



BUSINESS JOURNAL

CARLSBAD.ORG

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

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Healing families

At the Chamber's CBAD Awards held in May of 2020, the **Mitchell Thorpe Foundation** earned the Nonprofit of the Year award. I had an opportunity and the privilege

FROM THE CHAIR



MATT LEONARD
CHAIRMAN
OF THE BOARD
CARLSBAD CHAMBER
OF COMMERCE

to speak with the founders, Brad and Beth Thorp, and learn more about the past, present and future of their foundation.

The Mitchell Thorp Foundation was created in 2009 after their son Mitchell (18) succumbed to an unknown illness after a 5-year battle to diagnose and treat him. To this day the cause of his illness is still unknown. Mitchell was described by his parents as a "radiant light", and from this tragedy the Thorp's set off on the mission of "supporting families whose children suffer from life-threatening illnesses, diseases and disorders by providing financial, emotional, and resource support to their desperate situation." Their purpose is clear: "while we cannot cure a child, we can help families endure, and bring hope to their desperate and heart-breaking journey."

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A YEAR-ROUND MISSION: Giving back in Carlsbad

As the saying goes, 'tis the season of giving, but for one Carlsbad organization the work to create a positive impact in the community never stops.

Inspired by the desire to build philanthropy in Carlsbad and create both immediate and long-lasting impact, a group of citizens partnered with The San Diego Foundation to establish the **Carlsbad Charitable Foundation (CCF)** in 2007. Know Williams, owner of **Rayne Water of North County**, was the original inspiration behind this initiative. Other Founding Board Members included Sandy and Carlton Lund from **The Lund Team**, Hollyce Phillips, a retired broadcast journalist, and Stefan Prvanov, a financial planner based in Solana Beach.

The philosophy embraced by CCF is one that has become known as "giving circles" in the world of philanthropy. According to Wikipedia, *a giving circle is a form of*



CHAMBER



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER
OF COMMERCE



Several local organizations have benefited from the contributions of the Carlsbad Charitable Foundation (CCF) over the years.

participatory philanthropy where groups of individuals donate their own money or time to a pooled fund, decide together where to give these away to charity or community projects and, in doing so, seek to increase their awareness of and engagement in the issues covered by the charity or community project. The Carlsbad Charitable Foundation embodies this definition. Estela Mitrani is the Regional Affiliates Manager for the San Diego Foundation. She shared, "The Carlsbad Charitable Foundation not only enables friends and neighbors to give back to programs making a difference for people in our community but allows us to make that much more of an impact by doing it together. Collectively we can do so much more than individuals, that

is why this community giving model is such a gift for Carlsbad!"

Each year the Board of Directors decides what their area of focus will be for giving. Then anywhere from 20 to 60 different nonprofit organizations apply for grants. And in 2020, CCF gave away its one millionth dollar to-date in the Carlsbad community.

The areas of focus for CCF over the years has been very comprehensive. They have given nearly \$200,000 for environmental causes and initiatives; over \$400,000 for health and human services; over \$200,000 to promote arts and culture; nearly \$60,000 to support science and technology and

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BUSINESS SPOTLIGHT

Video: A silver bullet for effective marketers (especially now!)

"Does that thing really work as well as the TV commercials claim?" Word of mouth has long been considered the holy grail to build strong brand names and overcome consumer concerns or cynicism. The internet age has spawned crowdsourcing review platforms such as Yelp, Trip Advisor, Angie's List, and of course... Google Business Directory. People always want proof. And in today's confusing communications culture of conspiracy theories and claims of fake news, it's getting harder to know who – or what – can be trusted. Where's the TRUTH?

Since the COVID-19 lockdowns began, businesses have found an even more critical need for credible communications. Face-to-face interactions at trade shows, group sales presentations, or public speaking engagements disappeared virtually overnight.

What businesses need: Engagement with customers

Making a meaningful connection with customers is not limited to in-person interactions. Effective marketers have long used video or film

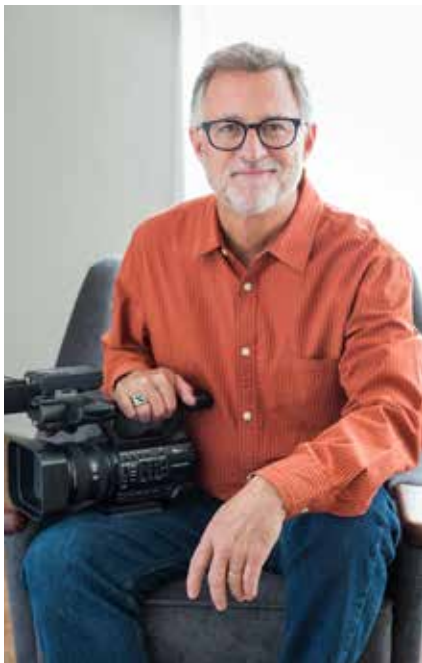
to convey marketing messages at the right time; to the right audience. After 30+ years in media and advertising, Chris Ryan at **Ryan Video Productions** has overseen campaigns for brands such as Barilla Pasta, Olive Garden Restaurants, Kraft Foods, and many others. All the while, Ryan carried a video camera; on vacations, to trade shows, family gatherings (Yeah, he was that guy. "Put the damn thing away, Chris!")

Ryan Video marketing wisdom

An effective videographer/producer who is targeting consumers and businesses must be smart and strategic. Keys to success include:

- The ability to uncover the target audience's "pain point"
- Instincts to understand what to say to SOLVE that person's problem
- An intuitive knack for getting real people comfortable on camera...unscripted!

Finding all 3 of these things should be on the checklist for any business looking to hire a



Chris enjoys making people comfortable in front of the camera.

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PRESORT STD
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CARLSBAD
CHAMBER OF COMMERCE
5934 Priestly Drive
Carlsbad, CA 92008

Hi San Diego!



The Premier Automotive Group expands with two new stores in Carlsbad: Premier Chevrolet of Carlsbad and Premier KIA of Carlsbad! We're proud to serve the Carlsbad and surrounding communities. We bring the Premier Promise to San Diego. With over 25 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! We're open, stocked with tons of new and pre-owned inventory! Premier Chevrolet and Premier KIA will actively partner with Giving Hope, a charity that serves it's communities with groceries to the needy, hungry and food insecure.

2021 CHEVROLET TAHOE



2021 KIA TELLURIDE



5335 Paseo Del Norte, Carlsbad, CA 92008
760-692-1558 - Sales
760-692-1549 - Service
PremierChevroletOfCarlsbad.com



5331 Paseo Del Norte, Carlsbad, CA 92008
877-686-6488 - Sales
877-629-8464 - Service
PremierKiaOfCarlsbad.com

A new experience awaits

Park Hyatt Aviara Resort, Golf Club & Spa proudly announces its grand reopening after the completion of a \$50 million resort-wide transformation. The renovation ushers in the next era with an elevated guestroom and suite product, new restaurant and bar concepts, and 83,000 square feet of upgraded meeting and event spaces. Guests will find a dramatic redesign to the resort's striking lobby entrance, spacious public areas, and new pool offerings, which now features seven distinct aquatic experiences.

Already spacious in nature—ranging from 540 to 2,140 square feet—the 327 guestrooms, including 43 suites, have been redesigned as residential sanctuaries inspired by the beauty of the Great Blue Heron, a majestic local bird celebrated as progressive, self-reliant, tranquil and graceful.

“Park Hyatt Aviara stands amongst a collection of luxury Southern California resort destinations with unique amenities, and we are honored to continue to reinvent this resort,” said Geoff Gray, General Manager of Park Hyatt Aviara. “We are proud to usher in this iconic and exceptional resort’s next chapter and a new level of understated luxury in Southern California.”

Several new immersive dining experiences accompany the resort’s transformation, including a collaboration with Richard Blais,

an acclaimed chef, restaurateur, author and television personality, widely recognized from his many appearances on Bravo’s Top Chef as well as Food Network. Expected to launch early 2021, the restaurant will anchor the world-renowned Aviara Golf Club and will represent the culinary embodiment of Park Hyatt Aviara’s commitment to celebrating classic California style and fresh, Left Coast cuisine.

Ponto Lago, set to debut later this fall, will immerse guests from across the globe while serving inventive Baja California-inspired cuisine with a local influence, alongside a bespoke bar program and the backdrop of incredible ocean views.

The reimagined living room, aptly named Pacific Point, delivers a Pacific Rim-inspired menu. Creative fare takes center stage with dishes such as octopus poke, Wagyu short rib, and roasted and mochi carrots. Expansive windows provide guests with uninterrupted views of Southern California’s sunset and fireplaces offer a great location for gathering.

Catering to guests of all ages—the young and young at heart—a completely redesigned pool deck showcases two distinct fun-in-the-sun experiences. A serene adult pool offers private luxury cabanas, while the family pool is complete with a waterslide tower and tide pool splashpad and two sto-



Park Hyatt’s reimagined living room, aptly named Pacific Point, delivers a Pacific Rim-inspired menu.

ry waterslide tower. Waters’ Edge, the nearby pool bar, is an all-day casual stop where guests can unwind outside with creative bites and masterful cocktails (and mocktails), taking in the fresh ocean breeze and beautiful surrounding views.

The resort has also added two Topgolf Swing Suites, an immersive social experience offering guests of all ages access to a

premier lounge while enjoying casual fare, refreshing beverages and lively music. With a floor-to-ceiling screen and a selection of virtual games, the Topgolf Swing Suite delivers a one-of-a-kind simulation that is fun for golf enthusiasts and non-golfers alike.

For more information about Park Hyatt Aviara or to book a reservation, please visit parkhyattaviara.com

Educating and Involving Businesses to Achieve California’s Recycling Goals

The State of California set an ambitious goal of 75% recycling, composting or source reduction of solid waste by 2020, calling for a statewide approach to decreasing California’s reliance on landfills, and reduction of green-

GOING GREEN



LORI SOMERS
COMMUNITY & MUNICIPAL RELATIONS MANAGER
WASTE MANAGEMENT

house gas emissions. In California, businesses generate nearly three fourths of the solid waste in the state, most of which could be recycled. Here is what you need to know.

Assembly Bill (AB) 341 - In July 2012, through AB341 the State of California established a goal to divert at least 75 percent of waste from landfills by the year 2020. AB341 requires that businesses and multifamily complexes implement a recycling program. In

addition to state laws, the City of Carlsbad requires the separation of recycling and trash as per Carlsbad Municipal Code section 6.08.020.

Assembly Bill (AB) 1826 - The next step in meeting California’s goal of a 75 percent reduction in waste by

2020 includes reducing or recycling organic waste headed for landfills. Starting on December 31, 2020, AB1826 requires all businesses that produce 2 cubic yards of solid waste to recycle their organic waste. Organic waste is defined as food waste, green waste, landscape and pruning waste, nonhazardous wood waste, and food-soiled paper that is mixed with food waste.

Assembly Bill (AB) 827 - Effective July 1, 2020, businesses who generate 2 cubic yards or more per week of solid waste must provide recycling containers to collect products purchased and consumed by customers on the premises. These containers must be placed adjacent to trash containers and be visible, easily accessible, and clearly marked. This law targets businesses that sell products meant for immediate consumption. If a business does not sell any of the materials that would be purchased and consumed by a customer, then the business does not have to provide a recycling container in all areas where disposal containers are provided for customers.

How to Comply with AB1826
The requirement to recycle organic waste can be met by taking the following actions:
1. Implement food waste prevention techniques to re-



In California, businesses generate nearly three fourths of the solid waste in the state, most of which could be recycled.

- duce the quantity of food waste.
2. Donate surplus food to local food banks and pantries.
 3. Source-separate organic waste from other waste and subscribe to an organic waste recycling service.
 4. Recycle or compost organic waste on-site, or self-haul to a recycling or composting facility.
 5. Multifamily complexes and commercial businesses are required to divert green waste. Comply by recycling or composting green waste on site, self haul to a composting/recycling facility, or set up service with Waste Management. Contact Waste Management at (760) 929-9400.

The City of Carlsbad’s Sustainable Materials Management Division, Waste Management and The Solana Center are sponsoring a **FREE Food Waste Prevention workshop exclusively for Chamber members on December 8th from 7:30 a.m. – 8:30 p.m.** The workshop will cover commercial and organic recycling legislation that impacts businesses including:

- AB341, AB1826, AB827 & SB1383
- How to save money while preventing food waste
- Food waste prevention solutions for back and front of the house.

Register for this FREE workshop by going to the Carlsbad Chamber website or go to <https://tinyurl.com/y4azvbn7>.

FOOD WASTE PREVENTION FOR COMMERCIAL KITCHENS

Strategies to reduce waste, save money & get ahead of state regulations impacting businesses



FREE Virtual Workshop

Tuesday, December 8th

7:30 a.m. — 8:30 a.m.

Register at <https://tinyurl.com/y4azvbn7>

Hosted by the Carlsbad Chamber’s Green Business Committee

Sponsored By:





CURATED BY THE CALIFORNIA COAST
MEET PARK HYATT AVIARA



BE THE FIRST TO EXPERIENCE PARK HYATT AVIARA'S DRAMATIC \$50 MILLION TRANSFORMATION. See the reimagined Southern California icon for yourself when you stay in our newly designed guestrooms and suites. Revel in the coastal lifestyle as you bask in the sun at the brand new resort pools or let the expansive outdoor lawns be the backdrop for your next big event. A new era of luxury is waiting for you at Park Hyatt Aviara.

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RESORT, GOLF CLUB & SPA

Flu vs. Coronavirus: What’s the difference?

Getting a flu shot is especially important this year due to COVID-19. Health experts believe the seasonal flu and the virus that causes COVID-19 will both be circulating this fall and winter and could put a strain on the health care system.



While a vaccine for COVID-19 isn’t ready yet for public use, the seasonal flu vaccine is widely available and is considered the most effective way to prevent the flu. Like COVID-19, the flu can cause severe illness and even death. “Getting vaccinated for influenza is the best thing you can do to protect yourself from the flu while continuing to take preventive actions to avoid getting COVID-19 — including frequent hand washing, wearing a face covering, physical distancing and avoiding crowds,” says Ghazala Sharieff, MD, MBA, **Scripps** Health chief medical officer, clinical excellence and experience. The following are frequently asked questions about the flu and COVID-19 and the importance of getting an annual flu shot.

1. Is the coronavirus different from the flu?

Flu and COVID-19 are both contagious respiratory illnesses but are caused by different viruses. COVID-19 is caused by infection with a novel coronavirus known

as SARS-CoV-2. Flu is caused by infection with influenza viruses. Both can spread from person to person. “Because some of the symptoms of flu and COVID-19 are similar, it may be hard to tell the difference based on symptoms alone, and testing may be needed to help determine the cause of those symptoms,” Dr. Sharieff says.

2. What are similarities and differences between flu and COVID-19 symptoms?

Similarities in symptoms between flu and COVID-19 include:

- Fever or chills
- Cough
- Shortness of breath
- Fatigue
- Sore throat
- Runny or stuffy nose
- Muscle pain or body aches
- Headache
- Vomiting and diarrhea in some cases

Symptoms of COVID-19 that are different from the flu include loss of taste or smell. Also, people tend to develop flu symptoms one to four days after infection. COVID-19 symptoms may appear two to 14 days after infection.

3. Can I have flu and COVID-19 at the same time?

It’s possible to have flu and COVID-19 at the same time. Experts are still studying how common this can be. It’s also unclear how the two viruses might interact or af-



Flu and COVID-19 are both contagious respiratory illnesses but are caused by different viruses.

fect overall sickness when infecting the same person.

4. Is COVID-19 more dangerous than flu?

Flu and COVID-19 can both result in serious illness that can lead to hospitalization and even death. COVID-19 appears to be more deadly than seasonal flu based on current data.

5. Should I get a flu shot if I had COVID-19 earlier this year?

Yes. Getting a flu shot will not protect against COVID-19, but it will reduce the risk of flu illness. “If you had the flu or COVID-19 earlier this year, it does not protect you from a future flu infection. The best way to prevent seasonal flu is to get vaccinated every year,” Dr. Sharieff says.

6. Should I get a flu shot if I have COVID-19?

No. People who have or suspect they have COVID-19 should delay getting a flu shot even if they have no symptoms. They should do this to avoid exposing

health care workers and other patients to COVID-19. They should wait until they have met the criteria set by the Centers for Disease Control and Prevention (CDC) to discontinue home isolation.

7. When should I get a flu vaccine?

September and October are good times to get vaccinated. But it can be done as late as January or as long as flu viruses are circulating.

8. Where is the safest place to get a flu vaccine?

A flu vaccine can be safely received at multiple locations, including your doctor’s office, health departments and pharmacies. Use VaccineFinder to find flu shot locations near you. In San Diego County, flu vaccines are available at most Scripps Clinic and Scripps Coastal Medical Center primary care sites, which are open by appointment to all Scripps patients. Drive-through vaccination is available at many of the sites. When going to get a flu shot, practice preventive measures, including wearing face covering and physical distancing.

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

San Diego

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

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



Chris utilized the talents of fellow Carlsbad Chamber members Marcy Browe (Marcy Browe Photography) and Adam Jacobs (Fortis Fitness & Strength Training and YOGALUX) to assist with acting.



VIDEO

Continued from Page 1

videographer. It could be a brand video, customer testimonial, product demonstration, or educational video. Finding a videographer with a marketing and advertising background can be a real challenge...and an asset!

Top video needs in 2020

Ryan Video Productions has been busy during the pandemic, offering essential marketing support to businesses for a variety of video needs. Here are the Top 3 video needs for businesses:

- 1. Product Training, Educational & Demonstration Videos:** substituting in-person training.
- 2. Social Media Content:** Video Blogging, Product “romancing” and influencer communications have taken on a greater role as people spend more time online.
- 3. Brand Pivot or Re-fresh:** Many businesses have modified operations and have made their web presence a priority. Good websites need good video, both for customer engagement but also for Search ranking. Video helps your SEO.

Chris Ryan and his strategic videos follow a narrative that meets the customer right where they are in the decision-making process. These are the milestones along your customer’s journey:

- Articulate or illustrate my need so that I believe you understand me and what I want
- Give me hope: a solution to my situation
- Explain how it works in plain language (not superlatives and hyperbole)
- Show me evidence or proof: Testimonials from those who have benefitted, and who I can trust
- Make the next step easy: a call-to-action that works

Ryan Video Productions has been doing this successfully for global businesses for years since Chris’ defection from Corporate Marketing Agency life. “I feel so free now!” says Ryan. “I used to allow my creative ideas to make money for The Boss, but now I’m able to channel that creativity and make it work for my own clients, whether they be start-ups or huge multi-national brands.”

If you’re interested in learning more about Chris’ process and work, see for yourself and visit www.RyanVideoProductions.com.

This holiday season, local businesses count on you

The Village Beat article for the November/December issue of the Carlsbad Business Journal usually writes itself. These two months, other than high summer, are usually two of the busiest months in Carlsbad Village. With events galore to



write about, an emphasis on holiday gift buying and the shop local movement, downtown Carlsbad is a natural focal point during this time. Due to our new normal, however, this article was a bit harder to write.

Normally, at this time, the downtown businesses would be coming off a remarkably busy weekend created by the Carlsbad Village Faire. That event heralds the beginning of the holiday season in the Village. That is soon followed by Small Business Saturday which kicks off a series of festive holiday events including window decorating, musical programs, shopping events, and even a charity event with Santa that raises thousands of dollars for local animals in need. The activities in the last two months of the year are a bit of a whirlwind, designed to connect people to Carlsbad Village, and always guarantee a strong finish to the year for our small businesses.




But how will things look this year? It is our hope that with the spotlight on the plight of small businesses in America due to the effects of the health pandemic, and with the Small Business Saturday movement turning 10 this year, that main street



will shine this holiday season. We think this is the year that locals will be even more committed to shopping locally, and our dollars will stay in our community to make us even stronger. The Village might not offer the usual event-driven fanfare of year's past due to public gathering restrictions, but the boutiques, salons, restaurants, and service businesses are as strong as ever. Carlsbad Village is still the optimum destination for shopping, dining, and playing during this holiday season regardless of

new limitations. When you visit Carlsbad Village, you will notice a little artistic inspiration on many business windows. Starting in November, "Feels Like Fall in The Village" kicks off fall-inspired window painting by local artist Monica Martin. Sponsored by **First Team Real Estate Carlsbad Village**, with support by the City of Carlsbad Cultural Arts Office, this temporary public art initiative will bring festive fall leaves to our seaside town. The second phase of this

program will kick off in December with a holiday inspired theme. Look for more collaborative art initiatives from the **Carlsbad Village Association** and the Cultural Arts Office as we connect local artists with the business community in 2021. Feel like going on a treasure hunt in Carlsbad Village? Players will use their wits and wisdom to explore and discover downtown Carlsbad including historical sites, local art, and of course, excellent shopping and dining locations, for opportunities to win great prizes from Carlsbad Village businesses. This fun and interactive virtual game will be released Saturday, November 7th and will run three weeks, culminating on Small Business Saturday November 28th. Don't forget that Gift Carlsbad is here and waiting to make your local shopping as easy as can be. Whether for holiday gift giving or employee recognition, gift cards provide a variety of options. With over 70 Carlsbad businesses on **www.giftcarlsbad.com** (and growing every day) you are sure to find the perfect gifts. When you buy a \$75 gift card to a participating business, you will get a \$25 bonus card on top for free! A \$40 card will get you a \$10 bonus and a \$25 card will get you a \$5 bonus. You simply cannot go wrong. And, the best part, is that the businesses will receive funds from this program right away; they don't have to wait until the card is redeemed. Think of it as a local small business stimulus of sorts. Be sure to connect with the Carlsbad Village Association on Instagram and Facebook and to subscribe to our weekly eNewsletter at **www.carlsbad-village.com** to stay up to date on Carlsbad Village activities. Help our small business make a strong finish to 2020. Come experience Carlsbad Village!



Carlsbad Holiday Bazaar

SATURDAY, DECEMBER 12, 2020 | 8:00AM TO 1:00PM

5934 PRIESTLY DRIVE, CARLSBAD, CA

What’s the 411 on audiences today?


Audience development is an ongoing priority to support an arts organization’s mission. Now, most arts organizations have redefined themselves by creating a virtual identity. Like all of us, they eagerly await the return of in-person arts events. So, how are local arts organizations maintaining audience relationships? Three Carlsbad organizations, the Museum of Making Music, New Village Arts and the Carlsbad Community Theater share lessons learned and strategies in the midst of the new reality for audience development.

CULTURE BUZZ



RICHARD L. SCHULTZ
CULTURAL ARTS
MANAGER
CITY OF CARLSBAD

MUSEUM OF MAKING MUSIC



Executive Director Carolyn Grant shares her insights.

How has MOMM’s relationship with its audience changed?

Our audience has moved from physical to virtual mostly via virtual MoMM@Home and Live@MoMM programs. “Live” audiences are small, but the ripple effect lives longer with most garnering hundreds or even thousands of views. We are finding new audiences because time and location are no longer boundaries.

How are you reaching donors and patrons?


We are very humbled by our dedicated core supporters who attend no matter what

or how we present programming. Donor engagement has moved to one-on-one. It’s even harder to connect with our members as they typically were engaged by attending events or visiting the Museum. This is especially noticeable with the interactivity of families with young children. We have received compliments about how quickly our staff adapted which has helped our audience stay connected to music.

How has your long-term approach to audience development been modified?

It will likely include a hybrid model once we establish our new normal.

NEW VILLAGE ARTS



Managing Director Alex Goodman represents NVA’s perspective.

What have you learned about your audience?

Our digital audience has diverse interests. Showcasing our familiar faces performing has engaged our longtime patrons while unique offerings like dance classes or cooking demonstrations have attracted new visitors. We know our patrons still love and miss us as our fundraising efforts have been particularly fruitful these past six months. We have connected through Zoom, phone calls, mailings, personalized thank-you letters, socially distanced in-person meetings and every other way that we can come up with; e-newsletters and social media have continued to be strongest.

Does your audience have different expectations of NVA now?


Absolutely! Most are very sympathetic



Without live audiences allowed in different local cultural venues, many organizations are working on creating a virtual identity.

to our situation. I think most patrons have gained a new appreciation for the importance of non-profits in their communities.

What responses has NVA received from audience members?



CARLSBAD COMMUNITY THEATRE

Board President Jon Lash responds to the following questions:

How has your audience changed?

Our audience has changed so much. Our community loves to see their family and friends up on the stage. We have moved to recorded online and virtual performances, but there’s a disconnect without audience participation.

How have you stayed in touch with your audience?

We reconnected through YouTube premieres of past shows. The chat feed with its ongoing messaging is a great attribute, allowing us to connect with our audience. We can reminisce about the show, have patrons ask questions and we play trivia.

What’s your favorite recent exchange with CCT’s audience?

There is one simple phrase that comes up every time from audience and performers “WE MISS YOU!” And, we miss them too!


150 days

Five months into a new position would usually mean feet are on the ground, you probably know where the essential office amenities – like the coffee machine, copier, and supply rooms – are located, the majority of coworkers are becoming a familiar sight, and you are getting to know your work pretty well.

For this economic developer, the first 150 days have been a little bit different. Starting a new position during a pandemic has meant I still have no idea where the coffee machine or copier are. I haven’t met most of the colleagues I work with in person, but I can tell you every single person I’ve worked with at the city has been a champion for its businesses and residents. My feet hit the ground pretty quickly and due to the nature of the work, it was a sprint from the get-go.

Like running track, I can tell you a sprint is a great way to get going. One foot in front of the other, it’s reacting to the environment around you and moving as quickly as possible to get to where you need to be. In my case, it was evaluating the current economic circumstances – a public health emergency, a stay-at-home order, a business shutdown, and ever-changing industry guidance – and developing a suite of programs and services to address them.

CITY NEWS



MATT SANFORD
ECONOMIC
DEVELOPMENT
MANAGER
CITY OF CARLSBAD

loan) which provides financial relief for small businesses. We also established a relationship with the National Conflict Resolution Center to help mediate landlord/tenant disputes due to COVID-19.

As things began to open back up and with some visitors still making their way to Carlsbad, we made it easier for businesses to activate outdoor space and removed the associated fees to do so. We visited every hotel in the city to provide safety messaging and materials for visitors to Carlsbad. Along with the Chamber and Carlsbad Village Association, we launched Gift Carlsbad (GiftCarlsbad.com) – a shop local gift card bonus program that stretches residents’ dollars, and drives revenues to Carlsbad businesses quickly. Since in-person meetings are still a challenge, we launched a new webpage to give businesses the latest data about Carlsbad’s economy and what it’s like to have a business here (carlsbadca.gov/DoingBusiness). Because talent is still a priority for innovative businesses, but travel and in-person recruiting are difficult, we reimagined and relaunched our city-wide talent recruitment site (CarlsbadLifeinAction.com).

Through it all, we collaborated with our partners to maximize impact. Working more closely than ever, the **Carlsbad Chamber, Carlsbad Village Association**, and Visit Carlsbad have been essential in relaying clear information to our businesses. We’ve now collectively sent 21



Every hotel in the city has been provided with safety messaging and materials for visitors to Carlsbad.

Joint Communications to Carlsbad Businesses so that every business is receiving the same critical information and updates. More importantly, these organizations have been conduits to relay individual and widespread business issues to the city to help find solutions. Through them and others, I have started to get to know Carlsbad entrepreneurs and startups, small businesses, large corporate partners, innovation companies, manufacturers and more. These conversations, meetings and site visits with businesses have really shown more than anything that Carlsbad businesses are tenacious, innovative and resilient. Even in these tough times, there has been immense optimism for the future and what’s to come.

Now, with some stability in the operating environment, I am looking ahead and moving into a stride – the more deliberate, strategic pace that is still a fast pace, but meant for endurance. We are again surveying Carlsbad businesses on current COVID-19 impacts and ongoing challenges. This will help inform our approach and priorities down the stretch; I encourage every Carlsbad business to participate (carlsbadca.gov/BusinessSurvey).

Over the next 150 days, I’ll be focusing on developing longer term economic development goals and priorities. I also look forward to meeting more of you, getting a better understanding of your business, and working with and through you to develop Carlsbad’s economy.



2020 General Election Results

The Carlsbad Chamber of Commerce has been following the races featured in its 2020 Voter Resource Guide published in October.

As of press time, 80.7% of the vote in San Diego County had been counted. Here are the results at that time. Proposition #'s are state-wide. The 2020 election will be certified on December 3.

CARLSBAD CITY COUNCIL – DISTRICT 2

Keith Blackburn 54.27%
Lela Panagides 41.22%

CARLSBAD CICY COUNCIL – DISTRICT 4

Teresa Acosta 57.06%
Phil Urbina 42.94%

U.S. REPRESENTATIVE – 49TH DISTRICT

(San Diego & Orange Counties)

Mike Levin 53.23%
Brian Maryott 46.76%

STATE ASSEMBLY – DISTRICT 76

Tasha Boerner Horvath 55.80%
Melanie Burkholder 44.20%

PROP 15 Property Tax to Fund Schools, Government Services

YES 48.2%
NO 51.8%

PROP 20 Parole Restrictions for Certain Offenses

YES 37.8%
NO 62.2%

PROP 21 Expands Governments' Authority to Rent Control

YES 40.2%
NO 59.8%

PROP 22 App-Based Drivers and Employee Benefits

YES 58.5%
NO 41.5%

PROP 24 Amends consumer Privacy Laws.

YES 55.9%
NO 44.1%

› CARLSBAD

Continued from Page 1

nearly \$200,000 for civic society. The list of recipients over the years reads like a “who’s who” list in Carlsbad: **Carlsbad Boys & Girls Club, Aqua Hedionda Lagoon Foundation, Carlsbad Community Theatre, Carlsbad Music Festival, Carlsbad Unified School District, Kids for Peace, New Village Arts, and Solutions for Change**, just to name a few.

However, CCF is not just trying to make an impact in the short term. Half of every dollar raised goes into immediate grant making each year and the other half goes into an endowment for long-term giving and stability. Their current endowment is over \$850,000.

The Chair of the Board for 2020 is Justin Peak, a financial advisor in Carlsbad with **Edward Jones**. When discussing the impact of CCF, Justin shared, “For more than a decade, hundreds of community members have joined together to invest in programs that advance quality of life for all who live, work and enjoy Carlsbad. Surpassing \$1 million in giving to the Carlsbad community is a significant milestone for our members and a testament to the power of collective philanthropy in the region.”

Membership in the Carlsbad Charitable Foundation entails a \$1,000 annual donation, or \$1,500 contribution to be a business member. And due to the generous *Matt McLaughlin Live Here, Give Here* program through the San Diego Foundation, every dollar donated to the CCF is matched dollar for dollar. Justin Frank, the Co-Owner of **Bread and Cheese Eatery** in Carlsbad is the Membership Coordinator this year for CCF. When asked about the value of being a member of Carlsbad Charitable Foundation, he shared, “CCF has been a great way



to give back to my community. I love that by giving to CCF, I’m really giving to multiple local organizations! Couldn’t be happier to be part of such a great organization based on helping people in OUR community.”

To find out more about the Carlsbad

Charitable Foundation, including how you can get involved, visit their website at www.sdfoundation.org/programs/regional-affiliates/carlsbad. Thank you to the visionaries who started CCF! And here’s to millions more dollars being poured back into our community!

MIRACOSTA College brings the labs to students during the pandemic

When it comes to the sciences at **MiraCosta College**, nothing—not even the COVID-19 pandemic—is going to get in the way of student success. Just ask the recipients of more than 3,000 lab kits, containing everything from blood typing chemicals to animal organs for at-home lab work, after their classes were moved online because of pandemic-related campus closures.



“This has been a monumental effort, a collaborative effort, among our faculty, instructional lab associates, and administrative services professionals to ensure our students are afforded lab instruction across the sciences during this pandemic,” said Mike Fino, MiraCosta College’s dean of math and sciences.

The effort entailed moving the entire science lab curriculum online within just a few months to prepare for the fall semester, a process that included determining what the in-home labs would include and assembling some kits in-house, while purchasing other kits from a vendor.

MiraCosta College also arranged to get the lab kits into the hands of its students through on-campus distributions, in-home deliveries for those lacking transportation options, and some were mailed to students living out of the region. One kit was sent to a MiraCosta College student in Belgium. Another was sent to a student in Virginia.

Microscopes were sent to the homes of microbiology students. Biotechnology kits include the same equipment—such



With just a few months to prepare for the fall semester, MiraCosta Collage moved their entire science lab curriculum online and also arranged to get the lab kits into the hands of its students.

as polymerase chain reaction machines—used in sophisticated lab analyses. In all, 3,023 students received at-home lab kits to ensure they would receive the same kind of experience as they would in a lab on campus. Students were also provided with all necessary protocols and safety recommendations.

Biotechnology major Daria Sharko said the impact on students goes beyond what is being taught. “It shows how much the college really cares about us and it does a lot for our confidence,” Sharko said. “I’m thankful for the college to provide us with the opportunity to keep going.”

Keeping it going for students has meant: Collecting and organizing 9,504 components for 288 anatomy dissection lab kits, including 864 animal organs.

Assembling and distributing 2,018 primary and supplemental lab kits to support 35 sections of nine chemistry courses.

Assembling 7,500 different items for lab kits distributed to 150 microbiology students.

Assembling 5,500 components in 62 lab kits delivered to students in support of their biotechnology coursework.

Assembling 256 blood-typing lab kits sent to physiology students.

Some \$350,000 in CARES Act funding helped pay for the effort.

“Being able to replicate a hands-on lab experience is a game changer for a lot of our students,” said Biology Professor Raymond Clark. “This transition to online courses has been really challenging for students for a variety of reasons, but overall MiraCosta College has done an excellent job leveraging our resources in helping students succeed, which is why we’re here.”

The transition underscores MiraCosta College leadership in STEM-related instruction. MiraCosta is home to a

groundbreaking baccalaureate program in biomanufacturing and is among the initial cohort of 15 California community colleges securing approval from the California Community Colleges Board of Governor’s to offer a pilot bachelor’s degree program. MiraCosta College’s **Nordson** STEM Learning Center was honored with a 2018 Inspiring Programs in STEM Award from INSIGHT Into Diversity, the oldest and largest magazine dedicated to promoting diversity in higher education. Opened in fall 2017, the Nordson STEM Learning Center provides an enhanced academic environment equipped with the latest computer equipment and software, tutoring areas staffed by peers and faculty, independent and group-study areas, reference materials, and resources, such as microscopes, slide sets, graphing and scientific calculators.

When classes went online and the Oceanside Campus was shut down, faculty and professional staff went to work ensuring the STEM learning and tutoring center services continued unabated.

“We were rapidly able to change our operational modality and go to online tutoring,” said Clark, the center’s faculty coordinator. “It was a Herculean effort, but we were able to offer online sessions via Zoom with services that now include virtual study rooms,” Clark said.

Said Senior Science Lab Associate Manesseh Park, “Obviously, we’d all prefer to be back in the lab, but this is pretty close to the same experience. I am so proud to be a part of this MiraCosta College family. These are different times, this is the new normal, and we’re all trying to adjust. It has truly been a rewarding, worthwhile experience for all the faculty and professional staff involved.”

Pacific Ridge School Junior Supporting Indian School Through Art Auction



Rancho Santa Fe resident Satvik Saripalli is hoping a celebration of Pacific Ridge School student art will benefit underserved girls in Bangalore, India.

The **Pacific Ridge School** junior is spearheading an online art auction that will

showcase art from Pacific Ridge students and the local community with proceeds going to Sahasra Deepika (meaning ‘a thousand lights’); which houses and educates underprivileged children in Bangalore, India.

Due to the pandemic, many students at Sahasra Deepika have been forced to learn from home. Moreover, most of the families live in extremely poor conditions and do not have devices for online classes or for completing homework.

Satvik’s family has been supporting the Indian school for years through various fundraising efforts. After learning about different ways to positively impact communities through Pacific Ridge’s service learning program, Satvik is taking a solo turn at supporting the school.

During his freshman and sophomore years, Satvik has worked with three different student service groups. He has helped provide tutoring to the Bressi Ranch **Boys and Girls Club** and fundraised to purchase computer consoles for children in

hospitals. Currently, he is a part of a group working with various organizations to support communities with large migrant and refugee populations.

“After seeing how much of an impact I could make through service learning at Pacific Ridge, I was inspired to do more and take on this challenge.”

Over the summer, after coming up with the idea for the art auction, Satvik teamed up with Pacific Ridge’s new Director of Service Learning, Germaine Jackson and studio art teacher Raymond Oakes. Through Pacific Ridge, Satvik connected with Bret Schanzenbach, CEO of the Carlsbad Chamber of Commerce and Mayor Matt Hall, who provided advice about how to involve the community and introduced Satvik to Auctria, a web-based platform for holding the auction.

“This year’s service learning theme is Moments into Momentum. Satvik is taking a moment like the pandemic and creating positive momentum around service and student support,” Jackson said. “We are proud of his efforts to ensure children at the Sahasra Deepika Institute have access to an equitable education.”

Satvik is in the process of acquiring artwork from the PRS student body for the auction. Bidders will also have the opportunity to purchase photography or videography services such as a one-hour photoshoot or video coverage of an event contributed by Pacific Ridge School community members.



Pacific Ridge School junior, Satvik Saripalli is spearheading an online art auction to benefit children in Bangalore, India.

The auction will take place from November 15 to January 5 and will be held online through Auctria. Satvik’s goal is to raise at least \$1,000 for the Sahasra Deepika Institute which will go towards buying devices that will support remote learning and can be used in the classroom once the pandemic passes.

“Contributing artwork or bidding at the online auction is something we can do in spite of the coronavirus,” he said.

“The donations will help people who are struggling far more than we are.”

For more information or to donate, please contact Satvik at communications@pacificridge.org.

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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

Getting to know this year’s Workplace MVP

Seven months into the global pandemic, we decided to catch up with the winner of the 2020 CBAD Awards for Workplace MVP, Danae Kasarjian. Danae is the office manager at **Calsense**, a company that develops custom irrigation solutions for the government industry, and an active member of the Carlsbad Young Professionals.

MEMBERSHIP COUNTS



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

workforce shifting to WFH life, it made keeping the culture alive hard. We started having themed Friday Quarantini’s, where everyone in the company joins, has a drink, and unwinds after the week while discussing topics or dressing up. I think keeping that connection is very important during this time. For some, it is the highlight of their week.

What was your reaction when you heard you had won the Workplace MVP CBAD Awards?

Honestly, I was shocked. I was sitting at my desk eating a pint of Ben and Jerry’s Ice Cream when they announced my name. I heard two of my coworkers scream from their offices and I was just like “Wait, what?”. It was such an honor to receive the Award, especially going up against someone so accomplished and distinguished.

Since your nomination and the awards show, so much has happened. How have you adapted during these past months to keep your company going?

I think the number one thing was trying to keep the culture going. With most of our

Cooking! I don’t like going to the grocery store, so I started ordering an organic produce box from my local Acai Bowl shop, Juice Wave. I get different items each week, so it has been super fun to experiment with the different produce.

What do you like the most about working at Calsense?

The people. I am surrounded by so many amazing people who inspire me daily to be better. I am constantly learning and growing and working with a team of people who have a common goal of helping to save the environment.

Personally, are there any particular skills that you have acquired to thrive during this time?



Danae Kasarjian receives her Workplace MVP CBAD Award from the Chamber’s President & CEO, Bret Schanzenbach.

What recommendations do you have for people who are in your same position so they can succeed during this time?

Be easy on yourself. Do the best you can

every day. Don’t be afraid to ask for help. Never stop growing. Make sure to have fun and laugh daily. Always treat people the way you would like to be treated.





VIRTUAL WORKSHOP

How to adapt and rebuild your small business during COVID-19

WEDNESDAY, NOVEMBER 18 | 11:30 AM



Victor Behnke is a Retail and Small Business Consumer Credit Consultant for Wells Fargo Bank. His territory consists of sixty retail locations in Riverside & San Diego County, supporting seven districts and over 950 team members.




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REGISTER:

web.carlsbad.org/events



FIRST FRIDAY BREAKFAST

“Marketing for a Cause – Giving Back” - Non-Profit Forum

FRIDAY, DECEMBER 4 | 7 - 9:30 AM

Many businesses do not know what cause-related marketing means and, yet, it is a more than \$2 billion industry! It benefits both the giver and the receiver. Come learn about marketing for a cause, how it can help your business grow and benefit the community at the same time





WEBINAR

Food Waste Prevention for Commercial Kitchens

TUESDAY, DECEMBER 8 | 7:30 AM

Strategies to reduce waste, save money & get ahead of state regulations impacting your business





FIRST FRIDAY BREAKFAST

Achieve Your Goals Using Your Creative Mind

Think outside the box and find and implement new pathways to grow your business

FRIDAY JANUARY 8 | 7 - 9 AM



LESA REED

- Identify creative solutions to overcome your challenges
- Create at least one new immediately implementable action step
- Get clear on what’s REALLY in the way of you achieving your goal

COMMITTEE SPOTLIGHT

MEMBERSHIP COMMITTEE

What are the goals of this committee?

Our main goal is to reach out to current members to help enhance their membership and to help them know the value of a Chamber member. As conduits of communication between the chamber and its members, we convey the Chamber’s sincere appreciation for their membership, and relate back any questions, cares, or concerns the member may have.

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

Before COVID-19 we went out and visited members. These visits allowed us to see their businesses, get to know them better and helped build a stronger connection with the Chamber. Following conduits, many businesses have been missing people and just want to talk and connect even if just over the phone.

Why should a member join this committee?

Members get to know fellow business members, build contacts and relationships that may help your business pursuits.

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

It helps build stronger business relationships among the members.

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

Look out for a call – or if you need any help or just want to talk email us at kathleen@carlsbad.org. While we can’t visit other members, we continue to reach out to current and new members to give support.



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A Carlsbad warm welcome

When visitors arrive to the McClellan-Palomar Airport (KCRQ) to golf and relax at one of Carlsbad's luxury resorts or do business in innovative north San Diego county, a positive first impression of the greater community is critical.

When local aircraft owners and aviation businesses need an essential partner they can trust to safely care for their assets and support their aviation operations, they look for a local company inspired by hospitality, community, and innovation because it is important to their own and the greater community's success.

The brand new Carlsbad Jet Center facility and first class team is "at your service" and delivers on these promises.

Upon arrival, guests and their aircraft are greeted by CJC's team that safely and expertly handles aircraft and services. Ground transportation is swiftly brought planeside for efficient and private depar-

ture. The amazing new executive terminal and offices (opened in February 2020) welcomes guests with its elegant and modern southern California flare. Inside, our team continues to impress with the finest amenities, welcoming smiles, and recommendations to best local purveyors. The executive terminal offers a conference room, inspiring work areas, complimentary gourmet coffee and refreshment center, rest lounge and more.

Carlsbad Jet Center provides exceptional flight support, hangars, offices, and concierge services at the McClellan-Palomar Airport (KCRQ). The Carlsbad Jet Center team is dedicated to safe, efficient aviation operations and amazing guest experiences.

Carlsbad Jet Center is located at 2016 Palomar Airport Road, open 365 days/year and can be reached at 760.891.2800. Find out more at www.carlsbadjetcenter.com.

Functional medicine for your health

2020 is a year that continually reminds each of us about the importance of our health, not only to us individually, but also to all of those around us. As we enter into the cold and flu season, we all need a little extra care to stay strong and healthy. Keeping your immune system in fighting condition is critical to the prevention of diseases such as the flu and even cancer. A well-functioning immune system can also help in slowing down the effects of aging.

Juergen Winkler, MD, ABIHM, ABOIM founded **Carlsbad Integrative Medical Center** and **Quantum Functional Medicine** to offer individualized cutting-edge education, diagnosis and treatments from the integrative, functional perspective. Functional medicine concentrates on the whole person with regard to their individual genetics, environmental exposures, life style factors, spiritual, emotional and physical makeup to treat illness and maintain health.

In striving to bring you the best in functional healthcare we are very happy to introduce you to Jeremy Whiting, D.O., one of our newest additions to the medical staff at Carlsbad Integrative Medical Center.

Dr. Whiting firmly believes that we all deserve to experience optimal health, a sharp and focused mind, ample energy levels, the strength and energy we need to accomplish our daily goals, in short; to live our lives full of vitality. He has witnessed the unfortunate decline of patients' health due to various factors such as exposure to toxins and allergens, hidden infections, inflammation, and last but certainly not least, the detrimental



Dr. Jeremy Whiting believes that we all deserve to experience optimal health, a sharp and focused mind, ample energy levels and the strength and energy we need to accomplish our daily goals.

effects of consuming a typical American diet. He has also witnessed the body's amazing ability to heal itself when we remove harmful substances while at the same time provide the body with the vital elements it requires to function at its best. He believes in searching for the root cause of a disease so that we can fix the underlying issue rather than mask the symptoms with treatments that may result in side effects.

By addressing the root causes, Dr.

Whiting has helped his patients to restore their health and vitality. In his experience, many people who become ill are deficient in multiple nutrients required for the body to function optimally and replacing these deficiencies with a good diet and nutraceutical supplements can be powerful tools in reversing chronic disease.

In our modern environment, some patients have unfortunately been exposed to excessive amounts of heavy

metals, plastics, pesticides and other chemicals, so it is important to test for these toxic exposures and once they are identified, enhance the body's ability to eliminate them. Other patients have been exposed to infections from viruses, bacteria, yeast, and mold and these can be also be tested for and treated. Additionally, both men's and women's hormones can become imbalanced due to improper diet, excessive stress, and toxic exposures, so it is essential to identify the causes of hormonal imbalances and correct them.

When you meet in consultation with Dr. Whiting he will spend the time necessary to fully understand your health concerns. You can expect him to search for the underlying causes of your bothersome symptoms using a comprehensive medical history, physical examination, and the latest laboratory testing. He will commonly prescribe individualized dietary plans including specific nutrient replacement, exercise regimens, botanical supplementation, and when necessary prescription medication. His style is to work together with patients to develop a treatment plan that they feel is achievable from their own perspective. His top priority is helping patients to reach their health goals of feeling and being their best regardless of their age! To book an appointment with Dr. Whiting please call 760-444-5544.

To learn more about Quantum Functional Medicine and Dr. Winkler please check out QFMed.com or call 760-585-4616. Stay safe and stay healthy!



arlsbad Integrative Medical Center

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Fax:
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Phone: 760-585-4616 Website: QFMed.com
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Some of the Treatments offered at Q.F.Med. are listed below:

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Thyroid Testing, Support and Treatment
Detoxification, Chelation Therapy
Homotoxicology, Mesotherapy, Prolozone Therapy
Pulse Electro Magnetic Field Therapy (PEMF), Bio-Sauna
Customized Nutritional Programs (including FirstLine Lifestyle Therapy)
Lab testing and Functional Blood Reports, RGCC Lab Tests and Treatments



Residence 4, a single level luxury home at Carlyle Carlsbad Village

Carlyle Carlsbad Village is coastal living at it's finest. This new community of 38 luxury homes located at 800 Grand Ave. in Carlsbad has taken the Carlsbad Village by storm with 50% of its residences sold.

Of the six floorplan designs in the Residences, the 3 bedroom /2.5 Bathroom Plan 4 is one of the most distinctive. All are in corner, south facing locations and range in size from 2,285 to 2,305 sq. ft. The Gourmet Kitchen boasts an exceptional dining island with the added convenience of a sink, dishwasher, wine refrigerator and microwave. The pantry is a cook's dream. The Master Bedroom Suite has a luxurious Master Bath with expansive walk-in closet. The other bedrooms are highlighted by their generous size and walk-in closets. One of them features French Doors that open to a private deck.

The open spaciousness that this home offers makes it quite special. The open styled Kitchen and Great Room areas are perfectly placed to access the covered deck for indoor/outdoor living lifestyles.

Carlyle Carlsbad Village is comprised of 33 single-level condominiums, three single-family detached homes and two townhomes all designed in a contemporary craftsman architectural style. The homes range in size from 1,635 to 3,044 square feet with two to three bedrooms and share a pool and outdoor lounge. They are priced from the low \$1 millions to mid \$2 millions.

"Each residence at Carlyle has been individually tailored for homeowners who desire a high-quality, luxurious home that also captures the coastal spirit of Carlsbad," says Christopher McKellar, CEO of McKellar McGowan. "Our residences are focused on what buyers are asking for, which is wide-open single level floor plans, an abundance



The Plan 4 homes at Carlyle Carlsbad Village, showcase a large outdoor deck, chef-kitchen, and Master suite with two additional bedrooms starting from the mid \$1 millions.

of natural light and ease-of-use. We have also included private elevators in the single-family homes and townhomes, making all three levels accessible to any homeowner."

Homebuyers are invited to tour the model homes decorated from top-to-bottom by Del Mar-based interior design firm Design Line Interiors. Each home takes advantage

of the temperate climate in Carlsbad with large outdoor decks up to 12 feet wide with pocket door systems; spacious laundry rooms and bonus storage; luxury plank flooring; designer-selected finishes; Bertazzoni 48" gas ranges and double ovens; built-in Sub-Zero refrigerators, quartz countertops and more.

"Carlyle defines the concept of destina-

tion living," adds McKellar. "The homes present a unique opportunity to live in a newly-constructed home in walkable Carlsbad Village among casual, coastal boutiques, restaurants, entertainment options, and of course, the beach."

To book a private tour, please call (760) 810-4442 or visit carlylecarlsbadvillage.com.

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A wide-angle photograph of a bright, modern interior space. In the foreground, a large, light-colored wooden dining table is set with white chairs. Behind it, a light-colored sofa sits on a patterned rug. Large windows in the background offer a view of an outdoor deck and lush greenery. The room is decorated with various plants and a large, textured pendant light hangs over the dining area.

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Private Tours Available. Schedule online: CarlyleCarlsbadVillage.com

A photograph of a man and a woman walking hand-in-hand on a boardwalk. The man is wearing a blue shirt and khaki pants, and the woman is wearing a blue top and blue pants. They are walking towards the camera. In the background, there are palm trees and a beach.

© 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. All photographs, artistic renderings and other depictions of the home, community and other features are preliminary and for illustrative and conceptual purposes only. Model homes and depictions of people do not reflect racial preference. Square footage is approximate. Room dimensions are approximate and subject to change per unit. DRE# 01956611

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This holiday season, you can have authentic Mexican cuisine at your table by ordering from Pollos Maria.

A family tradition to warm up your holiday

For more than 35 years **Pollos Maria** has been a part of the healthy living movement in Carlsbad. Marie Davies and Carmen Gastelum ensured over the course of time that they would be serving the healthiest, best priced, and most authentic Mexican Cuisine in the county.

As their business has grown to be more than just a restaurant, Marie's children, Janice and Lloyd, have started running the flourish-

ing restaurant and catering businesses. Their vision is to continue the family tradition just as Marie and Carmen envisioned so long ago.

Please stop by and enjoy a full menu, including their famous chicken burrito or carne asada any day of the week.

And.....Christmas is coming, don't forget to order the best, made to order, tamales in Carlsbad. They are only here from November to January!



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POLLOSMARIA.COM



From apparel to footwear and camping equipment, the Columbia Employee Store has everything for your next adventure.

This holiday season, enjoy the outdoors

The **Columbia** Employee Store is a unique company retail store located in Carlsbad at its prAna brand Headquarters. The store is not open to the public and is by invitation only. This destination store is 1 of 4 Columbia Employee stores in the US. Guests enjoy shopping current season merchandise from the entire brand family at the Columbia Employee Discount of 40-50% off regular retail price. Product categories includes apparel, footwear, camping equipment, accessories and more for the whole family. Columbia

Sportswear family of brands:
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This holiday season you can visit the Columbia Employee Store by scanning the QR code below. QR ticket must be shown for store entry.

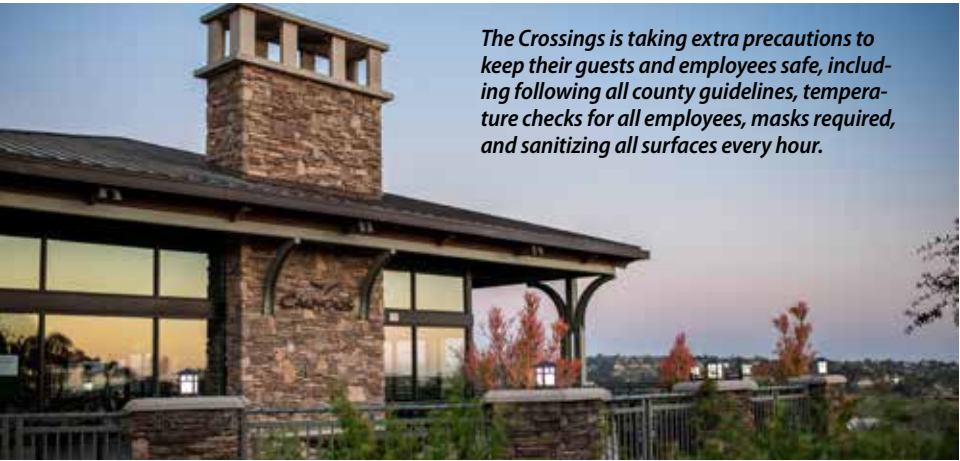
ADVENTURE AWAITS



VALID: Nov. 6 - Dec. 31

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BY INVITATION ONLY





The Crossings is taking extra precautions to keep their guests and employees safe, including following all county guidelines, temperature checks for all employees, masks required, and sanitizing all surfaces every hour.

A holiday dining experience with ocean view

The Canyons Restaurant at The Crossings at Carlsbad is the perfect place to make memories! Dine with us for breath taking ocean views and coastal California cuisine that will keep you coming back for more.

The Canyons Restaurant offers brunch on Saturday and Sundays with bottomless mimosas and bloody marys for only \$18!

While we are known for our famous brunch buffets, we are not currently offering a buffet until further notice. However, Executive Chef Phil Hoy has come up with some amazing plated brunch items including our now famous Chicken & Waffles, Avocado Toast, Chilaquiles and more! For those who don't know Chef Phil, he was the Executive Chef at The Crossings when we opened our doors in 2007. He was a vital part of the team until 2012 when he left to pursue another opportunity. We could not have been happier to welcome him back to the team this year!

Here at The Crossings we have taken extra precautions to keep our guests and employees safe including following all county guidelines, temperature checks for all employees, masks required, and sanitizing all

surfaces every hour. You can feel safe and socially distanced while dining on one of our THREE outdoor dining areas. Our Sunset Patio has firepits and big screen TVs, while our Canyons Patio boasts sweeping ocean views. Our newest addition is our Garden Terrace! We converted our Wedding Ceremony Lawn into another outdoor dining area so you can experience the best views in town where couples say "I Do" with an Ocean View.

For hours, menus, or reservations, visit www.thecrossingsatcarlsbad.com/dining or call 760-444-1800 x3.

If you're looking for a memorable place to host an event such as a social event, corporate meeting or a wedding, The Crossings is the perfect place! While we are not currently hosting any private events, we are booking for 2021 and 2022!

There's no time like the present to plan ahead.

From all of us here at The Crossings at Carlsbad, we cannot thank our customers enough for your continued support! Stay safe and Happy Holidays!

For more information call 760-444-1800 x4.



The Village Faire Shopping Center provides locals and visitors with a great opportunity to support small businesses.

All you need for the holidays in one spot

The Village Faire Shopping Center is located in the heart of historic Carlsbad Village in Carlsbad, California.

With its quaint style and flare, this unique boutique retail property is the home of more than 40 restaurants, shops and services surrounding a family friendly fountain courtyard.

Located just a block from the beach and train station, the Village Faire Shopping Center, offers something for the entire family. From boutique shopping, dining or services, relax in the courtyard-a great place to take in the southern California sunshine.

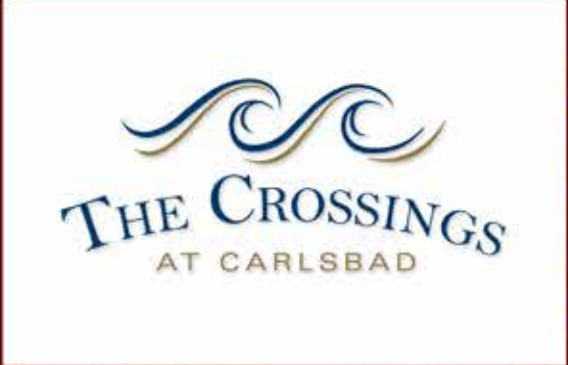
Start your holiday shopping with unique gifts from a wide variety of shops like **Linda's Gift**, Lavender Blu Boutique, Earth's Elements & Wysh. Grab a bite at one of our 13 restaurants, which include **Gregorio's Italian Restaurant**, Taste of the Himalayas and Gonzo Ramen, and stroll through our courtyard finishing off the evening with a Gelato from **Gelato Love**.

Join us for festive music throughout the holidays. Plan a day with us and support local businesses by shopping small.

Have a safe and happy Holiday Season!



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Vigilucci's offers full-service catering with customized menus and staff to suit every occasion and group size.

Give the gift of authentic flavors

Each of **Vigilucci's** three locations is renowned for creating authentic flavors using only the highest quality of ingredients. With a concept that features Northern Italian cuisine, the menu includes made from scratch pastas, salads, seafood, steaks and wood fired pizzas fired in a Florentine brick wood burning oven. Gluten free pasta and pizza options are available as well. (Pizzas are crafted at Vigilucci's Trattoria location only.)

The restaurant boasts several signature dishes and offers daily seasonal specials. Its signature dishes are marked with a V.

You'll want to try the Pappardelle con Funghi e Capesante entree with homemade wide ribbon pasta with assorted field mushrooms and pan-seared diver scallops in a white truffle and brandy cream sauce. The Cioppino, seafood stew is almost enough for two.

Vigilucci's Trattoria offers a unique take on a half-rack of baby back ribs, coffee rubbed, slow cooked. This dish, created by Chef Dana from New Orleans is a favorite of founder Roberto Vigilucci.

Vigilucci's Private Events and Catering offers menus for memorable occasions. Whether you are looking for help with small intimate gatherings, weddings or business luncheons.

They have been crafting the art of dining for over 25 years. The catering menus consists of trays of antipasto, salad, pasta, sides and chicken, steak and seafood main dishes made to order and available for pick up or delivery up to and including full service catering with rentals.

For Catering Contact Kim Maniero at cater@vigiluccis.com (760)670-7173



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“COVID safe” holiday celebrations with meals and small group events

Looking to celebrate the holidays in a safe, yet festive environment? Diane Powers’ **Casa de Bandini** in The Forum Carlsbad is a must!

Casa de Bandini has been delighting North County residents since relocating from Old Town in 2009, offering a delicious selection of award-winning Mexican cuisine, giant margaritas and handmade tortillas served hot-off-the-grill each day. With holiday décor to set the spirit, fine Mexican folk art, and colorful hand-painted murals, guests will feel the warmth and romance of Mexico as they enter the door.

The seasoned event staff can also help put together a “COVID safe” holiday fiesta to celebrate the most wonderful time of the year with friends, family or co-workers. Groups of up to 30 can be safely accommodated, with custom designed menus to meet everyone’s needs and tastes, and the outstanding service customers have come to expect from this North County icon.

The menu features authentic dishes made with the freshest ingredients and original regional recipes, including favorites such as Carne Asada Tampiqueña, flame-grilled carne asada topped with a grilled mild chile and grilled onions, served with a cheese enchilada, frijoles and guacamole; Carnitas a la Michoacán, slow roasted succulent morsels of pork served with soft hot tortillas, guacamole, salsa and frijoles de la olla; and the Fajitas Supremas, a sizzling platter of shrimp, chicken and beef marinated and combined with sautéed with bell peppers, onions, tomatoes and mushrooms, and served with



tortillas, guacamole, Mexican rice and frijoles. Seasonal items, like the restaurant’s famous holiday Turkey Mole Tamales, will also be available through the end of December.

In keeping with the latest mandates, Casa de Bandini has implemented all required health and safety measures, including proper physical distancing throughout the restaurant and seating areas, ongoing cleaning and dis-

infecting of high-contact areas, required face coverings for guests and staff, and new, disposable menus for all customers. The restaurant has also expanded its outdoor heated patios – which were already some of the most beautiful in all North County.

For those wishing to dine from the comfort of their homes, Casa de Bandini’s full menu is available for takeout, including its

wide selection of handcrafted margaritas. Or try one of the restaurant’s “Fiesta Express Meals,” which are large enough to feed the whole family – with leftovers! Delivery is also available through DoorDash, Postmates and The Office Express.

With its splashing fountains and beautiful heated outdoor patios, authentic Mexican cuisine and legendary margaritas, let Casa de Bandini turn your holidays into a fiesta!

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



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