies like coronavirus (COVID-19) can cause uncertainty and fear for adults. Those feelings can be even greater among children as they become aware of what’s happening.

Kids will be hearing things about coronavirus on television, at school and from other sources. Experts say it’s best to address any concern that kids have, even young children who might not understand what’s happening but still have worries. But what is the best way to handle their concerns?

Erik Hogen, MD, a pediatri-

cian at Scripps Clinic Rancho Bernardo, says it’s important to have an honest discussion with them using language they understand. This can help ease their anxiety and stop the spread of any misinformation they may be hearing.

“The key is to be transparent and have an open dialogue,” says Dr. Hogen. “It’s good to proactively have that conversation with our families. Stay well informed, and provide accurate and up to date information, including precautions. Use information that you trust to your advantage in these discussions.”



A great way to start this conversation with children is asking them directly about the questions they have.

HOW TO START CONVERSATION ABOUT CORONAVIRUS

If you’re not sure how to begin the conversation, Dr. Hogen says a great way to start is by asking them directly about the questions they have.

“It’s important to give them a sounding board,” he notes. “‘What are you hearing? Are you afraid, and why?’ They’ll feel better that they’re being heard and understood, and it will help as-

suage any fears they have.”

Health emergencies can also bring about additional stress, for children and parents. Don’t forget about your personal wellness during this time when it’s important to stay healthy. Whether it’s working out, eating right or taking a mental health break, it all plays a role in your overall well-being.

STAY WELL INFORMED ABOUT CORONAVIRUS

Misinformation can be a source of additional fear, which can end up leading to more stress. Dr. Hogen encourages people to stay informed, and listen to what’s being put out by the Centers for Disease Control and Prevention (CDC) and local health care systems, such as Scripps.

“Get your information from a trusted source,” Dr. Hogen says. “Then you can feel confident in the information.”

Doing our part to lift up small businesses

The next few weeks will be crucial for our local businesses. Before the “stay at home” order went into place, many retailers were able to stay open on a limited basis and provide virtual shopping experiences, private shopping appointments, and even curbside delivery.

They were becoming very creative and it was effective. It helped them stay busy, keep some staff employed, all while providing a service to the community. However, with the “stay at home” order in place, Carlsbad Village businesses, doing their part, are not

currently open.

As a community, we can come together to give support. National Mainstreet Associations across the country are encouraging the public to keep their downtowns alive by committing to shopping local whenever possible. Every purchase makes a difference. Supporting small businesses is about more than just giving money to the brands and shops we’ve grown to love—it’s about helping out the people who make them possible.

Here are several suggestions:

Don’t Cancel, Reschedule – Rescheduling gives businesses relief in knowing they are not losing business; things are just postponed to a later date. This gives businesses a sense of ease that they can look forward to that future income.

Gift Cards For Future Use – Pay online now and use later. It’s a great way to increase the cash flow to our local businesses.



Order Take-Out – Many restaurants are open and providing full-menu take-out and curbside delivery.

Leave A Big Tip – This will help restaurant staff on a day-by-day basis.

Provide An Online Review – Show some love to your favorite downtown businesses. If you loved them before this crisis, you will love them when it’s over! Let everyone know why and give them a quality review.

Commit To Shopping Local Post Crisis – Connect with your favorite businesses on social media and let them know that you will be there as soon as the crisis is over. Let’s give our small businesses something to look forward to!

Some big box stores and vast internet-based shipping companies have actually benefited from this crisis because they were able to remain open and the demand for their products was high. However, small businesses in our downtown were not able to stay open and realize the same increases. That is why the **Carlsbad Village Association (CVA)** is asking that, once the “stay at home” order is lifted and we are all able to get back to work, a true commitment is made to shop local. This will help our small businesses to rebuild their staff and get back to doing what they love the most as quickly as possible. We thank you for your support for our small businesses today, tomorrow, and always!



WED, APR 29 | 11:30 A.M.

ZOOM VIRTUAL NETWORKING

Virtual NORTH COUNTY NONPROFIT FORUM

How to get \$10,000 free google ads each month with google ad grant for nonprofits.

REESE HARRIS
REE-SOURCE, INC. MARKETING PRODUCTIONS

In this engaging workshop, Reese will present the methods for successfully getting approved for and maximizing your Google Ad Grant program and show examples of why many nonprofits are not able to leverage this great program to the fullest.

ZOOM MEETING INFO

web.carlsbad.org/events



"We wear chemical goggles, face masks, latex gloves under our regular work gloves and stay 6ft away from customers," says Jon Moore, JDog Junk Removal & Hauling Vista CEO.

COMMUNITY

Continued from Page 1

some through financial assistance that's being made available and others by adjusting to this ever-changing situation the best they can.

ADAPTING TO A HARSH REALITY

From an increase in take-out and curbside pick up services to free live fitness classes and offering banner discounts for restaurants, it's been inspiring to see how many members of our business community have responded to the "new COVID-19 normal."

Carlsbad Ranch Market owner, Vince Grillo, learned about Governor Newsom's sheltering in place directive online. His first thought was, "Is this really happening?"

Grillo, who has been operating this Carlsbad store in a parking lot off Paseo del Norte for more than 30 years, had already seen a surge in customers even before the restaurants were ordered to close. "People were buying anything they could that would sit in their pantry at home."

While grocery stores are considered an essential business, Grillo is not cutting corners when it comes to the safety of his customers and employees. "So I had just canceled my online ordering platform last month (bad timing). But we are offering curbside pick up. We shop for you and deliver to your car. Customers can call in their order, yes *call in*. I like the personal interaction of talking over the phone rather than online ordering." For Grillo, offering this type of service was a no-brainer. "I am thankful for the business my customers have given me. So now I am giving back in the way that I can by staying open for my customers during this stressful time."

FROM DINING IN TO TAKING OUT

There is no doubt that restaurants and bars were the first ones to feel the hardest impact of the public health directives - many of them being forced to first, reduce their sitting capacity by 50%, to then being asked to close.

"I can't say that I exactly saw it coming but it wasn't a surprise," said Co-Founder of **Señor Grubby's**, Justin Jachura, who had to

make the difficult decision of laying off 35% of his staff, due to the closing of one of Grubby's affiliated restaurants.

Fortunately for Jachura, this popular Carlsbad Village spot had already been somewhat prepared for a to-go/take-out only scenario. "It's a good amount of our income already. So it was a fairly easy adjustment. The hard part was keeping up with the rules by the day."

Jachura mentions that what has helped Grubby's stay open is that they are now allowed to sell cocktails to go - something they had never done before. "That's part of the ABC (Alcoholic Beverage Control) restaurant relief - whatever you did inside, you are allowed to do now to-go." Jachura jumped at this opportunity and is currently offering 2x1 in all their cocktails. "To-go cocktails have helped business sales for sure."

In the middle of the chaos, Señor Grubby's is still committed to continuing giving back to his community through its fundraising Wednesdays, also known as #WeCareWednesday. "During this time we decided to do a dinner for four, family dinner giveaway up to \$100 of value on Wednesdays. That way we can help one family a week to get a meal." He adds that for those who win, can pay the bill and give their dinner to another family, Grubby's gives them a \$25 give card.

"During these times I tend to try to find the positive in it. And the positive right now is for people to take advantage of the time that they have with their family, their children, parents, that they normally would not have."

BUSINESSES HELPING BUSINESSES

In an effort to aid restaurants through the transition from in-house dining to take-out only while remaining operational, **AlphaGraphics Oceanside** didn't waste any time doing what they are best at. "We've been actively reaching out to restaurants to offer 20% off on customized banners and take-out menus. We can customize banners to the services they are offering," said AlphaGraphics Oceanside owner, Tom Guminski. "We are also offering same-day signage and printing services that we can deliver as we know this is a critical time, and have extended our hours to be available on weekends." The company has also been doing blog posts that aim to help

restaurants re-market themselves.

Guminski says they also want to make sure essential businesses such as transportation, public works, grocery stores and specially healthcare, have everything they need to continue to function the best they can. "For healthcare, we are offering pressure-sensitive wayfinding signage, COVID-19 informational displays, temporary interior and exterior signage, testing station canopy kits, floor graphics, and anything else they may need for communication and operations. We've seen medical centers with an increase in informational displays to easily identify designated check-in areas, testing areas, important safety guidelines, and procedural changes in common areas."

When Guminski realized that businesses were going to start shutting down to prevent the spread of COVID-19 he was heartbroken. "It's certainly unfortunate and we wish it was different." In the meantime, he will continue to do his part to facilitate other businesses to continue on. "We are still open and here for our clients in this time of need."

AN ESSENTIAL BUSINESS STRUGGLE

JDog Junk Removal & Hauling in Vista is considered an essential business because their services help maintain "the safety, sanitation, and essential operation of residences, transportation, energy and communications" while ensuring "the effective removal, storage, and disposal of residential and commercial solid waste," says JDog Junk Removal & Hauling Vista President, Jon Moore.

However, being in this category is not a guarantee that things can be better. "This pandemic has slowed us down to a halt. Our scheduled jobs called in to cancel," says Moore. "Luckily the Carlsbad Chamber sent out information on how to help your employees and business. I had all my employees sign up for EDD because there was no telling how many hours they would get."

With more hours to spend at home, those moving forward with their spring-cleaning plans should find in Moore's company the perfect partner to pick up what's being discarded. "We wear chemical goggles, face masks, latex gloves under our regular work gloves and stay 6ft away from customers. At the end of



Señor Grubby's Co-Founder, Justin Jachura, said take-out had always been an important part of the business. However, it's still been very challenging to keep up and adapt to constantly changing public health directives.



Carlsbad Ranch Market is not cutting corners when it comes to the safety of his customers and employees.



AlphaGraphics Oceanside is now offering extended hours and same day services for businesses who need help re-marketing themselves as well as essential businesses.

each job we email the invoice for the customer to pay online to ensure there's no contact."

Moore has also adapted his company to offer an extra service for people in need. "If you can't get to the store we'll shop for you and bring you the groceries, take you to an appointment, get food and such. It's not a lot, but if we are able to help just one person it's worth the time and money I put into it."

IN HOME WELLNESS

"We decided to close our doors on Monday afternoon March 16, right after the recommendation to eliminate gatherings of 10 or more people," said Owner and General Manager of luxury boutique fitness and yoga studio **Fortis Fitness Strength Training & YOGALUX**, Adam Jacobs. "The first two thoughts that came to my head were 1. What will all of our employees do, many of whom live paycheck to paycheck and rely on our compensation. 2. What about all of our members, people who rely on us to take their mind off of everything going on in their daily lives and get an hour back to themselves."

While trying to decide his next steps, Jacobs made the commitment to continue to pay his staff as though they would still be operating. At the same time, he realized the importance for people to try to stay healthy while "sheltering in place." "We are also very proud to be able to offer FREE online fitness and Yoga classes to anyone in our local community, region, and world; currently on Instagram Live and Youtube. We want to



Fortis Fitness and Strength Training & YOGALUX is offering free online fitness and Yoga classes via Instagram Live and Youtube.

give this free because it is important that even though many people are stuck inside, we can provide them that hour back to themselves, a little bit of normalcy, and a good sweat! Our instructors and personal trainers have embraced this new format and are so happy to be able to provide this service!"

All the companies mentioned in this article offer just a very small glimpse at how the business community is responding to the current pandemic. For more information on other businesses please go to: carlsbad.org/local-business-resources-during-covid-19/ and carlsbad.org/carlsbad-restaurants-during-covid-19/

› **EVA GREEN**

Continued from Page 1

Energy and Environmental Design) certification credits, which is becoming ever more important for commercial property investors that want to ensure they are supporting sustainable initiatives.

HOW DOES THE TENANT POWER PROGRAM WORK?

The Tenant Power Program ensures a tenant's transition from high-cost utility rates to low-cost solar is as simple as possible. EVA Green Power takes on the full responsibility of the solar array, including investment, permitting, installation and monitoring. A tenant is brought online in three simple steps. First, our licensed engineers assess your current electricity use and determine what type of solar photovoltaic system your premises needs. This crucial step not



The Tenant Power Program has made it easier for commercial tenants to install solar and lower their energy bill.

only calculates your annual energy savings but also ensures you are receiving only what you need to cover your electricity usage. Second, we coordinate the installation with the building owner.

er. Third, we schedule and install your new solar system. For companies that are committed to sustainability and combating climate change, there are few better options than the Tenant

Power Program. There is no capital investment required by the tenant, and in return, solar offsets nearly 100% of the tenant's carbon footprint.



5927 Balfour Court, Suite 213
Carlsbad, CA 92008
(760) 931-2641 x132
evagreenpower.com

If you are a tenant looking to lower your energy bill with solar, or you are a property owner looking to increase your monthly cash flow call us today at 760-279-889 or visit www.evagreenpower.com



WE ARE IN THIS TOGETHER, BUT SOME ARE ON THE FRONTLINES!

To our:

DOCTORS, NURSES AND HEALTHCARE WORKERS

FIRST RESPONDERS AND LAW ENFORCEMENT

CAREGIVERS

CASHIERS AND GROCERY STORE STAFF

COOKS AND CHEFS

DRIVERS AND DELIVERY WORKERS

EDUCATORS

FARMERS AND FARMWORKERS

JANITORIAL STAFF AND CLEANING CREWS

JOURNALISTS

TRANSPORTATION AND IT WORKERS

POSTAL WORKERS

SCIENTISTS AND RESEARCHES

GOVERNMENT OFFICIALS

PUBLIC UTILITY WORKERS

WAREHOUSE OPERATORS

MANUFACTURERS

Thank you!

Environmental sustainability as talent attraction

As the nation's workforce becomes more diverse and complex, attitudes toward addressing the challenges of the future of our planet become more important. Cities and companies are recognizing that their approach to doing business has to account for much more than the bottom line.

Environmental sustainability has become a concern for residents, visitors, businesses and an ever-changing workforce.

Young talent today will seek out companies that practice sustainability by reducing greenhouse gas emissions, cutting down on waste, and eliminating single-use and disposable products. A company that allows flexible commute times and promotes car and van pools may have an edge in drawing the kind of talent it seeks in today's competitive environment.

To help in this regard, businesses can point to their host city, Carlsbad, as a community that has embraced environmental sustainability as a core value and adopted initiatives that demonstrate that commitment. The Carlsbad Economic Development team is trying our best to help our local businesses attract and retain talent, so the city's commitment to sustainability can be a useful recruitment tool.

The city adopted a Climate Ac-

tion Plan in 2015, and has implemented several initiatives that encourage, and sometimes require, businesses to take measures to reduce greenhouse gases. One example is Transportation Demand

Management, which uses strategies to cut down on the number of solo drivers commuting to and from their workplace, to reduce emissions.

And to help businesses comply with that strategy, the city has launched the Carlsbad Connector, a shuttle service that transports riders between the Carlsbad Poinsettia Train Station and Carlsbad business parks. This helps commuters close that last gap between the station and their workplace, making it easier for them to use public transit. It also helps achieve a goal of reducing the number of single-occupancy vehicles on our roadways at the busiest drive time.

Programs like this one can help businesses attract and retain talented workers who prefer not to spend hours a day on the freeway, increasing greenhouse emissions while driving to and from work.

Carlsbad was also the first city in San Diego County to join the California Green Business Network, a statewide network of 4,000 certified businesses in 40 cities that are committed to environmentally sustainable practices. Businesses join to



Carlsbad is home to a cluster of Clean Technology firms that are engaged in renewable energy, green transportation, electric motors, green chemistry, LED lighting, gray water, and energy-efficient appliances.

show they care about their environment and to network with other businesses promoting sustainable practices.

Carlsbad also recently launched a pilot program to help our local restaurants reduce their waste output. This program, Carlsbad for a Waste Free Future, is run by reEARTH Consulting and will help restau-

rants eliminate single-use and disposable products like plastic straws and utensils, Styrofoam takeout containers and other single-use articles, and switch to earth-friendly alternatives.

We can see this new ethic in the types of businesses that are gravitating to Carlsbad. The city is home to a cluster of Clean Technology firms that are

engaged in renewable energy, green transportation, electric motors, green chemistry, LED lighting, gray water, and energy-efficient appliances. Clean technology employment in Carlsbad is more than triple the national average.

Calsense, a clean tech company, was recently recognized by the Carlsbad Chamber of Commerce as the best place to work among small companies. The firm is an innovator in water conservation and has contributed to a sustainable future by developing water resource management tools and strategies.

And Calsense is one of many Carlsbad firms that have embraced sustainability and understand its role in attracting talent.

By employing strategies including zero waste goals to electric vehicle charging, businesses like **HME**, Thermo Fisher, **Viasat**, **Legoland** and many others are adopting sustainability practices that are good for their workers, good for their customers and good for the environment.

Programs like the Carlsbad Connector, Transportation Demand Management, Carlsbad for a Waste Free Future and others show that the city of Carlsbad is committed to sustainability, and that our local business community is on board.

Carlsbad and its business community are not just talking the talk, but we're walking the walk on the road to a sustainable future.

The arts embody diversity and inclusion

By 2044, the United States will be a multiethnic majority country. Throughout history, artists and the arts often arrive ahead of "the next wave" in society. The arts sector has often advocated and subsequently activated greater diversity and inclusion before the rest of society adopted the same tenets. Basically, art influences society by changing opinions, instilling values and translating experiences across space and time.

Floyd W. Green III, Vice President Community Affairs with Atena, Inc., on ArtsBlog wrote, "Diversity acknowledges and celebrates the differences we all bring to the world. Inclusion is about picking up all of those differences and putting them to work together, and using them to drive designed and desired outcomes. You can't have a fully integrated strategy unless you have both: diversity and inclusion are critical for success."

For an excellent local example of diversity and inclusion, look no further than New Village Arts (NVA) and its TEATRO PUEBLO NUEVO, a bilingual and bicultural outreach initiative. Since its inception in 2017, this Latinx-centered program focuses on community outreach events, theatrical productions and performances such Cloud Tectonics by the Oscar-nominated José Rivera, Cuban rueda de casino by EscoRueda and the youth

group Sonares de mi Tierra from the House of Panama in Balboa Park. Equally noteworthy are their community partnerships with Mana de North County San Diego, Tierra Caliente Academy of the Arts and the Cal State San Marcos Latinx Center.

NVA's Executive Artistic Director Kristianne Kurner, recently commented, "We believe everyone has the right to quality artistic experiences. We have created programs for young adults with neurodiversity, seniors with Alzheimer's and dementia, and a bilingual and multicultural program such as Teatro Pueblo Nuevo. Our diversity is our strength. We feel honored to create adventurous artistic experiences for ALL members of our community."

The Cultural Arts Office of the City of Carlsbad brings a distinctive array of artists to the community to focus on the importance of diversity and inclusion. This goal is achieved by programming a wide spectrum of genres represented by gifted individuals and dynamic ensembles who embody different approaches, styles and backgrounds. Many of these talented artists utilize their art form as an outlet for their passions. Ultimately, this mixture of perspectives in the arts is important because of its inherent power to



Las Chikas, is a band comprised of some of the most talented female musicians in Los Angeles.

“
YOU CAN'T HAVE A FULLY INTEGRATED STRATEGY UNLESS YOU HAVE BOTH: DIVERSITY AND INCLUSION ARE CRITICAL FOR SUCCESS.

enlighten and move people.

For Cultural Arts, diversity is exemplified through inclusive programming with free admission such as Foreign Film Fridays presenting the best of world cinema at the City Library

on Dove Lane. Also, on May 23, the all-female band Las Chikas, comprised of some of the most talented female musicians in Los Angeles, will appear on-stage at the Schulman Auditorium as part of Front Row

Fridays. Salsa never looked and sounded so good as when this group that represents LA's melting pot of cultures and ethnicity sets the stage on fire. So, be there to catch this spark as we celebrate the diversity and inclusiveness that defines the importance of arts in everyday life!

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.

CITY NEWS



DAVID GRAHAM
CHIEF INNOVATION
OFFICER
CITY OF CARLSBAD

CULTURE BUZZ



RICHARD L. SCHULTZ
CULTURAL ARTS-
MANAGER
CITY OF CARLSBAD

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

Member benefits gone fully virtual!

Wow. The past month has been at times confusing and scary, yet at others extremely inspiring, motivational, and locally focused. The need for intense local support and connection has not been so prevalent since probably 2014 during the Poinsettia fires and the current pandemic has turned it up a notch. The desire and demand for connection with fellow human beings has skyrocketed, and the Chamber and our members have stepped up to this challenge, by rapidly adapting. We are also thankful for the technology available today, so join us! We have a wide variety of events available online now and all are FREE for members!

In March, the Chamber held its very first webinars, hosting speakers discussing COVID-19 & Business, related to finance, insurance, HR and legal issues. We will continue to post information on more upcoming webinars at links below.



KATHLEEN MCNARY
DIRECTOR OF CORPORATE & MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

Also in March, Chamberpl8s was practically instantaneously made available virtually thanks to our members. Historically, a Carlsbad Chamber member plans and facilitates the chamberpl8s at a local chamber member restaurant in order to provide an in-depth networking opportunity for a small group of members. Today we ask that attendees grab to-go from a member restaurant and meet-up on Zoom to participate in the same networking format. There are several planned for this month as well, simply reach out to the member host to get on the list.

Our most well attended monthly event, the First Friday Breakfast, will be held on April 3 at 7:30am and hosted on Zoom. While breakfast will not be served, we encourage you to order coffee or breakfast to-go from a Chamber member restaurant or café and join us. Jani Jackson of **Develop Your Team** (and above mentioned



pioneer of virtual chamberpl8s), will be speaking on how to “Unleash Your Creativity”. Perfect time for this topic.

Enjoy our Coffee Connection from the comfort of your own computer/phone! Upcoming dates available on the web calendar and below.

Lunch Mob is a new event where attendees will pick up

their lunch at one of our chamber member businesses with curbside pick-up and join us for lunch on Zoom!

Finally, all of April’s ten Committee Meetings will be held virtually at their regular meeting days and times, please visit the website below to find how to join these meetings via Zoom.

Please stay tuned for even more events and opportunities the Chamber is putting together for virtual participation.

Full Events List & Details: web. carlsbad.org/events and Full List of Chamber Member Restaurants with To-Go: carlsbad.org/ carlsbad-restaurants-during-covid-19/

FRIDAY, APR 10, 17, 24 | 8:00 A.M. - 9:00 A.M.

VIRTUAL NETWORKING

Virtual

COFFEE CONNECTION

Enjoy our Coffee Connection from the comfort of your own computer/phone!

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

ZOOM MEETING INFO

Video Call: <https://zoom.us/j/500936699>
Meeting ID: 500 936 699
One tap mobile

web.carlsbad.org/events

WED, APR 15 | 5:00 P.M. - 6:30 P.M.

ZOOM VIRTUAL NETWORKING

Virtual

CBAD HAPPY HOUR

Join us for a virtual CBAD Happy Hour!

Mix your cocktail and connect with other chamber member businesses virtually!

MEETING INFO

web.carlsbad.org/events

FRIDAY, APR 24 | 12:00 P.M. - 1:00 P.M.

VIRTUAL NETWORKING

Virtual

LUNCH MOB

Lunch to go!

Pick up your lunch at one of our chamber member businesses with curb side pick and join us for lunch on Zoom!

ZOOM MEETING INFO

web.carlsbad.org/events

FRIDAY, MAY 1 | 7:00 A.M. - 9:00 A.M.

ZOOM VIRTUAL NETWORKING

Virtual

FIRST FRIDAY BREAKFAST

Insights into what drives people

The Predictive Index Behavioral assessment measures behavioral drives and motivating needs in the workplace, allowing individuals to gain the insights needed to become a top leader.

TAMARA FURMAN - As the CEO of SD Leadership Institute and an ICF Credentialed, Master Certified Executive Coach, Tamara brings close to 30 years of hands-on professional business experience; 20 years at the senior and/or executive level.

ZOOM MEETING INFO

web.carlsbad.org/events

WELCOME NEW MEMBERS

ATTORNEYS

Miller & Steele Law Firm

Zack Miller
5650 El Camino Real, Ste. 103
Carlsbad, CA 92008
760-439-2210
millerstelelaw.com

Established in 1978. Dedicated, Knowledgeable and Experienced Attorneys Focused on Your Personal Injury and Business Litigation Needs.

DENTISTRY - ORTHODONTISTS

Lancer Orthodontics

Tracey Pelletier

2726 Loker Avenue West
Carlsbad, CA 92010
760-744-5585
lancerortho.com

For more than a half-century, Lancer Orthodontics has been a trusted leader in the field of designing, manufacturing and distributing orthodontic appliances and accessories.

EMPLOYEE BENEFITS

Colonial Life

Stephen White
13520 Evening Creek Dr., Ste. 520
San Diego, CA 92128
760-759-0309
coloniallife.com

We help America's workers preserve and protect the things they work hard to build.

FOOD & BEVERAGE SALES

Bitchin' Inc.

Starr Edwards
6211 Yarrow Dr., Ste. C
Carlsbad, CA 92011
737-248-2446
bitchinsauce.com

Bitchin' Inc. is a homegrown Carlsbad Company that manufactures the world's most Bitchin' sauce.

MEDIA PRODUCTION & SERVICE

KFMB Stations AM/FM TV

Rick Winet
7677 Engineer Rd.
San Diego, CA 92111
858-495-4339
kfmbstations.com

KFMB Stations is part of TEGNA, a publicly traded local media company dedicated to serving the greater good of our communities.

MENTAL HEALTH ORGANIZATIONS & EDUCATION

Coastal Therapy Group

Reid Kessler
3081 Madison St., Ste 211
Carlsbad, CA 92008
760-334-6262

coastaltherapygroup.com

Care at Coastal Therapy Group We offer a wide range of therapy options. Our goal is to help you get the resources you need to feel better and live well.

NON-PROFIT ORGANIZATIONS

Carlsbad Sister City Ambassadors

Polly Yu
PO Box 131202
Carlsbad, CA 92013
760-434-7855

CarlsbadAmbassadors.us

Carlsbad Sister City Ambassadors are a part of Sister Cities International. It is a nonprofit organization devoted to citizen diplomacy between cities and counties throughout the world. Among our activities in Carlsbad are student exchanges, adult visits, and cultural and business relationship building between Carlsbad, CA and two sister cities, Karlovy Vary, The Czech Republic and Futtsu, Japan.

Ecolife Conservation

Anne Middleton
101 N. Broadway
Escondido, CA 92025
760-740-1346
ecolifeconservation.org

ECOLIFE Conservation® is an international organization providing solutions to mutually benefit underserved communities and imperiled wildlife around the world.

Environmental Innovations, Inc

Timaree Nelson
113 Cooper Street
Santa Cruz, CA 95060
714-330-3234
environmentalin.com

Environmental Innovations meets the needs of businesses, local governments, and nonprofits throughout California, who want assistance in sustainability planning, NPDES compliance, and Green Business Program development.

USO Camp Pendleton

Ann Jarvis
1104 Vandegrift Camp Pendleton
Oceanside, CA 92056
760-681-3114
camppendleton.uso.org

Based out of Marine Corps Base Camp Pendleton, USO Camp Pendleton supports this mission locally by developing programs and outreach services tailored to meet the unique needs of Camp Pendleton-based active duty service members, members of the National Guard, Reserves and their families.

OFFICE PRODUCTS, EQUIPMENT & FURNITURE

MyOffice, Inc.

Marc Giroux
6060 Nancy Ridge Drive,
Ste. 100
San Diego, CA 92121
858-210-4033
4myoffice.com

We're all about your office. From concept to completion, we provide full-service facility and IT solutions for your evolving work environment.

REAL ESTATE

Windermere Homes & Estate

Gus Rivera
830 W. Valley Parkway
Escondido, CA 92027
760-855-3942

We represent all types of new home communities from urban to suburban and everything in between.

RESTAURANTS

Everbowl, LLC

Brian Augustine
7670 El Camino Real,
Ste. 103
Carlsbad, CA 92009
Everbowl.com

At everbowl, we believe the key to life is motion—and the key to motion is food. Well, Superfood to be more precise. Made by nature, it's loaded with stuff that tastes amazing and is actually good for you!

Mendocino Farms Sandwich Market

Farrah Adams
2674 Gateway Rd.,
Ste. 185
Carlsbad, CA 92009
760-448-1290

Mendocinofarms.com

Restaurant featuring sandwiches & salads using fresh & local ingredients.

STAFFING/RECRUITING

Executive Hire

Eric Abraham
Carlsbad, CA 92008
760-500-4047
executivehire.com

Executive Search & Global Headhunter for C - Suite and Senior Executives - Leadership Outsourcing

THEATRE - ENTERTAINMENT & MEETINGS

Carlsbad Community

Theatre

John Lash
PO Box 1956
Carlsbad, CA 92018
760-931-8709

carlsbadcommunitytheatre.com

The Patrons of the Arts Foundation, operating as Carlsbad Community Theatre, provides high quality performing arts experiences in order to inspire, enrich, and foster creative growth in the community.

WEB SITE DESIGN & SERVICES

Chase Design

Chris Chase
2011 Palomar Airport Rd.,
Ste 304
Carlsbad, CA 92011
619-933-1111

ChrisChaseDesign.com

Chase Design is where brands take flight! Whether you are starting a new business and need a logo and website to connect with your customers or are an already established company that needs to evolve to the next level – we have the talent, skill set and experience to successfully collaborate with you to take your brand to new heights.

TOTAL
SECURITY,
WITHOUT
COMPROMISE

SECURITY BY

Rancho Santa Fe

SECURITY SYSTEMS INC

1(800) 303-8877

RST
SECURITY

Security Systems, Inc.
Protective Services, Inc.

BURGLAR, FIRE, ACCESS CONTROL, VIDEO,
PATROL, GUARD, ALARM RESPONSE,
INTERNET VIDEO MONITORING,
HOME AUTOMATION

www.RSFsecurity.com • info@rsfsecurity.com

Happy
New Year!

BOTTOM LINE
MANAGEMENT

For all of your bookkeeping needs,
call us today: 760.421.2556
betty@bottomlinemanagement.org
www.bottomlinemanagement.org

WWM
FINANCIAL

LIVE YOUR LIFE...

Catherine M. Magaña

Managing Partner, CFP®

catherine@wwmfinancial.com

Scott McClatchey

Wealth Advisor, CFP®

scott@wwmfinancial.com

• Asset Management

• Financial Planning

• Estate Planning

760.692.5190 office

760.692.5162 fax

2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011

www.wwmfinancial.com

In Our 13th Year Serving North County San Diego Helping Families:

• Planning for a dignified retirement.

• Educating their children and grandchildren.

• Creating a legacy strategy.

Let us help you with what is important to your family!

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

www.edwardjones.com
Member SIPC

Edward Jones

MAKING SENSE OF INVESTING

Your homebuying goals deserve my attention

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

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

Call me today.

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

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

WELLS FARGO

HOME MORTGAGE

a business built on your trust + referrals

phillips

+ c o

JR Phillips

866.883.6065

info@phillipsandco-re.com

phillipsandco-re.com

DRE License #01900878

COMMITTEE SPOTLIGHT



The Green Business Committee was recognized as 2019 Committee of the Year. Holding the award is Chair of the Green Business Committee, Lori Somers (Waste Management).

Green Business Committee

What are the goals of this committee?

- Promote, support and educate Chamber members on the appropriate balance between the economic, environmental and social aspects of the community to ensure sustainability for current and future generations.
- Host an Eco Tour for the Fall 2020.
- Organize the 2020 Green Business Expo

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

The Green Business Committee was honored with the “Committee of the Year for 2019” award. This award was given in recognition of re-inventing the Green Business Expo in 2019, which achieved impressive results with attendance, and garnered increased community and government participation at this event.

Why should a member join this committee?

Participating in the Green Business Committee helps our members learn how to successfully operate a green business and will also give them a direct audience with the City of Carlsbad, and major organizations who are leaders in sustainabili-

ty. As a result, you will be on the leading edge of economic, environmental and social change in our community.

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

Green business practices include protecting our environment and preserving natural habitats and biodiversity, but it’s also about promoting a healthy and engaged society and a thriving economy. To be a green business requires balancing opportunities and constraints, and taking a long-term view so that we are able to reach our maximum potential now, and future generations are able to do the same.

What are the upcoming plans/events that a member of the community should not miss?

As of press time, our annual 2020 Green Business Expo is scheduled for April 15, 2020 – although that may change under the current circumstances. The Eco Tour, which takes place in the fall, is an opportunity to get a behind-the-scenes view of Carlsbad businesses and establishments who are thriving while adopting green policies.

MEMBER RENEWALS

- ASM Affiliates

AVON (Katherine Thompson)

Batiquitos Lagoon Foundation

BKK Thai Kitchen

Botanicals by the Sea

Carlsbad Dance Centre

Carlsbad Self Storage

Creative Charitable Giving

Days Inn Carlsbad

Days Inn Oceanside

Diamond Valley Insurance Services, Inc.

Edward Jones (Justin Peek, Financial Advisor)

Elan Sandcastle Shores Apartment Homes (Property West Residential)

Encinitas Union School District

Fusion Factor Corporation

Greenwich Biosciences

Hennessey’s

In Motion, Inc. (Carlsbad Marathon)

Infinity from Marvin

Jani Express

JD LAW, P.C.
- Kaiser Permanente - Carlsbad

Kelly Cardenas Salon

La Costa Chiropractic & Wellness Center

Lakeshore Gardens Mobile Home Park

LEGOLAND California Resort

LifePlans Financial & Insurance Services, Inc.

Locksmith On Call

Melanie Robertson Photography

Opus Bank

Orian Wellness

Pathway Health Clinic

Peter Susic, CFA

Pollos Maria

Rancho Carlsbad Golf Course

Rancho Carlsbad Owners’ Association

Residence Inn by Marriott

SD Party Rentals

The Forum Carlsbad

TSC Accounts Receivable Solutions

Viasat, Inc.

Village Montessori School

Visit Carlsbad

Windermere Homes & Estates

CARLSBAD
CHAMBER OF COMMERCE

APRIL 2020

VIRTUAL NETWORKING

Virtual
COMMITTEE MEETINGS

During the month of April all Carlsbad Chamber Committees will be held virtually via Zoom at their regular dates and times.

Please visit web.carlsbad.org/events for the Zoom login information.

Wed	Apr 1	7:30 am	Government Affairs
Tue	Apr 7	7:30 am	Business Resource
Wed	Apr 8	7:30 am	Ambassador
Fri	Apr 10	7:30 am	Ready Carlsbad Business Alliance
Tue	Apr 14	7:30 am	Green Business
Tue	Apr 21	7:30 am	Technology Advisory
Wed	Apr 22	7:30 am	Education
Wed	Apr 22	11:30 am	Membership
Fri	Apr 24	8:00 am	Military Affairs
Tue	Apr 28	11:30am	Carlsbad Young Professionals

web.carlsbad.org/events

RIBBON CUTTING

Lancer Orthodontics celebrated the grand opening of its global headquarters in Carlsbad on Feb. 21. Utilizing the latest design and manufacturing technologies, this team of skilled and experienced technicians has created a contemporary line of high-quality, affordable orthodontic appliances and accessories recognized by doctors worldwide, and loved by patients. Congratulations! www.lancerortho.com

Ryan Video Productions

Connect With Your Customers
Using Video Marketing

• Corporate Brand Story

• Customer Testimonials

• Product Demonstrations

• Speaker/Training Videos

★★★★★

Ryan Video took the time to understand our business, our message and our goals. We appreciated the excellent communication and willingness on his part to make the finished product exactly what we envisioned for Cat & Craft.

Andrew Vaught, Co-Founder
Cat & Craft

Ryan Video Productions

RyanVideoProductions.com

760.410.4443

Project Eco Paws wins awards

Dog collars, pet toys, and leashes made from recycled rock-climbing rope? It's Project Eco Paws. Students in Carlsbad High School's (CHS) Virtual Enterprise program conceived of these products, and then created a virtual company to write a business plan, design, manufacture, market, and sell them at the California State Virtual Enterprise (VE) Trade Fair in Bakersfield.

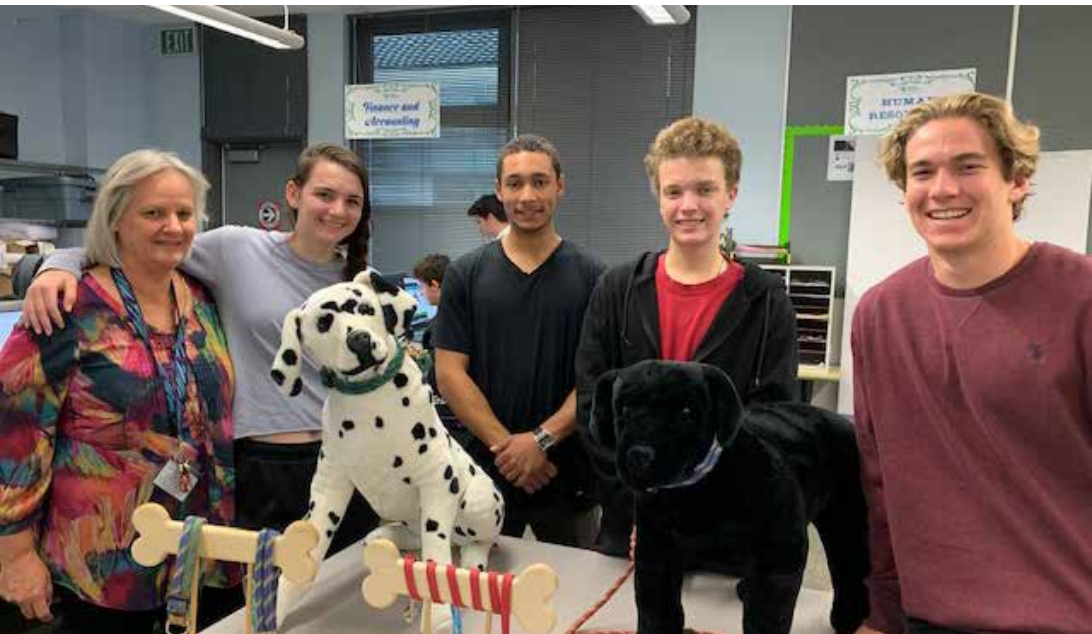
Over 1000 students from across the state took part in the Trade Fair, and were judged in categories such as Business Plan, Finance, Human Resources, Marketing, Sales Pitch, Booth Design, and Elevator Pitch. Two teams from CHS, each with about 30 students, competed at the trade fair, representing two Virtual Enterprise businesses -- the GEA Jewelry business, which reuses materials to create stylish and fun jewelry, and Project Eco Paws.

At the trade fair, GEA Jewelry won a Gold and a Bronze Award. Project Eco Paws won one Gold, three Silver, and one Bronze awards. Some of the highlights were: a 1st place Gold for Impact Marketing; a prize of "\$10,000 virtual dollars" for the Best Sales Pitch; and a 3rd place Gold for their video commercial.

Project Eco Paws began last year when students found out that local rock-climbing gyms "retire" their ropes every six to 12 months. They realized that these colorful, strong ropes can be repurposed into something useful, like pet leashes and collars, for a relatively low cost. People love their pets, and could use these pet-friendly items on a daily basis.

Project Eco Paws' CEO Rachel Kramer oversaw the creation of the business plan and organized her virtual company's team as they prepared for the competition in Bakersfield. VP of HR Donegan Young, with some help from men-

tors at Intuit, put together the HR handbook and oversees HR issues. CFO Joseph Little created the budget and handles the financials for the company. Production VP Jerry Bullara keeps tabs on the students making the products on sewing machines set up in the corner of the classroom. Brianna De La Mora, Impact Marketing, built a poster showing a dog with a tail that actually wags. Dylan Quinn, VP of Sales, developed effective sales techniques. He explains how the students engaged potential customers in an initial conversation. "Do you have a



Project Eco Paws began last year when students found out that local rock-climbing gyms "retire" their ropes every six to 12 months.

dog or any other pets?" "Do you ever walk your dog?"

The students had lots of real world help as they got their company launched. **COOLA** CEO Chris Birchby came to meet the VE students in October, and then he invited them to meet with their counterparts at Coola's main offices. They also visited Intuit and benefited from mentors at that company.

Carol King, CHS's Virtual Enterprise teacher, explains that students are also learning about personal finance and household

budgeting as they build their businesses. "Each student has a personal budget, receives a virtual salary, and has to pay for housing, health insurance, food, their car, and other expenses."

"We learn every aspect of creating and running a business," said CEO Rachel. "We get to participate in a statewide trade fair to learn what other schools are doing across the state. We visit local businesses and interact with entrepreneurs. We have to work hard, collaborate, and be creative. There are so many

ways to contribute. One person is great at sales, another created our trade fair displays in his wood shop class, and our production team is making leashes and collars here in the classroom."

The students plan to sell their products at the Carlsbad Village Street Faire and a Farmers Market sponsored by High Tech High in San Diego in the spring. Proceeds will support the Virtual Enterprise program, and a portion of the profits will be donated to animal shelters.

Making higher education financially accessible

Thousands of North County high school seniors are making life-changing decisions about where to begin their higher education journey. Many of those decisions come with a price, as the Federal Reserve estimated national student loan debt at \$1.5 trillion in 2019. In fact, more than half of young adults who go to college took on some debt, including student loans, to pay for their education.

NOT AT MIRACOSTA COLLEGE.

At just \$46 per unit, registration fees at MiraCosta College are among the lowest in the nation, but thanks to the tuition-free MiraCosta Promise program, all first-time, full-time students receive their education free for two years. Even without the MiraCosta Promise, most students do not pay enrollment fees, as the California College Promise Grant (formerly the Board of Governors Fee Waiv-

er) provides nearly half of all community college students with free tuition and this includes part-time students with financial need. Adding to affordability is MiraCosta College's commitment to Open Education Resources and Zero-Textbook Cost classes that are slashing expenses for books and supplies.

Our students transfer to some of the best four-year colleges and universities in the nation having cut college costs in half.

High school students can get a head start on earning college credit through dual-enrollment options while they are still in high school. These are college-level courses taught cost-free by MiraCosta College professors at high school campuses that help students meet their general education requirements and increase the probability they'll be accepted to a college or university of their choice. And every class taken through this program saves families in

our district approximately \$1,600 in university tuition.

California's community colleges are the single biggest factor in helping people improve their socioeconomic status, and MiraCosta College students with a degree or certificate will earn on average \$400,000 more over their working lifetime than their peers who only have a high school diploma. MiraCosta College is proud to play a critical role in preparing a diverse talent pipeline, and 90 percent of MiraCosta College students remain in the region after graduating. MiraCosta has been selected to help students obtain relevant work experience during their studies through valuable "earn and learn" grants and federal investments allowing them to apply their learning through local internships and service-learning.

MiraCosta College's small class sizes and free resources for students allow faculty, classified staff, and administrators to make a difference daily in looking out for our students' wellbeing and success.

MiraCosta College is proud to play an affordable and integral role in transforming lives, and we remain forever grateful for the support of our community, business, and education partners.



At just \$46 per unit, registration fees at MiraCosta College are among the lowest in the nation.

DRE# 01394870

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

Celebrating more than 38 Years!

PALOMAR FORUM BUSINESS PARK

BUILDING FEATURES

- Unit Sizes from 854 - 4,700 SF
- High Quality New Construction
- High Visible Identity at the Corner of Palomar Airport Road and Melrose Avenue
- Parking Ratio 3.3/1,000
- On-Site Leasing Office
- Flexible Lease Terms Available

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

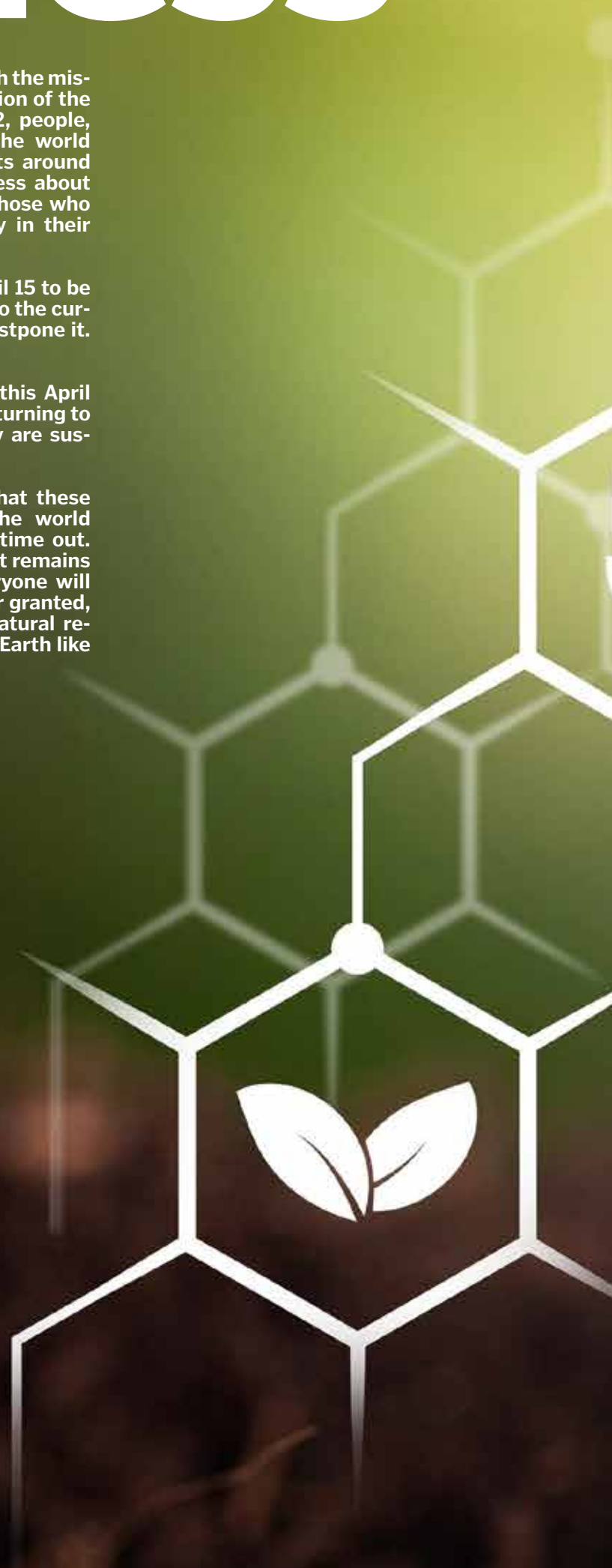
Green Business

Earth Day was created 50 years ago with the mission to empower support for the protection of the environment. Since then, every April 22, people, businesses and organizations around the world celebrate Earth Day and schedule events around this time of the year, to create awareness about protecting the planet and to recognize those who are turning to green practices not only in their businesses but in their everyday lives.

Our celebration was scheduled for April 15 to be held at the iconic Flower Fields. But due to the current global pandemic, we have had to postpone it. (Stay tuned for new location and date.)

Nevertheless, we wanted to dedicate this April issue to honor those companies that are turning to green business practices to ensure they are sustainable.

Some have been quick to point out that these “sheltering in place” orders around the world is really Mother Earth putting us all in time out. Whether this is good or bad for the planet remains to be seen. But we sure hope that everyone will come out of this not taking our planet for granted, with much more appreciation for our natural resources, and empowered to fight for the Earth like our life depends on it...because it does.



Cleaner and more sustainable mobility is here to stay

If the air seems cleaner to you lately, your eyes and lungs are not deceiving you. Restrictions brought on by the coronavirus pandemic have had the positive side effect of reducing vehicle trips in Southern California by roughly 80% and cities around the world similar under restrictions have experienced up to a 40% drop in pollution.

The link is clear as the air- transportation by road accounts for roughly 40% of our region's pollutants and 50% of greenhouse gas emissions. The obvious solution to this problem a shift to zero emission electric vehicles or EV. And now may still be the best time ever to consider an electric vehicle or EV if even for purely economic reasons.

Elaine Borseth, Membership Director for the **Electric Auto Association**, a national organization whose mission is to accelerate the adoption of EV, says that vehicle design, performance and reliability have all greatly improved in recent years. "Consumers often have the impression that EVs can't look like conventional gasoline-powered vehicles, are at constant risk

of running out of charge, and require battery replacements every few years" says Borseth. She has driven her 2015 Tesla Model S on cross country trips over 16,000 miles and with over 100,000 miles on the odometer, her battery still has over 90% of its original capacity.

State incentives are available on nearly every vehicle and the Federal tax credit of up to \$7,500 is still available on all but Chevrolet and Tesla vehicles. Borseth says there are also additional incentives for low-income individuals and that preowned EVs can be purchased for well under \$10,000 and even Tesla models for under \$30,000 with lower regular maintenance costs than conventional vehicles.

EV sales are expected to fall in the coming months as consumers assess the impact of an emerging recession and lower gas prices. Dozens of EV models are currently available at North County dealerships and certain manufacturers are offering aggressive discounts. Natasha Contreras, EV Customer Engagement Program Manager for **SDG&E**, agrees that consumer education is the biggest



While consumer education may be the biggest challenge to EV adoption, the incentives available and growing charging infrastructure are very attractive to any potential customer.

challenge to EV adoption. Her team conducts over 50 outreach events each year and provides resources to SDG&E's household and business customers and even auto dealers.

SDG&E provides additional financial incentives for EV owners and is expanding charging infrastructure for its customers at multifamily and workplace locations. Contreras explains that SDG&E has already installed over 3,000 charging stations and is currently working to support the electrification of port, airport, fleet and shuttle vehicles.

Contreras says that three additional rate plans are available to customers who own an EV. One time-of-use (TOU) plan has an overnight rate of 9 cents per kilowatt-hour. "Customers

who charge their EV at this time get the equivalent of purchasing gasoline for 75 cents a gallon" says Contreras. SDGE is also offering school district employees and first responders, including police, fire, EMT and lifeguards, a \$1,000 rebate for the purchase of an EV.

Employer, retailers and destinations recognize the need to support EV adoption despite the continuous improvement in EV range. Eduardo Moya, Head of Hotels at **LEGOLAND California Resort**, said the resort increased their charger count three-fold when they constructed their second hotel. SDG&E provides workplace chargers to its over 500 employees who drive an EV which is roughly 10% of their workforce.

Industry analysts expect EV sales to fall in the coming months as consumers assess the impact of an emerging recession and lower gas prices. Certain manufacturers are currently offering aggressive discounts to clear existing inventory but Danny Jimenez, sales manager at **Weseloh Chevrolet Kia**, says it will be difficult to predict the effects of the current production shutdown. He encourages customers to reach out via phone or email to shop for a vehicle and defer in-person business until restrictions are lifted.

According to the American Lung Association, pollution from passenger cars in California resulted in health care and climate costs of \$15 billion in 2015 alone. They estimate the hidden cost of health and climate impact to be \$18.42 per gallon. Air pollution causes or exacerbates many of lung-related conditions that make individuals more vulnerable to the potential deadly effects of coronavirus. The silver lining of this pandemic may be a rare opportunity to see what the air can be like and to consider how we can keep it that way.

For more information on electric vehicles visit www.sandiegoev.org and <https://www.sdge.com/residential/electric-vehicles>

Know the rules to ensure recycling finds a second life

Businesses are hearing of recycling changes from the news, from the City and from **Waste Management**. What are these changes, and how do they impact recycling programs?

Most recycling rules haven't actually changed. You can still recycle common household items like bottles, cans, paper and cardboard. However, recycling markets have become increasingly stringent on the amount of non-recyclable materials, or contaminants, they will accept in recycling loads. If a load of recycling contains anything over 0.5% of non-recyclables or trash – that entire load risks being re-

jected by the recycler and not being recycled.

Therefore, the sustainability of all recycling programs is dependent upon collecting high quality recyclable materials free of contamination. Waste Management has implemented several measures to meet these new recycling policies, including:

- Continuing to seek new and improved sorting capabilities to remove contaminants
- Educating customers on the do's and don'ts of recycling through free audits and outreach material
- Notifying customers through

contamination notices when we identify non-recyclables in their containers. Two courtesy notices are provided before a contamination fee is charged.

- Issuing contamination violation notices when non-recyclables/trash meets or exceeds 30% of material in the recycling container. Additional fees are charged for landfilling the entire load.

Through these efforts the average contamination rate is about 20%. That is down from even a year ago when the average contamination rate was 25%. That is progress, however there is significant work to be done in order to achieve the strict 0.5% quality standards set by recyclers.

The recycling collected from our homes and businesses are transferred to Material Recovery Facilities (MRF's), where the ma-

terial is sorted and processed to reach marketable levels. When nonrecyclables are mixed with recyclables and sent to MRF's, they must be removed manually by trained staff and/or mechanically sorted, otherwise they end up contaminating high value recyclables. As such, nonrecyclable trash placed into recycling containers increases the cost of the recycling process and will increase the cost of trash and recycling collection services. Similarly, recyclable items placed into trash containers are hauled to a landfill. The right thing to do is to put the all the right recyclables in the recycling container and non-recyclables into the trash containers.

DON'T BAG RECYCLABLES

All your hard recycling work may be going to waste if you

are putting recyclables in plastic bags. Bagged recycling remains one of the most common issues we encounter at our MRF's and is considered a contaminant. When bags go across our sort line we cannot tell what material, besides recycling is in them. These materials can include trash, but it also can include hazards such as broken glass, bloodborne pathogens, and needles/syringes/sharps. Because of health, safety and sheer volume issues, these plastic bags are not be opened, and the materials inside are sent to the landfill.

RECYCLING EDUCATION

Educating everyone who may come into contact with your business' recycling, including: your staff, customers, and especially janitorial staff, is key to recycling right and ensuring only recyclables are placed in the recycling containers. Educational tools and resources that you can post and share are available on our website www.RORR.com. The website contains downloadable materials, including recycling posters, videos, labels, and guides. For additional resources to effectively improve your recycling program, visit www.carlsbadca.gov/recycling.

Understanding what materials can go into your recycling container is key to avoiding contamination and future contamination charges and ensures the success of recycling programs.

Not sure if you're making the right recycling choices? Get back to the basics of good recycling by doing just these three things:

1. Recycle all empty plastic and glass bottles, cans, paper and cardboard.
2. Keep foods and liquids out of the recycling container.
3. Keep recyclables loose and not bagged in plastic bags. Take plastic bags back to your local grocer.

IMMEDIATE PAST CHAIR



AHMED HAQUE
IMMEDIATE PAST CHAIR
CARLSBAD CHAMBER OF COMMERCE

GOING GREEN



LORI SOMERS
COMMUNITY & MUNICIPAL RELATIONS MANAGER
WASTE MANAGEMENT



Free Your Recyclables

Due to global changes in the recycling industry and commodity markets, collecting quality recyclables is more important than ever. Help reduce recycling contamination – **Don't bag recyclables** – Place items directly in recycling containers.

For more information, visit:
RecycleOftenRecycleRight.com



Don't bag recyclables – Place items directly in recycling containers.



The future is bright with Solatube Home

Can you imagine harnessing the sun's light to improve and enhance your home? Well, that's exactly what our team at **Solatube** Home has achieved over the last 30 years. Since then, we have gone on to install over a million Solatube natural lighting and ventilation systems into homes around the world.

What is natural lighting? Unlike traditional skylights, our tubular skylights capture the sun's abundant light and deliver it indoors where sunlight was previously unheard of. Spaces like hallways, closets, and other areas of your home that lack lighting can now come alive with vibrant, natural light. Only Solatube Daylighting Systems use breakthrough technology and decorative enhancements to transform virtually any room.

Speaking of traditional skylights, Solatube Home is now replacing your outdated, cracked, or leaking skylights with our HSE Performance Series Skylights. These skylights don't just increase the overall exterior aesthetic of your home but have UV-blocking, noise-reducing capabilities that most skylights cannot provide. The new Solar-Powered Fresh Breeze

UNLIKE TRADITIONAL SKYLIGHTS, OUR TUBULAR SKYLIGHTS CAPTURE THE SUN'S ABUNDANT LIGHT AND DELIVER IT INDOORS WHERE SUNLIGHT WAS PREVIOUSLY UNHEARD OF.

Skylight operates with a simple touch of a button along with a built-in rain sensor for unexpected weather changes.

However, our Solatube Home innovations do not stop there. We have built premium ventilation systems to keep homes comfortable and refreshed. Our effective Solar-Powered Attic and Garage Fans drive out heat and moisture from your attic or garage space that can damage your home while simultaneously driving up energy costs. In addition, Solatube Home Whole House Fans are an extremely energy-efficient way to rid your space of not only hot air but pesky

germs and allergens as well.

When it comes to your home, installing natural lighting or ventilation is one of the easiest, quickest, and cost-effective ways to brighten and add comfort to your space. And because many of our systems operate using solar energy, they reduce your reliance on electricity, lessen the environmental impact, and cost little to nothing to operate. That's the brightest idea yet if we do say so ourselves.

To speak with an expert, view our products, or set up a free in-home consultation, call (619) 361-6151.



Spaces like hallways, closets, and other areas of your home that lack lighting can come alive with vibrant, natural light.

NEW VIRTUAL CONSULTATIONS



NEW Solatube Low Profile & Solar-Powered Dimmer

- Brighten any space with natural light
- Save up to \$300 with a federal tax credit*



NEW Solatube HSE Performance Series Skylights

- Refresh old, cracked, or leaking skylights
- Save up to \$600 with a federal tax credit*



Powerful Whole House Fans

- Replace hot, stale air with cool, fresh air
- Quiet operation & monthly energy savings



Solar 35-Watt Attic & Garage Fans

- Keep your spaces cool & reduce AC costs
- Save up to \$200 with a federal tax credit*

NEW Products to Improve your Home

Mix, Match, & Save



- FREE Virtual Consultations
*on solar-powered models only
SolatubeHome.com



Hurry, Sale Ends Soon!

Call for a FREE consultation today
619-361-6151

NOW IS THE TIME TO DRIVE ELECTRIC

With our clean transportation efforts, we’re removing the barriers to EV ownership, giving you more control, more time and more freedom to enjoy the ride.



From high-cost savings to smooth-driving performance, there are many benefits to owning or leasing an electric vehicle – and, with our portfolio of clean transportation initiatives, it’s now easier than ever before.

For more information, visit sdge.com/its-on



© 2020 San Diego Gas & Electric Company. Trademarks are the property of their respective owners. All rights reserved.



SDG&E Power Your Drive Program has helped install approximately 3,000 EV charging ports at apartments, condo complexes, and workplaces.

SDG&E is removing barriers for electric vehicle adoption

Sales of electric vehicles in San Diego County and throughout the world are expected to continue to grow in the coming years as the cost of batteries decline, performance improves, and more vehicle options exist to satisfy the varying demands of consumers.

San Diego Gas & Electric (SDG&E) supports transportation electrification in our region by expanding electric vehicle charging infrastructure and offering innovative rates.

Through our Power Your Drive Program, we have installed approximately 3,000 electric vehicle charging ports at apartments, condo complexes, and workplaces, including local government facilities. We are also launching programs to help electrify large trucks and equipment, and bringing charging infrastructure to local parks, schools, and beaches.

SDG&E now offers three special Time-of-Use (TOU) charging pricing plans for those who fuel their electric vehicles at home. These plans are known as EV-TOU plans, and they enable EV drivers to save money by programming their vehicles to charge during the lowest cost hours.

Under SDG&E's EV-TOU 5 pricing plan, EV drivers can charge their cars overnight for 9 cents per kilowatt hour (kWh) when they pay \$16 basic monthly service fee. The 9 cents per kWh rate is available midnight to 6 a.m. on weekdays, and midnight to 2 p.m. on weekends and holidays. For many drivers, that price translates into the equivalent of paying 75 cents per gallon for gasoline.

To see how much EV customers can save in fuel costs, check out this gas cost vs. electric cost calculator at sdge.com/ev-compare.

ECO-Friendly Printing



Why we went green over 20 years ago

- Financial considerations
- Reduce carbon footprint
- *It was simply the right thing to do!*

Sustainability

- Forest Stewardship Council (FSC) Certified
- Sustainable Forestry Initiative (SFI) Certified
- Recycling

Net Recycling Numbers

- Total recycled paper waste for 2019 – Approx. 485 tons
- Trees saved = 8,246
- Gallons of water saved = 3,395,700
- Gallons of oil saved = 174,636
- All E Waste is recycled
- All waste oil & ink is recycled as required by law
- Most plastic and all metal is recycled
- All cardboard is recycled



Print | Market | Mail



ZUZA actively recycles paper stock waste and ink, and prints with environmentally friendly vegetable-based inks.

Green printing services that protect our environment

Since our beginnings in 1989, ZUZA has continuously sought out new and better ways to meet your printing needs. As the commercial printing industry has undergone radical changes; we’ve kept pace to serve you with new technologies, innovations and creative ideas. We bring our passion for excellence to your jobs, whether it’s a simple one-color run or a sophisticated six-color job with custom finishing.

Today, our 47,000 square-foot corporate headquarters in Carlsbad is home to ZUZA’s state-of-the-art offset and digital printing, large format, mailing facilities, inventory, fulfillment, and our advanced Marketing Asset Management service, helping

you manage your company’s print and digital communications more efficiently and cost effectively. To ensure meeting your needs with the highest quality products and services, ZUZA has maintained ISO 9001:2015 certification since 1998.

ZUZA is also your greener printing resource. We meet “chain of custody” certification standards for responsible forest management, offering you a variety of papers with certified forest content procured from FSC® and SFI® certified forests. In addition, we actively recycle our paper stock waste and print with environmentally friendly vegetable-based inks.

Please visit zuzaprint.com for your green printing needs.



43% of Certified Green Businesses reported increased sales, and 100% of Green Businesses reduced their environmental impact!

Green program for Carlsbad businesses

Be a green leader! Be one of the first certified Green Businesses in Carlsbad. This free certification helps you implement sustainable practices like water conservation, waste reduction, energy efficiency and pollution prevention— all while enhancing your bottom line. Join our statewide network of over 4,000 Green Businesses that are already enjoying the benefits of increased efficiency. 43% of Certified Green Businesses reported increased sales, and 100% of Green Busi-

nesses reduced their environmental impact! How does it work? Just go to greenbusinesssca.org and select “Get Certified!”. We facilitate the process from start to finish, making going “green” as straightforward as possible. Did we mention it’s free? From the on-site technical assistance to the marketing and promotion for your business. We provide a way for you to meet consumer demand for greener practices. Our certification allows patrons and fellow businesses to see what

you stand for. Transform the way your company interacts with its community and the environment...for free! Congratulations to the first certified Carlsbad Green Businesses! Here’s what they have to say: Marcy Browe, **Photography:** “I’m so proud to be officially certified as a green business through [this program]. I’ve always considered myself eco-friendly but going through the certification process gave me some valu-

able insight into how I can be an even more effective green business owner...” Charisa Clarkson, Microscope World: “[We were] excited to learn about Carlsbad’s Green Business Program as it embodies what we as a company stand for. Going through the approval process was easy as we had someone to help answer questions and guide us...I would definitely encourage other businesses to get certified!” Beppie Mostert, Living Design Interiors: “It is our goal to edu-

cate our clients and friends in leading more sustainable and eco-friendly lives. Because of our passion for a more sustainable lifestyle, we can now also provide our clients with information and resources to household products that can make a difference. We enjoyed going through the process.” Go to greenbusinesssca.org and select “Get Certified!” to start your green journey. Questions? Email Mike Grim at Mike.Grim@carlsbadca.gov

GO GREEN.

Join the Green Business Program Today!

WHAT IS IT?

A Green Business voluntarily implements environmentally sustainable practices in areas like water conservation, waste reduction, energy efficiency and pollution prevention.

WHY GO GREEN?

It’s **FREE!** You get on-site assistance, marketing benefits, and cost savings— all while meeting customer demand for green practices and environmental stewardship.



WHAT’S IN IT FOR ME?

Get local and statewide recognition for your business by participating in the Carlsbad Green Business Program.


Congratulations to Carlsbad’s first certified Green Businesses!




Register now! Go to greenbusinesssca.org and select “Get Certified!”




Trusted Renewable Energy Consultants




PROCUREMENT
We manage an efficient, transparent, and fair competitive RFQ/RFP process designed to ensure fiscally sound energy projects.



SITE ACQUISITION & DEVELOPMENT
To ensure project success we go through a detailed selection process to secure sites with long term viability.




IMPLEMENTATION
We oversee your project from design to construction to hold vendors accountable and ensure your project stays on schedule and budget.



PERFORMANCE MANAGEMENT
We provide data and resources to ensure systems perform optimally, are properly maintained, and meet the expected financial returns.

ABOUT

With the rising costs of energy and a strong push for renewable resources, it is essential to keep ahead of the curve with renewable power solutions. As experienced industry consultants, 1099 Energy provides the help you need to develop and implement effective wind, solar, and storage solutions to meet your evolving energy needs.



CHRISTOPHER DOYLE
MANAGING DIRECTOR

5421 Reef Circle | Carlsbad, CA 92008
chris@1099energy.com
1099energy.com



One of the two parking spaces each Residence comes with an EV charging outlet for 24/7 charging.

Carlyle Carlsbad Village is secure, tech ready and eco-friendly

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.

The Residences - 33 Single Level Homes. Featuring 33 luxury single-level condominiums, each residence at Carlyle has been individually designed and crafted to create a comfortable, stylish and contemporary living experience. The homes embrace coastal beauty, wide-open floor plans, light-filled living spaces, natural elements, and inspired palettes, each one composed of impeccable finishes and great attention to detail.

Secure Parking and Access. The Residences feature secured gate access to the parking garage as well as secured building access with telephone entry systems for guests. Mailboxes are conveniently located in the underground parking area. Spacious private storage rooms are also provided with each residence in the garage area.

Eco-Friendly Tech. Carlyle Carlsbad

Village homes feature energy-saving natural gas and tankless water heaters and LED ceiling lighting throughout including the outdoor decks. Solar panels supplement common area power requirements and fiber optic cable is wired to each residence and ready for internet, cable and WiFi services.

Electric Vehicle Charging Ready. Each Residence comes with two assigned parking spaces in the secured access garage. One of the two parking spaces will accommodate an EV charging outlet for 24/7 charging, powered by the electric sub-panel within their Residence. Residents will simply have their electrician install the appropriate charging station equipment for their electric vehicles.

Pre-Sales are underway. This is your opportunity to be among the first to purchase a home at the exclusive Carlyle Carlsbad Village.

The Carlyle sales team is conducting Hard Hat Tours for prospective buyers by appointment only. Our Sales office is located at 869 Grand Avenue in Carlsbad. Please contact our Community Sales Manager, Sheridan Mantor at (760) 810-4442 to schedule your private tour today.



A NEW ENCLAVE OF ELEGANT HOMES IN THE HEART OF CARLSBAD VILLAGE.

33 Luxury Single-Level Condominiums | 3 Single-Family Detached Homes | 2 Attached Townhomes

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

(760) 810-4442

MCKELLAR MCGOWAN
REAL ESTATE DEVELOPMENT



CARLYLE
CARLSBAD VILLAGE

CarlyleCarlsbadVillage.com

800 Grand Avenue

Solar panels that boost your power

SunPower by Stellar Solar has been powering San Diego homes and businesses since 1998. Since then, we've installed over 10,000 rooftop and ground mounted solar panel systems on homes and businesses across Southern California including many homes and businesses in Carlsbad and North County. Our reputation as the best solar power company in San Diego is validated by us being voted "Best Solar Company" in the annual San Diego Union Tribune Reader's Poll 7 times in the last 9 years, including in 2019.

Our CEO Kent Harle, lives in Carlsbad along with one of our favorite customers Peder and Julie Norby who power their entire home and electric cars with solar power and are known throughout the region for their advocacy on behalf of renewable energy. SunPower by Stellar solar employs over 100 people who live throughout San Diego County.

We install on every type of roof and are also known as the premier ground mount installer in Southern California. Our commercial projects include installations on businesses, schools, municipalities, non-profits and faith-based organizations. One of our more notable commercial installations in San Diego is the Salk Institute in La Jolla.

We are an exclusive SunPower Master Dealer, which means we sell only SunPower panels. The



SunPower by Stellar Solar installs on every type of roof and is also known as the premier ground mount installer in Southern California.

manufacture the worlds most powerful solar panels including their 400 watt series equinox system. That system includes panels, racking, micro inverters and monitoring all from SunPower. Their sleek, black panels are as aesthetically pleasing as they are powerful.

San Diego homeowners can rest assured that our solar energy consultants can answer any

questions about solar to help in the decision-making process. We offer virtual sales consultations which means everything can be done over the phone, computer and via email.

If you would like a free, no-pressure quote from one of our experienced energy consultants, please visit our website at www.stellarsolar.net



VOTED "BEST SOLAR COMPANY" IN THE ANNUAL SAN DIEGO UNION TRIBUNE READER'S POLL 7 TIMES IN THE LAST 9 YEARS, INCLUDING IN 2019.

Stellar Solar

SUNPOWER®
by Stellar Solar



Powering Homes and Businesses Since 1998



Why Stellar Solar?

- San Diego's Original Solar Company with over 10,000 installations completed
- Voted Best Solar Company 7 of the last 9 years by Readers of the San Diego Union Tribune
- Large portfolio of commercial projects for national brands including US Foods and Salk Institute
- San Diego's First SunPower Master Dealer
- Over 250+ 5-star reviews on Yelp, Google, Solar Reviews

866-787-6527
www.stellarsolar.net





Tri-City Medical Center

Get Back On Your Feet

The Tri-City Medical Center **Orthopedic & Spine** Department is there for you every step of the way to address your health needs so you can get back to doing what you love.

What You Can Expect

Caring surgeons that use traditional and robotic techniques resulting in:

- Unparalleled accuracy
- Safer procedures
- Less pain
- Fewer scars
- Faster recovery



Make your appointment today!

855.222.8262 | tricitymed.org/ortho