

BUSINESS JOURNAL

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CARLSBAD LIFE SCIENCES FIRMS ANSWER THE CALL TO FIGHT COVID-19

When news hit that COVID-19 had reached the United States and was about to spread, the life sciences industry saw it as a call



DAVID GRAHAM
CHIEF INNOVATION OFFICER
CITY OF CARLSBAD

to action to contain the threat, and Carlsbad-based firms were on the front lines of that effort.

At the time this article was written, several

Carlsbad firms had received emergency use authorizations for weapons to fight the COVID-19 outbreak.

One of those was Thermo Fisher Scientific, a global company with West Coast headquarters here in Carlsbad. In March the firm received emergency use authorization from the Food and Drug Administration to produce coronavirus test kits capable of delivering a diagnosis within four hours.

The authorization of Thermo Fisher's diagnostic test "will enable medical staff to respond swiftly to treat those who are ill and prevent the spread of infection," said Marc N. Casper, Thermo Fisher's CEO, at the time of the announcement.

The life sciences sector is one

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TRANSFORMING HOW WE SHOP

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

On March 17, **Gelson's Market** in La Costa was one of the first ones in our area to announce special shopping hours for *seniors only*. The measure, which in a different context could've been perceived as borderline discriminatory or at the very least strange, was just an example of a company adjusting its practices to support a high risk population. "We've been, of course, closely monitoring it all and following the CDC guidelines to the tee. Serving the local communities is truly in our DNA so this will be something we will always focus on!" said Gelson's Markets Marketing Director, Jake Cheung.

The transformation of how we shop,



CLAUDE JONES
SENIOR DIRECTOR OF ENGINEERING
AT WALMART LABS

changing patterns.

Senior Director of Engineering at **Walmart Labs** (the tech arm of Walmart), Claude Jones, has seen those shifts first

when we shop and what we shop for has been something fascinating to watch in the last couple of months - with seniors only hours, being just the tip of the iceberg. While consumer behavior shifted dramatically as public health orders went into effect, stores rushed to accommodate those

hand. "If we are thinking about shopping patterns as it relates to what people buy and the amount of what people buy, yeah there's a huge difference. When you start looking at consumable goods - in online grocery for instance - people would buy them when they needed them. Like every two weeks they would go to the grocery store," said Jones. However, social distancing threw those predictable patterns away. "Even before COVID really started becoming a household name or a pandemic, people were just hoarding." Jones noticed the consumption spike as many stores made

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Nonprofits pivot to respond to COVID-19

The coronavirus impact on business has been staggering, as we all know. As I write this, the latest unemployment numbers have just been posted and they detail a five-week total of 26.4 million jobless claims. That is a number that no one could have predicted when 2020 opened with the economy clicking at unprecedented levels. And we haven't seen the end yet. But the impact on our nonprofits has been equally devastating. Most charitable organizations rely on events of some type to raise funds. As you can guess, many of those events have had to be postponed, canceled or morphed. Much of the content that our phenomenal nonprofits put out has also morphed for their clients. But all of these great organizations still need support.

HERE'S AN UPDATE:

The **Mitchell Thorp Foundation** was fortunate to host their Warrior Spirit 5k in early February,

before COVID-19 started forcing large scale event cancellations. These funds help them support families when their child has received a life-threatening diagnosis. Unfortunately two other fundraising events for this summer have been canceled as well. The **American Heart Association** was supposed to host a *North County Heart Walk* at the **Flower Fields** in Carlsbad on March 7. It was probably the first coronavirus casualty (from an event standpoint). So they have reinvented their approach and have created a virtual campaign called "Move More in 2020". This is a live dance party with tWitch & Allison (full disclosure, I didn't know who tWitch & Allison were before today, but they are a super cute married couple - I recommend their dance video on the Ellen Show with Allison nine months pregnant - adorable). **Kids for Peace** had to cancel a charity golf tournament they had planned that Giancarlo Esposito was going to host (I'm not going to admit that

I may have had to look that name up too). But that hasn't dampened their message or their fundraising. They created a new program called "Kind, Creative and Connected in the Age of COVID." The project gives youth the opportunity to thank our healthcare providers, send loving cards to homebound seniors, make new friends through letter writing, all in an effort to take care of their physical health, and share messages of love and hope with the world. And they are asking for support for their mission on Tuesday, May 5 as part of a #GivingTuesdayNOW campaign.

The **Boys and Girls Club of Carlsbad** not only had to close both of its facilities when COVID hit, they also had to postpone/cancel several fundraising events. But their service hasn't dimmed, just morphed. They have been providing hot daily meals to its members and their families since their doors were forced shut in March. They also partnered with Daybreak Church to get 4,000 pounds of groceries and toiletries to over 100 local families in need. The **Body & Brain Wellness Foundation** in Carlsbad had to suspend their

community outreach yoga and tai chi classes. So they started giving free online classes and are providing daily YouTube live mini classes.

New Village Arts had a fundraising gala scheduled at the **Army and Navy Academy** back in March. Rather than let the event get canceled and lose the money they needed to create adventurous artistic experiences, they morphed their event to an online auction. The week of my writing, they have a trip to Costa Rica, an original painting by Herbert Siguenza, a Persian rug and a wine, chocolate and art basket... something for everyone (newvillagearts.org). On their Facebook Page they have created "Virtual Arts" with many of their top-notch performers from the past sharing their talent during our COVID-19 clampdown. **Kathy's Legacy Foundation** is located here in Carlsbad, and serves children impacted by domestic violence homicide. They had to cancel their annual gala that provides a significant portion of their funds. They started a GoFundMe charity campaign and have been trying to stay very active and visible on social media and

with their emails. They provide monthly financial support to their families for basic living essentials and with families being home all day now, needs are increasing. **Pathway Health Clinic** in Vista had to forego a "baby bottle" drive this month, which is typically one of their largest fundraisers. But rather than let that stop their mission of providing medical services and education in the areas of sexual and reproductive health, they found a new way to collect your spare change digitally. Through GivApp they created a "Digital Baby Bottle Drive." GivApp allows you to "round up" when you make purchased with your credit card, and that little extra change goes to your charity. Brilliant.

Finally, let's not forget that the **Carlsbad Chamber of Commerce** is a small non-profit as well, and we appreciate all members who understand the value we offer and who have chosen to renew their memberships and keep them current.

I know there are many other organizations making an impact out there and they all need support right now. Let's show them that we are #CarlsbadStrong!



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

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INTERVIEWED ONLINE BY:
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19 TUE

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- School Administrator of the Year

20 WED

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- Best Place to Work - Small Company
- Best Place to Work - Large Company
- Workplace MVP

21 THU

Community Awards

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- Community Impact - Large Company
- Nonprofit of the Year

22 FRI

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

CHAMBER MISSION

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

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The shift to remote working

Early in March COVID-19 emerged as a worldwide pandemic. Shortly after that, the orders to stay at home and work remotely were given, forcing the employees and businesses to adjust to working remotely. For some members of the workforce, working from home was not new, as technology had been allowing that for some time. However, many have had to adapt.

I really have admired the adaptability of our workforce. For example, at the **Carlsbad Chamber of Commerce** we did not miss a beat. Within a few days our Board meetings had gone virtual – led by our President & CEO, Bret Schanzenbach. Since then, many events and committee meetings have also gone virtual as Chamber staff embraced new technology and found a way to continue to stay engaged and serve our members with resilience.

I had an opportunity to speak with one

of our members, Carl Streicher of **Cornerstone Home Lending, Inc** and we were talking about the challenges and successes of transitioning to working remotely. Like many of us Carl looks forward to the opportunity of working face to face with his clients again. In the meantime, he has found an opportunity. Now, he has had the time to focus on the structure and workflow of his business. He has been able to clean up his CRM and implement new routines around client interactions. Carl has had the opportunity to beef up his online and social media presence. He has also used this extra time to consume as many audio books as

he could to strengthen and focus his resolve in the home lending industry.

During our conversation I asked Carl what advice he had for others to be successful working remotely. Carl recommendation is that “you should dress up



FROM THE CHAIR

MATT LEONARD
CHAIRMAN OF THE BOARD
CARLSBAD CHAMBER OF COMMERCE

» LIFE SCIENCE

Continued from Page 1

of Carlsbad’s largest, with over 111 firms and more than 6,300 people working in the field, which is 13.5 times the national average. The sector continues to grow, with employment increasing by 2.4% from 2016 to 2018. Thermo Fisher is one of the city’s largest employers, with more than 2,000 people in Carlsbad.

Another Carlsbad-based company involved in the fight to contain COVID-19 is GenMark Diagnostics, which received emergency use authorization for its COVID-19 test that delivers results in two hours. Rapid detection of the virus is critical in cases where a hospital needs a quick diagnosis, and GenMark’s proprietary system is relatively compact and easy to use.

And Active Motif, another Carlsbad firm, announced in February that its Shanghai subsidiary developed a screening tool to isolate COVID-19 antibodies from patients recovering from coronavirus-related pneumonia, which has long-range implications for diagnosis and treatment. Active Motif collaborates with scientists around the world to develop diagnostic tools, clinical trials and vaccine designs to control the spread of disease.

Collaboration is a big part of the life sciences scene, and a Carlsbad nonprofit, the Open Biopharma Research and Training Institute, opened last year to improve training and process development, with the goal of reducing the end price of pharmaceuticals.

Training for biopharmaceutical manufacturing and research and development is, understandably, highly specialized and expensive, and a small firm trying to bring a new drug to market faces high relative costs. Open Biopharma makes hands-on training cheaper and easier, lowering those costs. It also allows firms to test equipment on Open Biopharma’s Sandbox Lab here in Carlsbad, to see how different instruments can work in combination without bearing the initial purchase cost.

“We are the only biopharma manufacturing training institute on the West Coast,” said Rich Jaenisch, Director of Education and Outreach for Open Biopharma, which shrinks time and money outlays for firms that would otherwise have to train on the East Coast.

At the time this was written, Open Biopharma was trying to help a firm secure emergency use approval for a device that would improve the efficiency of ventilators, Jaenisch said. This can be an advantage for hospitals treating COVID-19 patients who need to spend time on a ventilator, as the longer a patient is on a ventilator the lower the chance of recovery.

“I’m hoping we can help because this is a terrible situation we’re in,” Jaenisch said.

The City of Carlsbad itself has made a contribution to promoting the life sciences. In 2013 Carlsbad teamed with Joseph Jackson and Kevin Lustig, co-founders of **Bio, Tech and Beyond**, a life sciences incubator. The incubator’s concept was to rent lab benches and equipment at low cost to scientists looking for a way to test their ideas to bring them to market. The city helped launch the incubator by providing a building at low rent.

After seven years Bio, Tech and Beyond has helped 65 companies get started and the incubator moved in December into larger, private quarters, where all 27 of its lab benches are occupied, said Jackson, who continues to run the lab. He notes that a pandemic like COVID-19 was predictable, and the role of the individual scientist in contributing to an overall solution is underrated.

“Carlsbad is a real powerhouse for life sciences and there’s always going to be that person who wants to come in and try their idea,” Jackson said.

and show up daily. Embrace technology and leverage it to the fullest. Create a productive work environment that promotes business thought and discipline. Time block and focus on the items of greatest impact first. Communicate clearly with others in your home about the priority of work in your daily life.” Lastly, Carl advised to take care of your mental, spiritual, and physical health.

If you are looking for additional resources on how to successfully work from home, the Carlsbad Chamber of Commerce has information on their website, LinkedIn, Facebook, and Twitter. Another resource I have found useful is the SANDAG iCommute San Diego website (www.icommutesd.com). There are resources for teleworking for employees and the employers.

In closing I would like to thank all of you for your resilience and adaptability during this time of COVID-19. I wish the very best for you, your businesses, and most importantly your family and the people you love. Take great care and be safe.



Thermo Fisher Scientific, a global company with West Coast headquarters here in Carlsbad, received emergency use authorization from the Food and Drug Administration to produce coronavirus test kits capable of delivering a diagnosis within four hours.

And that’s why Carlsbad’s life sciences community is so important both locally and globally.

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Taking care of our mental health during COVID-19

These are challenging times that may bring up anxiety and stress, especially if you are constantly following the news or anxious about your loved ones or your health. It is important to stay informed and equally important to engage in physical, psychological and spiritual self-care. A holistic approach is important in reducing stress and anxiety and helping you stay connected to others in your community. This can include a combination of proper nutrition, regular exercise, maintaining supportive contact with family and friends, and utilizing your surrounding community (church or support groups). If you are used to seeing a friend weekly, continue doing so electronically. I just had a birthday celebration for my daughter over Zoom with close family members. That 30-minute period made a difference in feeling less isolated and in recognizing important milestones. With up-coming graduations, we can continue celebrations and find ways to adapt, as humankind has done for centuries.

BE PROACTIVE AND ENGAGE IN HOLISTIC, MEANINGFUL ACTIVITIES

We know from history, such as the Spanish flu of 1918-1919, that mental health problems and

first-time psychiatric hospitalizations increased significantly. If we take measures to be proactive and engage in holistic and meaningful activities we can reduce the negative impact of this pandemic. Having a modified structure can also be helpful rather than waking up at random times and staying in pajamas all day.

SOCIAL DISTANCING DOES NOT NEED TO INCLUDE SOCIAL ISOLATION

Support of family, friends, neighbors and community can be helpful. Many of us feel happier, less anxious and more centered when we help and give to others. We can stay preoccupied and paralyzed by fear or we can take steps to engage our community and help those in need. A few of my colleagues and friends are helping in food pantries, donating to safe parking programs or calling elderly acquaintances to offer help and support.

SEPARATE YOURSELF FROM YOUR THOUGHTS

In Western society, we tend to focus on our thoughts and those thoughts or strong emotions can be distressing and impact our lives. Separating ourselves from our thoughts can be helpful. We are not our thoughts and we are not our emotions, we simply experience them. If you find yourself



Reduce negativity, be proactive and actively engage in holistic and meaningful activities.

anxious about a particular issue, it may help to say to yourself, “I am noticing that I am having a thought about....” This helps you separate yourself from the thoughts and reduce their negative impact. Being mindful of your thoughts undermines the dominance of our negative thoughts and helps you focus on the present moment. When you are resting, let go of negative thoughts and visualize them as leaves moving through a stream. They are separate from you and do not have to consume you.

RESOURCES

We are human beings capable of adapting and thriving in

times of hardship. Engaging in mindful activities, such as art and yoga can also help us stay in the present and assist in coping with the pandemic. Mindfulness exercises are useful and can help manage stress, improve sleep, and even reduce blood pressure. UCLA has an excellent site with podcasts ranging from *Mindfulness in Difficult Times* to *Driving Meditations*. Visit uclahealth.org/marc/meditation-at-the-hammer to access.

You can also visit our partners at the National Alliance on Mental Illness or NAMI at nami.org/covid-19 or call 1-800-950-

NAMI (6264) for assistance. You can also text “NAMI” TO 741741.

Finally, if needed or interested, many medical and mental health providers provide Telehealth services. Tri-City Medical Center Outpatient Behavioral Health Services has virtual treatment options for patients who would benefit from Intensive Outpatient Program (IOP) care. These include services such as major depression, anxiety disorders and more. To get started please call 760.940.5051.

May you stay healthy and balanced and continue adapting in these rapidly changing times!

Something for Everyone

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

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

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A freshly paved State Street before the striping and finishing touches

State Street changes

Long before State Street was called State Street, it was known as First Street because it was the very first street east of Coast Highway. There was a gas station on the corner of Carlsbad Village Drive where Choice Juicery now stands and a hotel with a spicy past above what is now Caldo Pomodoro. A cobbler, a meat market, a hardware store and more have called State Street its home. For many years. And now, during a pandemic, the likes of which we haven’t seen in over a century, State Street has gotten a much-needed facelift complete with long-awaited repairs to its aged drainage system. It was one of 12 drainpipe repair projects in Carlsbad.

A silver lining to these very challenging times is that the engineers and staff in the Public Works branch of the City of Carlsbad were able to not only start the project on schedule but also take advantage of the time during the stay at home order, while most businesses

CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

were closed, to complete the project in record time. It was the goal of Public Works to complete the project before downtown businesses started to open up, post stay at home order, to allow them to get back on their feet as quickly as possible - without the interruption of repair work originally planned through the third week in May. And, they were able to complete the repair work while keeping all sidewalks and crosswalks open to foot traffic to help support the downtown businesses and restaurants who were providing curbside delivery and take-out options. With the work schedule increased to 12-hour days and six-day weeks, State Street will not only drain better during our rainy season but it will also have the look of a world-class resort town with fresh pavement and new striping by the date of this publication. Thank you, City of Carlsbad, for this bright, silver lining.

Getting emergency care when it is not coronavirus-related

In the midst of the coronavirus pandemic, emergency medical situations unrelated to COVID-19 still occur. So, what should you do during this crisis if you need to seek medical care for a condition that you feel simply cannot wait?

TO YOUR HEALTH



DR. GHAZALA SHARIEFF, MD
CHIEF MEDICAL OFFICER - CLINICAL EXCELLENCE AND EXPERIENCE
SCRIPPS

While the answer is not always simple, knowing the level of care you need whether it be an emergency room, urgent care or telemedicine — could save your life in a medical emergency and can ensure that you get appropriate treatment while allowing hospitals to make the best use of their available resources.

“I’m concerned that people experiencing life-threatening conditions, such as a heart attack or stroke, are delaying seeking emergency help out of fear of contracting the virus in the hospital or may be worried about adding additional strain to the medical system,” says Ghazala Sharieff, MD, Scripps Chief Medical Officer, Clinical Excellence and Experience. “We want people to know that if you are experiencing a true emergency, we will always be there for you.”

WHEN TO GO TO AN EMERGENCY ROOM

There are several medical conditions that are considered emergencies — whether related or unrelated to COVID-19 — because they can require rapid or advanced treatments — such as surgery — that are only available in a hospital setting.

Symptoms that are best evaluated in an emergency room include:

- Chest pain or difficulty breathing
- Weakness/numbness on one side



Several medical conditions are considered emergencies — whether related or unrelated to COVID-19 — because they can require rapid or advanced treatments that are only available in a hospital setting.

- Slurred speech
- Fainting/change in mental state
- Serious burns
- Head or eye injury
- Concussion/confusion
- Broken bones and dislocated joints
- Fever with a rash
- Seizures
- Severe cuts that may require stitches
- Facial lacerations
- Severe cold or flu symptoms
- Vaginal bleeding with pregnancy

“Under no circumstance should you avoid going to an emergency room or calling 911 if you feel that your symptoms are truly serious. Every minute that you delay, the likelihood of you having a worse outcome increases,” says Dr. Sharieff.

If you decide to seek emergency care, you will be screened for COVID-19 before you are allowed into the facility to better identify and isolate those with the virus. Scripps has COVID-19 triage tents set up outside each of its emergency departments at Scripps Memorial Hospital Encinitas, Scripps Memorial Hospital La Jolla,

Scripps Mercy Hospital Chula Vista and Scripps Mercy Hospital San Diego.

WHEN TO CALL 911

Even if it is clear that you or your loved one needs emergency care, you may be unsure whether to drive to an emergency room or call 911.

“When in doubt, call 911. It’s important that you get to the emergency room quickly and safely, especially if you are experiencing severe chest pain or severe bleeding, or if you feel like you might faint or have impaired vision,” says Dr. Sharieff.

For certain medical emergencies, such as a heart attack or stroke, calling 911 for an ambulance is always the right decision. This is because paramedics often can begin delivering life-saving treatment on the way to the hospital.

EMERGENCY ROOM OR URGENT CARE

Sometimes, you’ll need to make a judgment call to decide if an injury or illness requires visiting an emergency room or going to an urgent care facility. Urgent

care centers are same-day clinics that can handle a variety of medical problems that need to be treated right away, but are not considered true emergencies.

Symptoms that can be evaluated and treated at an urgent care clinic include:

- Fever without a rash
- Vomiting or persistent diarrhea
- Abdominal pain
- Wheezing or shortness of breath
- Dehydration
- Moderate flu-like symptoms
- Sprains and strains
- Small cuts that may require stitches

Scripps offers urgent care services for children and adults — seven days a week — in Vista, Rancho Bernardo and Torrey Pines. COVID-19 screening protocols and triage tents have also been implemented at all Scripps urgent care facilities.

TELEHEALTH FOR NON-EMERGENCIES

If your symptoms come on gradually or you already know the diagnosis — for example, you have repeat urinary tract infections, or you recognize when your child has come down with an ear infection — it’s worth checking out your virtual care options, and see if you can have a telehealth video visit with your primary care doctor.

Many Scripps HealthExpress walk-in, same-day clinics are still open with weekend and evening hours for in-person or video visits for the most minor of ailments, such as:

- Painful urination
- Rashes without fever
- Mild flu-like symptoms
- Cough and congestion symptoms
- Sore throat
- Ear pain
- Eye redness, discharge or itchiness

They are a good option for when you are not feeling well, but it’s not serious enough for the emergency room or urgent care.

“Telehealth is a safe, convenient and cost-effective option for patients seeking care, especially during a crisis, for conditions that are not potentially life-threatening,” says Dr. Sharieff.

› TRANSFORMING

Continued from Page 1

one of their first adjustments. “Even today you have companies that have to put limits on what people can purchase just so that there’s enough for shoppers that are coming in.”

Additional retail changes, such as stores not accepting returns, or frequent sanitation of high-touch surfaces, have not only affected large essential supermarkets and stores like Gelson’s and Walmart. Smaller, non-essential retail stores, have also tried to innovate to make sure their businesses stay afloat. Such is the case of **TROVE Marketplace** in downtown Carlsbad. “We did not have an online store before the shut down and relied on social media (Facebook and Instagram) to post our fabulous finds,” said TROVE owner, Carrie Moore. “The shut down has given us this time to focus on the new online store that will provide our amazing customers near and far the ability to shop our treasures.”



TROVE Marketplace starting offering curbside pick up of face-masks almost at the same time they become a requirement for essential workers.

TRANSITIONING TO VIRTUAL SPACE

While moving to sell online may seem very tempting and possibly the quickest solution to continue to run a business, Jones suggests that there is no cookie cutter approach when trying to re-start a company during COVID-19. He says that the shift really depends on the type of business, and the process starts with a simple self-examination. “The question that I would ask is, ‘how would you best engage with your customers?’ So if you have a product that people need to kind of touch and feel to figure out what’s going on, what would the equivalent of that be if you were going to shift your business online?” This transformation would also include delivery and shipping considerations. “The conveniences that might exist in store, how would you replicate that online?”

A few years ago, and without having a global pandemic in mind, Walmart started offering a service called *online grocery pick up*. This sort of hybrid of in-store experience combined with e-commerce has become incredibly handy to accommodate consumers that might be hesitant to step into a store, but who still need the immediacy of the in-store purchase. This option is currently available in 3,000 Walmart stores across the U.S. “We are leveraging technology in a way that really allows people to feel comfortable if they have to shop, or gives them different options to shop.”

In a much smaller scale, Moore was able to also do her version of curbside pick ups, when she decided to start selling hand-made facemasks. “We posted them on our Facebook and Instagram accounts. Not ten minutes later the announcement was made on the news that masks were mandatory for some and suggested that we all wear them when out. We received over 500 orders in a five-day period. I make appointments for pickups and will ship anywhere.”



Gelson's Market is now offering 'Kitchen Meals to Go' for customers to feed their families at home and without entering the store.

Gelson’s has been doing the same with food. “We’ve just launched Gelson’s *Kitchen Meals to Go* for customers to feed their families at home and without entering the store. Customers can now order online and pick up their pre-paid meal the same day from their local Gelson’s location,” said Cheung.

EMOTIONS AS DECIDING FACTOR

One aspect that businesses should consider when making decisions on how to re-start is the emotions that COVID-19 as a global pandemic evoke in consumers. “With everything that you read in the media, how deadly this is being portrayed to be, and the impact it’s having on a number of lives across our country, if they [officials] were to say next week that ‘hey everything’s good to go, go outside’, how many Americans would still maybe have the fear that ‘I’m still going to wear a mask because you never know’,” said Jones. He points out that when companies re-open, consum-

ers and clients may be hesitant to go back to life as it was before COVID-19. Jones believes that the perceptions of the current situation and how it’s impacted our lives, are “going to take some time to subside.”

Therefore, things like cash register shields and markings on store floors to control distance between customers, may be long-term changes to give customers the sense of protection. “I feel what’s going to happen is there’s going to be a lot of innovation, and this is what I would say for companies and entrepreneurs that are kind of in a rut right now, ‘how are they reinventing themselves to take advantage of where the future might go?’ And start marketing themselves now because in the next, let’s say six or seven months, the world, as we know it, is going to change.”

For the full interview with Claude Jones, go to the Carlsbad Chamber of Commerce YouTube channel: <https://youtu.be/t9g4g75VL2l>

The arts go virtual!

During this unprecedented crisis, the arts community, like many other business sectors, is experiencing challenges to their daily livelihood. The arts are defined by live interaction between artist and audience with powerful communication conveyed through theme, color, image, melody, action, thought and word. These experiences resonate on many levels, conscious and otherwise. With shelter-in-place orders, this live, in-person dynamic is not possible. Yet, artists from all genres pride themselves on an intuitive ability to react, reinvent and redefine. It's that resourceful skill set that serves the arts sector during these unexpectedly difficult times.

Many arts organizations have gravitated to online experiences to stay connected with their audiences, while exploring a new business model to generate revenue. Locally, Carlsbad's arts organizations have ventured forth into the virtual realm with innovative programming designed to keep the arts as part of daily life.

The **Museum of Making Music** is presenting MoMM@ Home, a series of live events exploring a variety of perspectives on music and creating music.

On Museum Mondays, curator Dr. Jonathan Piper presents interesting tidbits about the history and impact of instruments.

Wednesdays are for kids and families with instructions on how to make your own instrument at home or a musical story time. On Fridays, *Creator Corners* engage composers, producers, musicians, conductors in lively discussions around their art. Visit the Museum's website www.museumof-makingmusic.org for upcoming sessions and recordings of past episodes.

New Village Arts, Carlsbad's professional theatre company, launched New VIRTUAL Arts showcasing favorite local artists who are creating unique digital content daily. Everything from cabarets and concerts, to art and dance lessons plus meditation workshops, kids' programming, talk shows, and much more are presented free. NVA is also presenting Streamin' Shakespeare with unique digital adaptations of the Bard's most beloved works. www.newvillagearts.org

The **City's Library & Cultural Arts Department** also developed new ways to deliver arts and literary experiences. The City's Cultural Arts Office launched a new At-Home Art Projects page on the city website. Their arts education in-



CULTURE BUZZ

RICHARD L. SCHULTZ
CULTURAL ARTS-MANAGER
CITY OF CARLSBAD



New Village Arts, Carlsbad's professional theatre company, launched New VIRTUAL Arts showcasing favorite local artists who are creating unique digital content daily.



structors created activities that anyone can do from home with a few basic materials, a willingness to try something new and a creative spirit. These projects include art lesson plans, coloring sheets based on Carlsbad's public art and theatre activities that will get you up, moving and vocalizing along the way! <https://cityadmin.carlsbadca.gov/services/depts/arts/education/artathome.asp>

Recently, the Carlsbad City Library presented an online author talk with teacher and coach Erik Conklin who spoke about mindfulness for stress management, discussing the neuroscience behind the practice of mindfulness, and leading viewers through exercises that can be done from home to manage stress and anxiety. Featured on the city's cable access and YouTube channels,

Conklin has been a popular speaker with the Library & Cultural Arts Department's health and wellness workshops, the *Good Life Lecture Series*. Community Relations Manager Jessica Padilla-Bowen commented, "We're proud to move lectures to a format accessible from home." The City of Carlsbad government channel plays City Council meetings and other government programming of interest to the Carlsbad community on Charter Spectrum (formerly Time Warner Cable) channel 24 and AT&T U-Verse channel 99 and online at: www.carlsbadca.gov/news/citytv.asp

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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

Acceptance and transformation as our Bridge To The Future

I don't know about anyone else, but I am getting sick of the word COVID-19. It is amazing how a few letters and numbers have taken over everyone's lives and daily speech. But there is no avoiding it. I am insanely proud to be a part of the Carlsbad Chamber of Commerce, so I also want to share how we as your Chamber have evolved. Evolve may be the wrong word, I find we are living up to our mission. We started as an organization nearly 100 years ago (97 to be exact), and I think of those who were here before us, and why they started this incredible organization. Our purpose is to function as the: main Convener of leaders and the community as a whole; Catalyst for change, growth and prosperity; and Champion of the businesses, non-profits, educational institutions, the city, and our families.

On March 19, when Governor Gavin Newsom announced the "stay at home" order, the entire Chamber team went into action to pivot. There was never a moment of standing still. We immediately identified what needed to happen

and what we could do. What are the needs of our member businesses? What information do we need to get from the city, county and state leaders, so that we can best equip our members to ride this storm? That was our thought process. In less than a week, we hosted our very first webinar presenting three critical industry representatives to guide the community: attorneys, insurance and the SBA. With the serious business issues at the forefront, we knew we also needed to still provide the human-connection opportunities and we quickly adapted all of our networking events to the virtual platform. We went from zero to 100, understanding the need for human connections was of the utmost importance to our people today. The Carlsbad Chamber hit the ground running. Every single staff member made the modifications of their lives to suit the needs of their job. I want to be clear because this is not talked about often. The Chamber staff are not working here just for

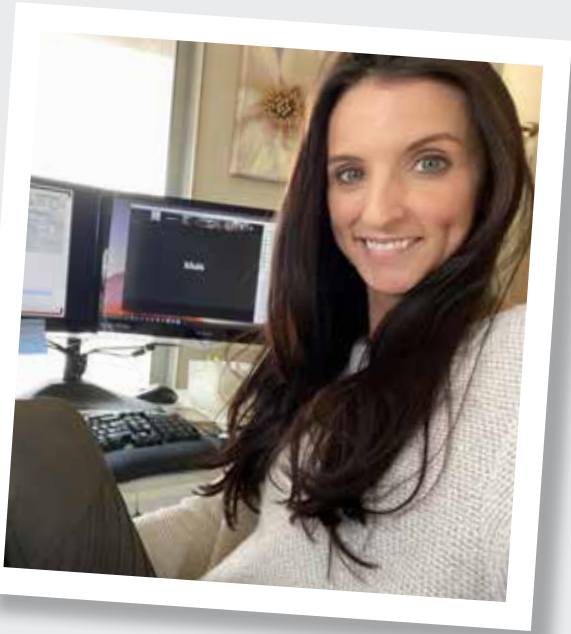
their paychecks. We are a 501-c6 non-profit, and salaries are not what keep us here. It is the connection, empathy, relationships, and the sense of purpose each of us possess to serve our members. We care deeply for each of you, and live by the principle that we are here to serve you and ensure that your business achieves vitality and adds to our community as a whole. It is due to this passion to empower and celebrate our community, that we are moving and adjusting our much anticipated 2020 CBAD Awards - Bridge To The Future to our FIRST Virtual CBAD Awards Week. This will be a week-long celebration of our businesses and the entire community! Please go to Page 5. For more details about the event and stay engaged as we post updates on how to register.

THANK YOU to all who have supported us over the years, we are in continued need of support, but now more than ever. If you have any questions about your investment options in the Carlsbad Chamber please contact me anytime. We are riding this wave together, and we will emerge on the other side transformed in a positive way with our mutual continued collaboration!


MEMBERSHIP COUNTS



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



As some of you may know, our awesome Director of Corporate and Member Relations, Kathleen McNary, had to undergo emergency brain surgery on Monday, April 27. We have received good news from her doctors and we hope she will continue to improve. Please keep Kathleen in your thoughts and prayers during her journey to recovery.



MAY 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.		
May 5	Business Resource Committee	7:30 AM
May 6	Government Affairs Committee	7:30 AM
May 8	Ready Carlsbad Business Alliance	7:30 AM
May 12	Green Business Committee	7:30 AM
May 13	Ambassador Committee	7:30 AM
May 19	Technology Committee	7:30 AM
May 22	Military Affairs Committee	7:30 AM
May 26	Carlsbad Young Professionals Steering Committee	11:30 AM
May 27	Membership Committee	11:30 AM

web.carlsbad.org/events



VIRTUAL WORKSHOP



Develop a Thriving Emotional Mindset:

Understand your mind and achieve Emotional Resilience

MONDAY, MAY 12 | 11:00 AM

- Understand what is truly contributing to your emotional state
- Identify the emotional state that gives you the power to tackle your business issues
- Develop a practice to activate your Emotional Resilience

MEETING INFO: web.carlsbad.org/events





FRI, MAY 8, 15, 22, 29 | 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.

MEETING INFO
web.carlsbad.org/events



FRI, JUN 5 | 7:00 A.M. - 9:00 A.M.

VIRTUAL NETWORKING



Virtual

FIRST FRIDAY BREAKFAST

Her current works, "Art as Medicine for Transformation", are sculptures about metamorphosis and healing. She travels the world, speaking and teaching, as well as discovering new places, people and cultures that inspire, connect and transform her life.

Dr. Lisa Longworth is a pioneer in the creative process; her Cocoon to Butterfly program has helped thousands of individuals and groups through creative metamorphosis in the last 34 years.

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COMMITTEE SPOTLIGHT

Ready Carlsbad Business Alliance (RCBA)



1. WHAT ARE THE GOALS OF THIS COMMITTEE?

The Ready Carlsbad Business Alliance (RCBA) committee has been a part of the Chamber since 2011. Our mission is to promote business emergency preparedness, continuity of operations and community recovery through services, educational programs and cooperative partnerships. We achieve this through regular meetings, often with subject matter expert speakers, and with emergency preparedness related workshops and symposia.

2. WHAT HAVE BEEN THE HIGHLIGHTS OF THE COMMITTEE IN THE PAST YEAR?

Over the past year the RCBA conducted a 5th year anniversary Poinsettia Fire symposium, focused on public safety, public education, business sector, congregate care, and mental health and wellness. It conducted an Emergency Preparedness Planning Workshop for small businesses. It also conducted a Threat Recognition symposium which covered multiple aspects of recognizing and responding to a threat from a personal basis. Finally, it hosted an FBI North County threats, risks and crimes roundtable. Starting on January 26 2020, RCBA was the first in the region to alert the business community to the emerging COVID-19 threat. And it was one of the very first, if not the first, to conduct a COVID-19 teleconference for its members.

3. WHY SHOULD A MEMBER JOIN THIS COMMITTEE?

The major benefit to being a member of the RCBA is gaining awareness and participating in community preparedness. Members get regular presentations from professionals from communities such as Emergency Preparedness, Medical, IT and Communications, Business and Real Estate, and many others. Topics area always related to current and emergent issues.



On Friday, April 10, the Ready Carlsbad Business Alliance (RCBA) held its first virtual committee meeting as a webinar. Speakers included Assistant Director of Emergency Services for the City of Carlsbad and RCBA Co-Chair, David Harrison; Chief Innovation Officer for the City of Carlsbad, David Graham; Medical Director, Maternal, Child, and Family Health Services, County of San Diego, Dr. Thomas Coleman; and Protective Security Advisor for Region IX, San Diego District, for the DHS Cybersecurity and Infrastructure Security Agency (CISA), Bob Mieli. This meeting recording is currently available at <https://youtu.be/n-BPIHeaNyU> and includes a "behind the scenes" of the City of Carlsbad's Emergency Operations Center.

4. WHAT IMPACT DOES THIS COMMITTEE HAVE WITHIN THE CHAMBER AND THE COMMUNITY?

The RCBA provides visibility to its members into what is of interest and concern in the Carlsbad and regional emergency preparedness communities. It provides a medium to give back to the community in the form of education, and support to companies and the community in times of crisis. An example was collecting donations to provide financial assistance to victims of the Poinsettia Wildfire of 2014.

Monitoring the seasonal flu, RCBA started to promote hand and respiratory hygiene practices in early January 2020. And, three weeks before the county public health and local emergencies were proclaimed, RCBA was already advocating COVID-19 mitigation practices. RCBA encouraged its partner business engagement organization, **InfraGard San Diego**, to do the same. InfraGard SD alerted its 2,500 regional members the following week. These actions contributed to employee health and workplace safety throughout the region.

5. WHAT ARE THE UPCOMING COMMITTEE PLANS/EVENTS THAT A MEMBER OR THE COMMUNITY SHOULD NOT MISS?

When events can again be held, current planning includes topics on mass casualty bystander training including stop the bleed, on 5G communications and what it means to businesses, topics of cybersecurity, wildfire and earthquake preparedness, and will include city-oriented coronavirus updates. It is probable the near-term events will be completed via teleconference.

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Independent Actuaries
Infinity from Marvin
Jack Cumming

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Major League Comfort Systems
Mary Kay Cosmetics (Carol Fehr)
Milestone House
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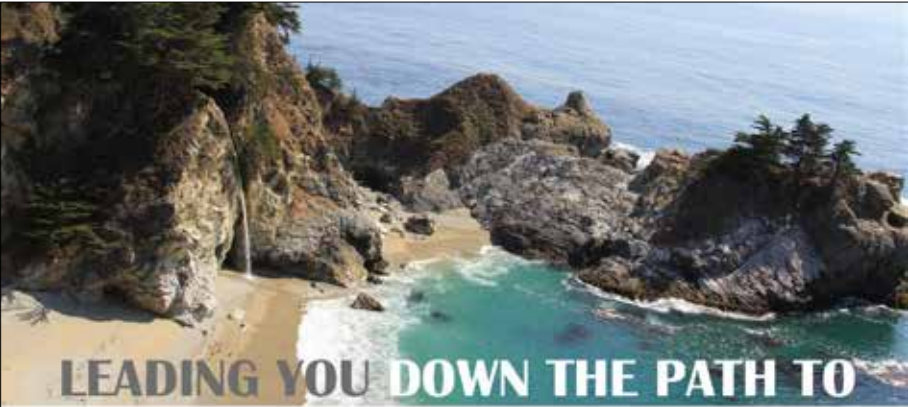
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Bret Schanzenbach, CEO
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CSUSM responds with spirit to COVID-19 crisis

Striking in the middle of a semester, with commencement just around the corner, the coronavirus pandemic has presented an unprecedented challenge to America's colleges and universities. Cal State San Marcos has risen to the challenge with the spirit and solidarity that our regional community has come to expect.

On March 11, CSUSM made the difficult but necessary decision to begin the transition to virtual instruction for the remainder of the spring semester. After a period of adjustment for everyone, students and faculty returned from spring break in early April to an educational model that would have been unfamiliar to many of them only a few months earlier, with Zoom classes the predominant mode of teaching and learning.

At the same time, campus was closed to all but essential personnel in mid-March, and the vast majority of staff members are working from home, becoming intimately familiar with programs like Zoom for meetings and Microsoft Teams for administrative duties.

CSUSM also made the hard decision to postpone its commencement ceremony, which was scheduled for May 15-16,

due to the COVID-19 crisis. The university, though, remains committed to moving the important milestone to a date later this year when it is appropriate and safe to do so.

In early April, CSUSM announced that, based on guidance from the California State University Chancellor's Office, it would move its entire summer course schedule for both sessions to virtual instruction. In addition, plans for in-person events through June will be hosted in virtual format or rescheduled for a later date.

During the crisis, the CSUSM campus community continues to come together even from our socially distanced locations. While students were on spring break, multiple campus entities quickly collaborated on the creation of a new Student Relief Fund. In the span of just a few hours, it raised nearly \$20,000 to support students with funds for tuition, fees and books. As of April 6, the fund had received more than 100 gifts, totaling more than \$58,000.

Amid the disruption caused by COVID-19 at CSUSM, there are plenty of cases of positivity, kindness and everyday heroism to be found. In early April, the university's Safety and Health team helped coordinate the de-



Two employees from the Instructional & Information Technology Services department at Cal State San Marcos organize computer equipment for distribution in March. Across five days, IITS handed out more than 1,000 pieces of equipment to more than 400 students, faculty and staff.

livery of essential supplies to regional hospitals. That included four ventilators, over 40,000 pairs of gloves, nearly 1,000 N-95 masks, as well as hundreds of face shields, surgical and procedure face masks and other critical medical supplies.

In a similar vein, Michelle Harvey, a 2002 business alumnus of

CSUSM, was so moved by the shortage of masks in hospitals that she founded the San Diego Face Mask Sewing Group on Facebook. Within only a couple of weeks, it had attracted more than 700 members and donated hundreds of face masks to frontline health workers.

In response to these and

other examples, the university has launched a new hashtag, #CSUSMgratitude, to share examples of positivity, caring, innovation and generosity on social media. We are focused on our educational mission and will emerge from this crisis stronger and united. We're grateful for all of you!

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5 tips for sustainable cleaning

Decluttering can feel insurmountable. While it may seem easier to throw everything away or ignore it, there are a few simple ways you can tackle your cleanout in an eco-friendly way.

FIVE TIPS TO CONSIDER FOR CLEANING -- AND LIVING -- MORE SUSTAINABLY:

1. Don't wing it. It can be emotionally draining to decide what to keep and throw out. Develop a system and goal in mind. Create piles to donate, keep, and throw out.
2. Think outside the box. Other than donation centers, there are places that take leftover construction and renovation materials. These unique items could have a second life.
3. Know what can't be donated or recycled. Educate yourself on the proper disposal and identify local centers that accept them. Many cities often sponsor e-waste recycling days, for instance.
4. Think before you buy. Do we have something like it? Can we get it used through Facebook Marketplace or a secondhand store? This could reduce your

carbon footprint and save you time and money!

5. Consider the additional benefits. Selling gently used items or getting a tax write-off for donations could mean extra cash in your pocket and you'll feel better! Offers.com noted 35% of all respondents were motivated to declutter in order to boost their mood.

You don't have to go through it alone -- friends, family, and professionals are available to help.


Your household will be clean and running more efficiently. You'll help others and the planet in the process... what could be better than that?

Kathy Moore is the co-owner of JDog Junk Removal & Hauling North San Diego, an eco-friendly junk removal franchise that recycles and reuses 60-80% of everything collected. Kathy and her husband, Jon, have won numerous awards including the 2018 Carlsbad Chamber Sustainability Award and the 2019 JDog of the Year Award for service to the community.

Ready or not: Schooling in uncertain times

This is an unprecedented and challenging time for all families in our community and across the nation. At this time, we do not yet know when, or if, our campuses will reopen this spring.

SCHOOL NEWS



DR. BEN CHURCHILL
SUPERINTENDENT
CARLSBAD UNIFIED SCHOOL DISTRICT

Despite our new realities, Carlsbad Unified schools are open, teachers are teaching, and students are learning. But, because of

the dangers of COVID-19, we have moved from our school campuses to Remote Online Learning.

We are fortunate to have forward-looking, tech-savvy administrators, teachers, and staff members open to innovating with new technologies that promise to advance the way students learn. Our students, also, are comfortable using the e-devices on their desks and in their hands. The development of high-quality on-line instructional opportunities has flourished in recent years. These new developments have helped us to manage the upheaval of recent months and to embrace new ways to deliver instruction.

In early March, with the spread of the coronavirus, our “new normal” hit suddenly. When schools closed on March 13, our first priority, of course, was for the health and well-being of our families --



CUSD teachers and students have adapted to virtual learning, by using different online platforms while supporting their need to feel connected to their classmates, teachers, friends, and all those who care about them.

students, teachers, staff, and parents. So it was important for us to allow time for families to arrange for their physical and emotional needs. But, as we believe that one of the strongest contributors to student well-being is returning to normality, our goal has been to keep our students engaged in learning.

With barely weeks to come up with an online learning plan for 11,000 students, our Instructional Services team went to work. Just days after schools closed,

we rolled out an Extended Learning Activities website, full of resources to keep students' minds active with stimulating activities that they can undertake either alone or with their families, and at any time. The materials include core academics as well as enrichment activities and resources to support the physical wellness and social emotional learning of our students. These tools, organized by grade (K-12) and by subject, will continue to be available to all students to

supplement their learning.

At the same time, our extraordinary teachers immediately took the spring curriculum they had meticulously planned for their students and began to re-imagine it. They are preparing remote on-line lessons and activities that are self-paced and allow for flexibility. Also, they are facilitating their students' learning by using a variety of platforms, such as Google Meet, Google Hangouts, Facetime, Google Classroom, and

Flipgrid. In ways such as these, our teaching staff has shown laudable creativity in providing students with innovative access to our rigorous content while supporting their need to feel connected to their classmates, teachers, friends, and all those who care about them. As our Teacher on Special Assignment for Technology Robert Allen put it, “We are building the plane while flying it. And we are rising to the challenge.”

Student attendance has been outstanding. In the first week, 10,300 students, or 94%, accessed on-line instruction. Even if it's “only” in a virtual classroom, parents are happy to see their children engaged, students are happy to see their classmates and teachers, and teachers are happy to see their students' shining faces.

As you can see, we are all working hard, though remotely, to support our instructional programs. We also realize that teachers, students and their parents are all on a steep learning curve. Although the circumstances are hardly optimal, we all will be there for our students and for each other along the way. We are grateful for our teachers, all of our employees, and all of the Carlsbad Unified families, for all they are doing for our students.

And, thanks to our Food Service team, we continue to provide free pick-up food service at Carlsbad High School for the young people in our area.

We hope you and your loved ones are healthy and safe at home.



CARLYLE
CARLSBAD VILLAGE

Join Our Interest List
sign up at
CarlyleCarlsbadVillage.com

The Carlyle Sales team is available for you!

Construction continues at Carlyle Carlsbad Village with homebuilding deemed an essential service. To allow the most personalized and safe home shopping experience possible, we will be offering our clients a selection of ways to become better acquainted with Carlyle.

The Carlyle sales team is also conducting Virtual Tours for prospective buyers by providing a personalized virtual video tour of your interests. We can send you pictures, videos, virtual tours, or schedule a video chat appointment from Carlyle. A limited number of in-person tours are available by appointment and in accordance with safety protocols.

SNEAK PEEK VIDEOS!

Over the next few weeks our Community Sales Manager, Sheridan Mantor, will be sharing videos of our progress and highlight specific rooms and features of our residences. To join our interest list, visit carlylecarlsbadvillage.com and click


on “Join Our Interest List.” You will receive our email newsletter with construction updates, announcements, and have access to view sneak peek videos and photos of our homes.

Pre-Sales are underway. This is your opportunity to be among the first to purchase a home at the exclusive Carlyle Carlsbad Village. Please contact our sales team at (760) 810-4442 for more information.

ABOUT CARLYLE CARLSBAD VILLAGE

Featuring 33 luxury single-level condominiums, 3 single-family detached homes, and 2 attached home, each residence at Carlyle has been individually designed and crafted to create a comfortable and stylish living experience.

The homes embrace coastal beauty, focusing on wide-open floor plans, light-filled living spaces, natural elements, and inspired palettes, each one composed of impeccable finishes and great attention to detail.



CARLYLE
CARLSBAD VILLAGE


Size Range: 1,642 to 3,044 Sq. Ft.
Priced From: \$1,044,000 - \$2,400,000
(760) 810-4442
CarlyleCarlsbadVillage.com
800 Grand Avenue

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.

MCKELLAR MCGOWAN
REAL ESTATE DEVELOPMENT



© 2020, Carlyle Carlsbad Village | Pricing and availability are subject to change without notice. The developer reserves the right to make modifications or changes to plans, specifications, and features should they be necessary to maintain the high standard of this development. Square footage is approximate. Room dimensions are approximate and subject to change per unit. Buyer to verify personal vehicle(s) will fit in the assigned garage space(s).

DRE# 01956611





Proudly serving our **community** since 1961

Tri-City Medical Center has served our community for nearly 60 years and prides itself on being the home to leading orthopedic, spine and cardiovascular health services while also specializing in world-class women's health, robotic surgery, cancer and emergency care.

Tri-City's Emergency Department is there for your loved ones in their time of need and is highly regarded for our heart attack and stroke treatment programs. When minutes matter, Tri-City is your source for quality compassionate care close to home.

50 + Community Partners

Tri-City Medical Center's **COASTAL Commitment** initiative tackles our communities' most pressing health and social needs.

Leader in North County

- Technologically-advanced Emergency Department
- 1st accredited Thrombectomy Capable Stroke Center certification, 36th nationwide
- 1st in San Diego to offer Mazor Robotic Spine Surgery
- Only Level III NICU

➤ visit [tricitymed.org](https://www.tricitymed.org)



Tri-City Medical Center