



# 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

FEBRUARY 2021



**CULTURE BUZZ**  
NCAN calls Carlsbad home

7



**VILLAGE BEAT**  
A gift from the heart

7



**SCHOOL NEWS**  
Cloud Campus, a virtual community of learning

8

## Black History Month at the Chamber

February is Black History Month in the United States, a tradition that can trace its origins back to 1926 when Carter G. Woodson initiated *Negro History Week*. A week in February was chosen because two of the most prominent abolitionists celebrate birthdays in February: Abraham Lincoln (Feb. 12) and Frederick Douglass (Feb. 14). It became *Black History Month* in 1970 and gained more prominence through the support of President Gerald Ford. Now it is celebrated around the globe in Canada, Ireland, the Netherlands and in the United Kingdom.

Coming off of 2020 and the racial tensions that erupted following the death of George Floyd, it is important to utilize this month to engage in dialogue with people of all shades and colors and to celebrate the significant impact people of color have made to our great country.

Back in June, 2020, in the aftermath of George Floyd's death, we hosted a panel discussion on the *Black Experience in Business*. We had three African-American small business owners and a moderator share their experiences in both business

and in the United Kingdom.

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› **BLACK HISTORY**, Page 2

## A shot of hope

When **Vista Community Clinic** pediatrician Nicole P. Hartford, DO got her first dose of the Moderna COVID-19 vaccine back in mid-January, she felt as though there was finally an end in sight to the devastating global pandemic that started a year ago. "It felt like Christmas morning. I couldn't sleep the night before I was so excited. I definitely had tears (good ones) in my eyes when it happened and I couldn't stop smiling for hours after. To finally feel one step closer to seeing my family, my friends and getting back to some kind of normalcy is hard to put into words," said Dr. Hartford.

As a healthcare worker and mother of two young kids, Dr. Hartford shared how she's had to juggle between taking care of her patients while keeping her family safe. "I think the fear of bringing the virus home will never truly go away but every day we learn more -more ways to stay safe,

more ways to treat - so every day gets a little easier."

While vaccination super stations continue to open in San Diego County, and in an effort to distribute the vaccine as quickly as possible, the County expanded the category of those eligible for a vaccine to include, first, those aged 75 and up, and just recently those aged 65 and up. As a result, many residents of retired communities in Carlsbad have been offered vaccines on site. One of them is business consultant and Carlsbad Chamber member, John Sanders, who lives at **Carlsbad By The Sea**. "Virtually all the residents asked to be vaccinated - so we were scheduled by which building we were in, and were called by our building captain as the time arrived. We went to the main meeting room, where about a half dozen people were there to give the shots. It went extremely smoothly with no hitches," said Sanders. Now that Sanders and his wife, Carole, are scheduled to



"Every single person who made this vaccine possible is my hero," says Dr. Hartford.

received their second dose in mid-February they are excited about being more protected when they go out. "I feel great and looking forward to having the place open up a little more toward being 'back to normal'."

› **HOPE**, Page 3



## BUSINESS SPOTLIGHT

# I have pain, what should I do next?

Often the most challenging aspect of having joint or spine pain is deciding how best to approach managing your symptoms while being able to live an active lifestyle.

The 16 physicians at **Orthopedic Specialists of North County (OSNC)** have been taking care of patients for over 47 years at four convenient locations throughout North County San Diego. We use the latest non-surgical approaches to pain management, including plasma rich protein injections (PRP) that nonsurgically heal damaged joints from the inside, physical therapy, and other minimally invasive injection and surgical techniques. The diversity of treatment options that will be explored for you are guaranteed to exceed your expectations.

Often, you are undecided whether or not it is time to have something done to help you feel better. The first step in engaging an orthopedic health professional can sometimes be the most daunting. Whether it is picking up the phone to call to make an appointment, making an appointment online, or scheduling a telemedicine

appointment to talk to one of our physicians, we encourage you to take the first step now towards recovery and reach out to learn more about your treatment options.

At OSNC, you will have access to highly skilled physicians who are not only widely renowned orthopedic surgeons but have focused areas of specialty and board certification in areas of spine, total joint replacement, and sports medicine. Patients who suffer from neck or back pain, a sport injury, shoulder, arm or hand pain, foot and ankle discomfort, or hip and knee pain, can rest assured that OSNC has a specialist in the group that has specific, advanced training in your area of discomfort. Our physicians

› **OSNC**, Page 3



Compassionate care in a stress-free atmosphere with same-day appointment availability, OSNC is committed to helping patients feel better and create a treatment plan that meets their physical, emotional, spiritual, and financial goals.

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# Resilience at the workplace

Feeling stressed out at work? Well, you are not alone.



According to research done at the Centers for Disease Control and Prevention National Institute of Occupational Safety and Health, 29 to 40% of Americans report being, “extremely stressed at work.”

Think about all the stressors with which you might come into contact that take a toll on your mental health during the workday.

For instance, there’s everyone’s favorite, multitasking. How many times a day are you attempting to get several things done at the

same time and just feeling overwhelmed?

For many workers, this multitasking brings about questions of their own organizational skills. Feel like you are buried with work that you can never seem to get done? Again, you are not alone.

Then there’s the always fun “interpersonal conflict” with your co-workers or your boss or your suppliers or your customers. Nothing says calm like dealing with people who really get on your nerves in the workplace.

It’s no wonder that by the end of the day, people are so stressed out that many just want to get in their cars, turn on the music and turn off the world.

Fear not because at 4 p.m. Thursday Feb. 25, The Ready Carlsbad Business Alliance will present, “Mental Hacks To Rock 2021..Strategies for restoring Psychological Resilience in the workplace.”

If you are a leader in your organization, “You have now become a health guardian



LELA PANAGIDES



DR. SARA GILMAN

in improving people’s health and well-being,” says Lela Panagides of the **Leap Into Leadership** organization. “In fact, we look to our leaders to help us navigate successfully through crisis by taking cues from how they respond to cumulative stress and on-going challenges.”

But leaders are human too. “These leaders have spent years, if not decades, learning how to develop their own personal resilience,” says Mrs. Panagides.

This will be the core of the presentation as Lela Panagides and Dr. Sara Gilman will identify challenges that impact resiliency and disrupt productivity. Participants will be introduced to successful, science-based techniques to recover from chronic stress and build personal resilience for long-term health.

“Psychological resilience is not a given muscle”, says Dr. Gillman of **Coherence Associates Inc.** “Stressed out, most resilient people are being faced with sudden chang-

es to their work and home environment,” says Dr. Gillman. Learn techniques that with some practice will “actually re-wire your brain,” Mrs. Panagides said. “You will start building capacity and increase your ability to perform...while remaining focused, calm and healthy.”

So, join us on February 25 for a reboot and a plan for restoring your mental health.

You have nothing to lose except your stress!!

*Lela Panagides, MBA, is Founder and President of Leap Into Leadership, a leadership development company that helps leaders and organizations globally manage change, disruption and transformation to achieve successful outcomes.*

*Dr. Sara Gilman, CEO, Clinical Director, Coherence Associates Inc. with the mission of providing the best possible mental health treatment for clients within a collaborative professional team environment. As Clinical Director she provides guidance and 30 years of experience to her team of clinical associates.*

See Page 10 for event ad.

## BLACK HISTORY

Continued from Page 1

and life. The discussion was robust and very insightful to a white guy of German descent who is four or five generations removed from his family’s migration from Russia to the United States (that’s me I’m talking about). Having grown up here in San Diego North County, I experienced the melting pot effect full force. My best friend the first 11 years of my life was a Samoan neighbor who lived across the street from my house in Vista. Although it was never something I thought about, my high school peer group was littered with people of different ethnic varieties. So when I heard the blatant racism experienced by these panelist, some of whom grew up in the same county and the same era I did, it was both sad and shocking. **(Note:** The discussion is available on our Carlsbad Chamber YouTube channel – search “the Black Experience in Business” - <https://www.youtube.com/watch?v=rwtle7x0Ync&t=1467s>.)

As we enter into Black History Month this year, I wanted to circle back to our panelist and get their impressions on life today, seven months later. And as you might expect, they all expressed some optimism and some challenges.

Kevin Clemons is the CEO of **Au Technology Solutions**, an IT Tech firm here in Carlsbad. Kevin acknowledged that eradicating racism is not something that is “easily fixed”.



CLAUDE JONES



KEVIN CLEMONS



STEPHANIE BAREBURG



ALEXANDRA RENÉE POELSTRA

However, from his vantage point, he has seen some very positive outcomes of the recent dialogues. He noted that Microsoft has launched a “new African American Partner Alliance aimed at helping Black owned businesses become successful.” He also mentioned that other large organizations are launching similar initiatives. He acknowledged that these are long-term initiatives that will take time to evaluate in effectiveness. However, Kevin ended with, “but if actions we make now changes the culture and then the future, that’s all we can ask for.”

Claude Jones is the Senior Director of Engineering and the Site Lead at **Walmart Global Tech** (formerly Walmart Labs). Claude served as our moderator back in June. When I reached out to him last week, he commented that he feels “things are moving in the right direction since the events of last summer.” He noted that, “people are less tolerant to the social injustices that pop up.” However, there is still a long way to go. Claude expressed that white privilege is still real and can be seen publicly. He cited the

differences between how white demonstrators at the Capitol riots were treated vs. black demonstrators last summer. Claude shares, in a very nonjudgmental tone, that he has come to realize that “people are biased by nature.” What that translates to is that “if the people who are in control” don’t intentionally seek to acknowledge and then remove their bias, “any change you see will be a façade.”

Alexandra Renée Poelstra is “The Maven” at **All Maven**, a digital and creative agency here in Carlsbad. Alex said that she has seen some progress in corporate America, but also some dangers. She noted that, “in some areas, where my skin used to keep some doors closed, people now desire to work with someone of color.” But she also shared her fear that, “in many cases, companies are more interested in checking boxes and appearing anti-racist as opposed to authentically caring.” She shared that systemic racism is still very real and exists. “Simply because you don’t see something, doesn’t mean it hasn’t been there all along.” Alex shared that the black experience is much

more than a fad or trend. And while it is being discussed broadly, Alex feels, “we will never truly heal until we open our eyes to our roots and our history. Black history is American history. Until we uncover it, acknowledge it, and learn from it, it will be difficult for us to ever truly make substantial change. Racism is an issue of the heart. We will not heal it, until we open it.”

Stephanie Barneburg is the CEO of **Sparkle Freshness**, a commercial cleaning service based here in Carlsbad. Stephanie feels that there is an awakening happening in our country. She noted that black leaders across the world are regularly making history as “the first...”. She notes that, “We still have a long way to go and I’m glad I can see some changes already happening”. She reports that she has seen, “companies and organizations having open conversations or at minimum looking to make sure they have inclusion.” She recognizes that this will take time, as she stated, “Inclusion for all is what most are standing for and it will not change overnight.” Her bottom line is that she wants a world where people are judged “by the content of their character not by the color of her skin”.

In honor of Black History Month 2021, the Carlsbad Chamber has invited Elaine Swann, from **The Swann School of Protocol**, to be our guest speaker at our Feb. 5 First Friday Breakfast. Elaine is an etiquette expert and has been featured on all manner of national TV and news shows. Her topic will be “Collaborative Efforts to Fuse the Racial Divide” (hosted via Zoom and open to all – visit [carlsbad.org](https://carlsbad.org)/events to register). When I asked Elaine about the importance of having discussions like this, she shared, “I think it’s very important for us to have conversations about race right now. The illumination on recent events around race that took place here in the US has really opened the door for discussion. People have become more receptive to having these necessary conversations. We have got a captive audience and people’s hearts are moved. Because of this, I believe it brings about a ripe time for a change.”

We hope you join us at the Carlsbad Chamber of Commerce as we seek to engage meaningful dialogue on these topics. Here’s to a brighter future where hopefully all men and women can be valued for who they are on the inside, not the attributes of their outer shell.

Go to [web.carlsbad.org/events](https://web.carlsbad.org/events) to register. Can’t attend? Don’t worry, this event will be available on our YouTube channel.

**FIRST FRIDAY  
BREAKFAST**

BLACK HISTORY MONTH

**Collaborative Efforts to Fuse the Racial Divide**

FRIDAY, FEBRUARY 5 | 7 - 9 AM

**Key focus:** Identifying bias, teaching tolerance, and learning how to become an ally for Black-Americans.

ELAINE SWANN





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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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INDEX

CITY NEWS.....

4

TO YOUR HEALTH .....

6

CULTURE BUZZ .....

7

VILLAGE BEAT .....

7

SCHOOL NEWS .....

8

MEMBER DIGEST .....

9-11

LOVE, HEALTH & WELLNESS.....

13-23

OSNC

Continued from Page 1

use the latest, minimally invasive robotic technology to assist in spine care and total joint replacement care (shoulder, hip, knee, and ankle).

“I want to put this off as long as I can”—These words you may be saying to yourself when it comes to pursuing care that can help you get back to your life. In the meantime, secondary impacts of ‘living with the pain’ can include weight gain or depressed mood because you cannot do what you once were able to. Not being as active with family and friends can also impact your overall sense of well-being. At OSNC, our number one objective is to listen to your goals, what you want, and to provide a comprehensive array of options for you to choose from that fit your life and what you want to achieve. You can feel empowered that there is hope beyond pain medication and limiting your activity while being reassured of your decision to take the first step in learning the options available to you to feel better today.

Compassionate care in a stress-free atmosphere with same-day appointment availability, OSNC is committed to helping you feel better and create a treatment plan that meets your physical, emotional, spiritual, and financial goals. We provide detailed explanations



Physicians at OSNC use the latest, minimally invasive robotic technology to assist in spine care and total joint replacement care (shoulder, hip, knee, and ankle).

of your condition, detailed information about your treatment options, and detailed information about what is sometimes the hardest part of navigating the healthcare world such as “how much will insurance cover?” You will receive per-

sonally tailored service in every aspect of your condition.

Call us today at 760.724.9000 or visit us online at [OrthoNorthCounty.com](http://OrthoNorthCounty.com) to take the first step in choosing life-changing care.

HOPE

Continued from Page 1

Fighting the virus locally

A key part of the effort to get our community vaccinated has fallen on the Carlsbad Fire Department. When Assistant Fire Chief Nick Ordille reflects back on the past year, it is easy to understand his relief as he sees people getting vaccinated. “Last year was very challenging for the Carlsbad Fire Department. We were dealing with a pandemic, but we also had civil unrest that we had to support and manage, and also it was one of the most impactful fire seasons that we’ve had.” In addition to that, like many other agencies, the entire department had to adjust their protocols when responding to emergency calls, and at the fire station. “We knew we had a role in this, and knew we could help, and it is one of the missions of the fire department to keep everyone healthy and safe.”

The news of the vaccine approval was certainly a pivotal moment at the fire department. “I knew we had a lot of work ahead of us, but I was encouraged and hopeful that vaccines would help us turn that corner,” recalls Assistant Fire Chief Ordille, who already got his second dose of the Moderna vaccine.

Currently the Carlsbad Fire Department is helping vaccinate first responders within the community as they have trained 20 of their own to be vaccinators. “The Carlsbad Fire Department is working under the County’s direction to see how we can expand vaccination efforts,” said Ordille, acknowledging that the three keys to make the vaccination roll out a success are vaccine allocation/supply, opening more vaccination sites, and training more people to vaccinate. “It’s encouraging to see every day people that are getting vaccinated. I’m excited about that. The more people that we can get vaccinated the sooner we will have life back to normal.”

With vaccination efforts underway and expanding, it is natural for our communi-



“The hardest part is hearing my five year old make wishes for ‘when coronavirus ends...’,” says Dr. Hartford.



John Sanders says management at Carlsbad By The Sea “had everything organized and carried out the mission efficiently” during vaccination day.

ty to be hopeful. “The idea of being fully vaccinated against this virus that has totally turned our lives around; it seems almost too good to be true. I will still be living cautiously though and following the guidelines - wearing masks wherever my family and I go, washing our hands and of course using PPE at work,” said Dr. Hartford, who is also quick to point out that vaccine availability should not mean letting our guard down. “There finally seems to be an end in sight - don’t get me wrong, this is far from over, and we may never truly go back to our old ‘normal,’ but maybe it’s better that way. I truly hope we

don’t ever forget how this pandemic has changed us - for better and for worse - never forgetting the lives lost, the heroes in every turn, the extra time we have gotten to spend with our children, and never taking things like visiting extended family, taking trips or going out to dinner with friends for granted again.”

To make it easier for San Diegans to make an appointment to get vaccinated, San Diego County has launched an interactive vaccination map. Visit [www.vaccinationsuperstationsd.com](http://www.vaccinationsuperstationsd.com) to find the link to vaccination sites in our County!



# Carlsbad tech companies keeping us connected during COVID

## “You’re on mute.”

I’m willing to bet that was the most uttered phrase of 2020. Video conferencing and all its gaffes have been a hallmark of remote working.



The pandemic, in fact, has pushed us all to new heights of online usage. Zoom saw its daily users jump from 10 million to 300 million. Netflix added 26 million subscribers in the first half of 2020 — nearly as many as all of 2019. And Amazon just claimed its biggest

holiday season yet. The data underscores how much we’ve relied on technology to keep us supplied, informed, engaged and entertained during this pandemic. Here in Carlsbad, several tech companies have stepped up to keep us connected during this ‘next normal.’ Here are some of the ways they’re making that happen:

### Leveling-up logistics

As online shopping has skyrocketed, companies have scrambled to keep up with demand. Supply chains are under new strain. Carlsbad-based ShipCalm has kept pace,



*ShipCalm’s technology integrates into online stores, allowing the company to ship orders on their behalf.*

helping retailers quickly scale by managing their logistics with real-time data. ShipCalm’s technology integrates into online stores, allowing the company to ship orders on their behalf. ShipCalm then provide real-time data for tracking, ensuring the supply chain runs smoothly from purchase to doorstep delivery. Before the pandemic, the e-commerce companies served by ShipCalm accounted for about 12 percent of total commerce in the US. In one quarter, that jumped to 17 percent. And from February to July of 2020, the company saw a 169-percent jump in total business. It’s worth noting that even after the pandemic subsidies, experts predict in-person shopping and e-commerce will harmonize

through things like in-store demonstrations that can be viewed online.

### Enhancing education

Nearly 93 percent of families with school-aged children have turned to online learning during the pandemic, according to research from the US Census Bureau. But online learning is not just for children. Drove of adults are using the extra downtime to learn new skills online. Knowledge City — an online training company in Carlsbad — has seized upon that, offering free job skills courses. In the wake of massive layoffs, the company designed this program in hopes of helping anyone who has lost their job or small busi-

ness to the pandemic. There are courses in business, technology and safety — and are collectively designed to teach some of the key skills recruiters look for, including communication, adaptive thinking, emotional intelligence, and productivity.

### Boosting bandwidth

More than 75 million US homes and businesses depend on their internet connection every day. And as their collective usage has steadily climbed during the pandemic, network providers are working around the clock. Carlsbad-based **Viasat** has seen a 30 percent uptick in its online usage, prompting it to swiftly optimize its network. Viasat delivers its internet service through some of the most powerful satellites in space. And still, it is already investing billions of dollars more in its next-generation satellite networks. Keeping people connected to the internet is especially important to Viasat because it serves rural populations that often have few or no other options. That includes homes and small businesses. In an extra effort to support small businesses, Viasat launched a grant program, which to date, has helped several family-owned businesses impacted by the pandemic. Regardless of what type of challenge it is, Carlsbad companies are leading the charge in keeping us connected. ShipCalm, Knowledge City, and Viasat are three examples of the many Carlsbad companies innovating solutions to rapidly evolving problems.

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# Find your dream car in Carlsbad

Happy New Year from your friends at **Premier Kia of Carlsbad** and **Premier Chevrolet of Carlsbad**! We’re proud to be the newest members of the Carlsbad Automotive Dealer community! Since acquiring the Weseloh dealerships in June of last year, Premier KIA and Chevrolet have grown by leaps and bounds.

With over 25 locations nationwide, the Premier Automotive Group of dealers has been a leader in innovation and community service to its customers and neighbors. Our mission is to help all consumers have an enjoyable experience in acquiring and maintaining transportation.

Tommy Morgan, Executive Manager of both Premier KIA of Carlsbad and Premier Chevrolet of Carlsbad comes to Premier with over 20 years of automotive dealership experience. Tommy prides himself in being a part of the communities he works in and has partnered with Giving HOPE to help distribute groceries to the needy, hungry and food insecure in our San Diego communities.

Premier KIA and Premier Chevrolet of Carlsbad have some of the largest inventories of new and preowned vehicles in San Diego. This allows our dealerships to offer extraordinary pricing and availability on your next car! Come shop our inventory online at [PremierChevroletOfCarlsbad.com](http://PremierChevroletOfCarlsbad.com) or [PremierKiaOfCarlsbad.com](http://PremierKiaOfCarlsbad.com) where you will see our completely redesigned Chevrolet Tahoe and the all new KIA Seltos, a small SUV with huge technology features! Plus, we pay top dollar for trade-ins and are always looking to buy quality

pre-owned cars, even if you don’t buy one of ours!

Working with over 35 banks allows us to secure fantastic financing for our customers, from Tier-1 perfect credit to folks who have had challenges in their lives such as bankruptcies or repossessions. We know how to get you financed with the most competitive rates in the marketplace!

All year long, Premier KIA of Carlsbad and Premier Chevrolet of Carlsbad will be celebrating the holidays and offering deeply discounted pricing on all of their inventory as well as amazing deals in service. There’s no better time to buy a new or pre-owned vehicle from Premier KIA of Carlsbad or Premier Chevrolet of Carlsbad!

Stop by and say hello, the coffee’s always on and we’d love to meet our neighbors.

*Premier Kia of Carlsbad and Premier Chevrolet of Carlsbad are located in the Carlsbad Auto Mall at 5331 Paseo Del Norte and 5335 Paseo Del Norte in Carlsbad, right off the 5 Freeway at Cannon Road.*



# Hi San Diego!



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# Is sore throat a symptom of COVID-19?

Your throat is scratchy and raw, and you feel miserable. Given the times we're living in, you think you might have COVID-19. But before deciding you have a life-threatening

infectious disease, understand that your sore throat could be mean you have something less serious.

COVID-19 is a respiratory illness like the common cold and seasonal flu, but more deadly. People with COVID-19 may

get a sore throat, but not as often as they might get other symptoms of the coronavirus. Those main symptoms include fever, fatigue, dry cough, shortness of breath and loss of sense of smell.

However, if you're experiencing any of these symptoms or have no symptoms but have been around someone with COVID-19, stay home and call your doctor to assess your symptoms and get recommendations.

Most people with COVID-19 experience mild symptoms and can recover while isolating at home. If your symptoms worsen, seek medical care right away.

If not COVID-19, what else could it be?

Most sore throats are caused by viral infections that are not limited to COVID-19. "Your sore could be a sign of a viral infection associated with seasonal flu or the common cold," says Russell Zane, MD, a family medicine physician at Scripps Coastal Medicine Center Carlsbad. "Like COVID, flu and cold are contagious, but are not as deadly and can be treated at

home with over-the-counter medicines, fluids and plenty of rest."

Flu is more serious than a cold and its symptoms more closely resemble that of COVID-19. It's important know the difference between flu and COVID to help determine treatment.

For example:

- Symptoms of COVID-19 that are different from the flu include loss of taste or smell.
- People tend to develop flu symptoms one to four days after infection. COVID-19 symptoms may appear two to 14 days after infection.
- A vaccine for COVID-19 is still in the process of being widely distributed. The flu vaccine is already widely available. It's not too late to get a flu shot to prevent flu.

A sore throat could also be a sign of strep throat, which is less common but may require treatment with antibiotics if due to a bacterial infection.

Allergies can also cause a sore throat along with more familiar symptoms, such as itchy or watery eyes, itchy nose and ears, runny nose and sneezing. Knowing what is causing the allergic reaction is important of course so you can avoid it. Over the counter or prescription medications can help alleviate symptoms.

## Six treatments for sore throat

If you have a mild sore throat and don't suspect you have COVID-19, try these six simple home remedies to feel better.

### 1. Anti-inflammatories

Anti-inflammatories are one of the most effective remedies for sore throats. Nonprescription medicines that may already be in your medicine cabinet, such



Sore throat is a symptom for COVID, flu, cold, strep throat and allergies.

rarely relieve sore and scratchy throat discomfort.

### 3. Lozenges and sprays

Over-the-counter throat lozenges and sprays can help by stimulating saliva production, which can help keep your throat moist. Many lozenges contain menthol, which numbs the tissue in your throat. "Avoid giving lozenges to young children as they are a choking hazard," Dr. Zane says.

### 4. Hydrate

Drink fluids, such as water, warm teas or soups, to stay hydrated and relieve an irritated throat. Adding some honey to your tea or warm water may increase the soothing properties, as honey can help to reduce swelling and discomfort. If you choose chicken soup, you will be getting some of the nutrients you need in addition to the hydration value. Avoid drinks that are too hot as this could irritate your throat.

### 5. Use a vaporizer or humidifier

Use a cool-mist vaporizer or humidifier to add moisture and eliminate dry air. "Breathing in moist air can help soothe swollen tissue in your nose and throat," Dr. Zane says.

### 6. Rest

Rest is important to give your body time to heal. Make sure you get enough sleep at night and take it easy until you feel better.

To Your Health is brought to you by the physicians and staff of Scripps. For more information, please visit [www.scripps.org](http://www.scripps.org)

## 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.**

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*Fly San Diego*

For More Information, Please Visit Us Online: [www.sdcountyairports.com](http://www.sdcountyairports.com)

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

## RETIREMENT PLAN ag•gre•ga•tion

THE CARLSBAD CHAMBER RETIREMENT PLAN SOLUTION

LOWER COSTS

LESS TIME

LIMITED LIABILITY



# NCAN calls Carlsbad home

February and Valentine’s Day are about love. The arts and Carlsbad have been in a long-term relationship, even a long-standing love affair. The City of Carlsbad significantly sustain the arts with an active Cultural Arts Office, established in 1986, and one of the largest municipal teams in North County; a comprehensive ten-year Arts & Culture Master Plan, approved by the City Council in 2018; free arts programming like the William D. Cannon Gallery and TGIF Concerts in the Parks; and its ongoing support and collaboration with many arts organizations. In essence, the arts are at the heart of Carlsbad.

It is no wonder that NCAN, **North County Arts Network**, chose Carlsbad as its home. Focusing on supporting regional artists and arts organizations, NCAN was founded in 2015 and has participated in numerous arts events in Carlsbad. Their annual signature promotional campaign, Open Your Hearts to North County Arts (OYH) even debuted in 2018 at Art, Rhythm and Wine at the Forum and Artwalk-Carlsbad.

NCAN Executive Administrator and Carlsbad resident Amanda Ecoff remarked, “Carlsbad is the perfect home because the community not only embraces art in all its forms, the city actively promotes the arts and arts education to all its residents.”

NCAN was established to serve, advance, and lead the diverse network of organizations and individuals who work in the arts in North County San Diego. They look to invigorate the arts community and encourage prosperity in our region to maximize support for the arts. NCAN,



NCAN was established to serve, advance, and lead the diverse network of organizations and individuals who work in the arts in North County San Diego.



Amanda Ecoff

the only large-scale collaborative network for North County artists, organizations and promoters of the arts in our region, is supported by partners in Carlsbad, including **New Village Arts, Carlsbad Friends of the Arts** and the **Museum of Making Music**. The current board consists of 12 arts professional and leaders from across North County guiding an effort to raise the profile of the arts in the area.

In the city’s Arts & Culture Master Plan, NCAN was recognized as a key component to advancing the arts. Through the city’s Community Arts Grants, NCAN

was awarded funding for both capacity building and the 2020 OYH Promotion. With that support, OYH has grown in three short years from promoting approximately 30 events in 2018 to over 110 unique presentations with 950 opportunities for participation in a completely virtual OYH in 2020. Promotional support was provided by Smorgborg, SDVAN, **Innovate 78**, KPBS, **Cal State San Marcos**, ArtWalk-Carlsbad, the **San Diego North Economic Development Council**, the San Diego International Airport Arts Program, the San Diego Commission for Arts & Culture, and the **San Diego Union Tribune**.

Ecoff states “The opportunity for NCAN to provide essential relief from Covid-19 through Open Your Hearts was made pos-

sible by the City of Carlsbad’s Cultural Arts Grants. We cannot say enough about how grateful NCAN is to have been embraced by the City of Carlsbad.”

Future plans include an expanded North County Arts & Economic Summit, based on the success of the 2017 event, a regional Economic Arts Impact Study and the NCAN board expansion. NCAN is currently looking to partner with members of the business community who believe in the impact of the arts on economic development and the quality of life in Carlsbad and North County.

For more information, visit [sdncan.org](http://sdncan.org).

Editor’s Note: Richard is also the current board chair of the North County Arts Network.

# A gift from the heart

February is National Heart Awareness Month. The significance of this month-long campaign is different for everyone. With heart disease as the leading cause of death in the United States, it is highly likely that we have all been touched by it in some way or another.

But February is also a month to celebrate the heart as the universal symbol of love. This month, the **Carlsbad Village Association** (CVA) has queued up three ways in which we will be honoring the heart.



CHRISTINE DAVIS  
EXECUTIVE DIRECTOR  
CARLSBAD VILLAGE ASSOCIATION

Starting Saturday, Feb. 6 and running through Feb. 15 (Presidents’ Day) , the CVA will be launching its “Follow Your Heart” blown glass treasure hunt in Carlsbad Village. In collaboration with **Barrio Glassworks**, a public glassblowing studio and retail gallery downtown, 50 custom glass hearts will be hidden in iconic spaces throughout the Village for treasure hunters to find. Each cus-

tom glass heart will be dated and numbered and will be labeled with instructions on how it can be registered online giving the lucky finder a chance to be entered into a raffle for a private glassblowing lesson at Barrio Glassworks. Follow Your Heart is a way to enjoy downtown, in a safe and socially distanced manner, while also finding your favorite new boutique, restaurant or tasting room along the way. Visit the CVA website and follow us on social media for details to help make your treasure hunt fun and rewarding.

On Feb. 13, CVA is hosting its 4th annual *Heart of the Village Blood Drive* at its host location Carlsbad Village Music & Village Vibe. Thanks to the amazing support of the community, all appointment times were filled in record time. Due to COVID-19 safety precautions, this year’s blood drive will not accept walk-ins like year’s past, but we encourage interested donors to check the Heart of the Village Blood Drive status on the San Diego Blood Bank website ([www.sandiegobloodbank.org](http://www.sandiegobloodbank.org)) as cancellations may happen and appointments might become available. We are pleased to announce that every donor will also receive a free COVID-19 antibody test.



In collaboration with Barrio Glassworks, a public glassblowing studio and retail gallery downtown, 50 custom glass hearts will be hidden in iconic spaces throughout the Village for treasure hunters to find.

Valentine’s Day is nearly upon us. How will you tell that special someone in your life how much they mean to you? With retail back open at 25% capacity, outdoor dining back in operation, and personal care services open indoors, all with safety precautions in place, there are so many

options. Visit the CVA website at [www.carlsbad-village.com](http://www.carlsbad-village.com) for a list of gift ideas ranging from a tasting for two, to a bike ride for two, to a night out for outdoor dining under the stars, or a shiny new bauble. Why go anywhere else when downtown Carlsbad is so close by?



# MiraCosta College celebrates completion of Oceanside campus athletic field renovation

An extensive, 18-month renovation of the athletic track and field at MiraCosta’s Oceanside Campus has been completed, replacing an outdated track first built in the early 1980s with a modern walking/

HIGHER LEARNING



**DR. SUNITA  
"SUNNY" COOKE**  
SUPERINTENDENT/  
PRESIDENT  
MIRACOSTA  
COLLEGE

jogging track and world-class soccer/ rugby and athletics field that meets size requirements for international competitions while providing additional practice space. The renovation also provided for a new, 2,100 square foot Field House with ADA-compliant restrooms, changing rooms, coaches’ offices, team rooms, and equipment storage.

The \$9.95 million project, funded through MiraCosta’s capital improvement program using funds from Measure MM, features a California native species garden surrounding the track and an ADA-compliant pedestrian ramp.

A two-lane track is located around the perimeter of the field, helping to leverage the natural ‘bowl’ formed in the topography of that portion of the campus into a small athletics complex.

“Since it was first built, the track and field have always been a popular place for students, staff, and visitors to walk and jog in a peaceful location,” said Tom Macias, MiraCosta’s Facilities Director. “We’re really excited for them to experience the facility with the beautiful landscaping and pedestrian ramp. It’s a very engaging place to be.”

The project includes several sustainable



An extensive, 18-month renovation of the athletic track and field at MiraCosta’s Oceanside Campus has been completed.

strategies:

- Clerestory windows in team rooms, changing rooms, and storage areas bring controlled daylight into the interior. Large overhangs above the team room and office protect upper windows from solar heat gain and direct sunlight.
- The Field House is conditioned by HVAC split systems, controlled by the campus building management system to ensure optimal efficiency of utility equipment

throughout the year.

- The lighting control system contributes to energy savings and can be monitored and managed remotely. This system is capable of dimming lights and cutting power completely from fixtures in unoccupied spaces, which allows for significant energy savings.
- Storm water runoff is directed to a modular wetland system at the lowest point of the site, which filters pollutants in the

water through plant and soil media. • The landscape is drought tolerant and incorporates native California species, which help to attract birds and butterflies to enrich the local ecology.

“We are thankful to our community for supporting Measure MM, making this unique project possible,” added Macias.

Several other projects are underway for the Oceanside Campus. The facilities master plan for Oceanside includes the creation of several academic “hubs” throughout the campus. Designs are now underway for the Health and Wellness Hub that consists of three buildings, competition-size beach volleyball courts, an outdoor basketball court, and new parking facilities. The new Gym, the new Kinesiology, Health and Nutrition Studies Building, and the new Nursing and Allied Health Studies Building comprise a hub that offers students’ state of the art nursing, allied health, kinesiology, health and nutrition education, and athletics opportunities towards enhancing their career, transfer, health, wellness, and athletics goals.

Designs are also underway for the new Student Services Building, and the new Chemistry and Biotechnology Building—a major component for the Science, Technology, Engineering, and Mathematics (STEM) academic hub. In addition, an extensive renovation of the B1000 Administration Building is awaiting design approval by the Division of the State Architect (DSA); construction is expected to begin in June.

For additional information on this project and the many others underway at MiraCosta College, visit [miracosta.edu/measuremm](http://miracosta.edu/measuremm).

# Cloud Campus, a virtual community of learners

In many ways, the current pandemic has wreaked havoc in our educational system. Yet, it will also be a time we refer back to as a time of great innovation. One such innovation is the many avenues teaching and learning have evolved to be more personalized as students, families and staff members have more choices and more say in what learning looks like for their unique needs. In Encinitas

SCHOOL NEWS



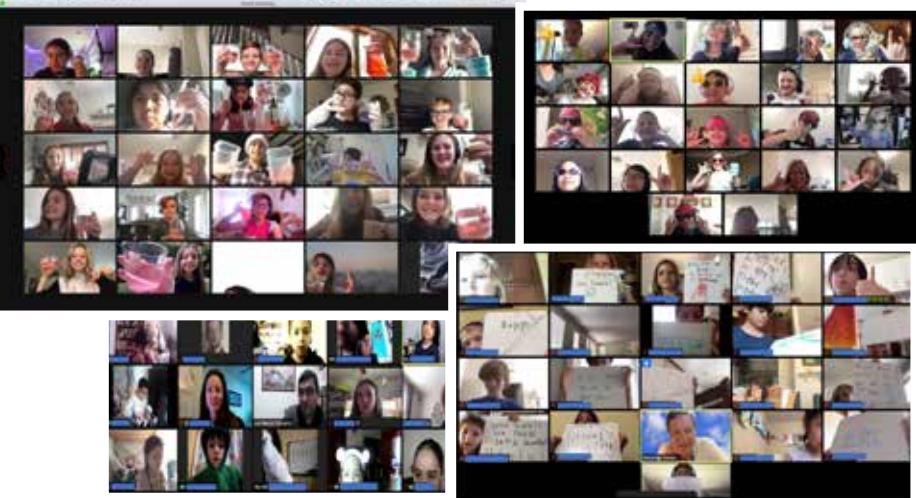
**ANDRÉE  
GREY, ED.D.**  
SUPERINTENDENT  
ENCINITAS UNION  
SCHOOL DISTRICT

Union School District (EUSD), our Cloud Campus has developed into a robust, virtual learning community.

In May of 2020, our EUSD Re-Opening committees determined the need to offer

a year-long virtual option based on parent feedback. A steering committee worked over the summer creating the structure and vision. From the very start, the Cloud Campus vision has been to focus on fostering a love of learning where student voice and choice are embedded practices. The enrollment at Cloud Campus has increased from just over 200 students in August to now serving 465 students for the second semester.

“We are so grateful to EUSD for providing families who are not yet comfortable returning to in person learning with an online platform. Our family enrolled in Cloud Campus because we knew it would provide our children with the consistently exceptional education EUSD offers. Both of our children are thriving and we continue to be nothing short of impressed with the meaningful instruction they receive each day. We truly see the ‘love of learning’ in our home,” said



At EUSD, a growth mindset and love of learning coexist in Cloud Campus.

Amy Pleickhardt, parent of Cloud Campus students.

A day in the life of a student of Cloud Campus starts with a Morning Celebration Zoom. The spirit and intent is similar to the feeling students get when they walk into a brick and mortar campus joyfully each day to greet their friends! They are greeted by staff and have a “place” to convene and connect with each other. Each student then moves into their virtual classroom for morning activities and whole class lessons. “The teachers have done such a good job and make us feel like we are in a classroom and at school,” Charlie, 5th grade student. A focus in Cloud Campus of personalized learning is evident in opportunities throughout the school day for small group instruction and individual support.

Connections in a virtual world might

seem difficult, yet Cloud Campus has embedded many ways for students to connect to each other and the school. Students have an option to attend a daily “Treehouse” to hang out, get help or propose new ideas. Weekly Parent Round Tables and Student Leadership Round Tables allow students’ and families’ voices to be a part of the direction setting. An unexpected outcome is the unique ways students and families are engaging in learning together. “I love my Cloud teacher so much and being in school with my older sister everyday!” Hazel, 2nd grade student. Family time has a new meaning - siblings and parents working side by side at home for school and work.

For more information go to [www.eusd.net](http://www.eusd.net)

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# MEMBERDIGEST

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## Grateful for our 2020 Volunteer Award Winners

As we all know, the past year was a bit funky. The Carlsbad Chamber does not know where it would be without its volunteers. During a time where there has been a lot of difficult, complicated, and unpredictable events, it is breathtaking the positive response, action and support provided by many. We, at the Carlsbad Chamber are fortunate. Members of the Chamber tend to be people who are very involved in the community and have an interest in taking actions to ensure we are working together during these tough times.

MEMBERSHIP COUNTS

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

In the Carlsbad Chamber's 97 years, we have been hosting Volunteer Recognition Awards for many of them. Last year with the COVID restrictions, we hosted the show in a super fun, well dressed, Zoom event. Wearable decorations were provided to those who participated.

Thank you to ALL who have been attending and working to find new ways for the Chamber members to support each other and grow businesses during this time. You all deserve an award, and we are incredibly grateful for your efforts.

**GoGiver Award**

This award is based on the philosophy of the book "The Go-Giver" by Bob Burg and David Mann, which teaches that when you focus on giving instead of receiving, the rewards are greater in the end. The Chamber created this award years ago to recognize the people who have lived this philosophy in their Chamber involvement! Jani Jackson of Develop Your Team and John O'Reilly from O'Reilly Wealth Advisors were poster children for this award in 2020. Both made huge individual contributions to the Chamber as the Chamber had to adapt and innovate into uncharted territories. Whether it was Jani facilitating numerous online networking events or John calling untold number of Chamber members to "check in", both displayed the core GoGiver philosophies. Thank you to each of you for the Impact you made!

**Committee Members of the Year**

**Committee Chair of the Year**

This award goes to that committee chair person who goes above and beyond the normal call of duty. In 2020, Teresa Acosta was the "co-chair" of the Government Affairs Committee (GAC). But when our chair person had family medical issue, Teresa stepped up, never missed a beat, and did a phenomenal job of leading our very active GAC through its most engaging year on record. Thank you for your commitment Teresa.

**Chamber Champion**

This award goes to one deserving of praise, reward, and recognition for championing the Chamber above all else. By unanimous vote, the 2020 Chamber Champion was John Biethan of Heard Not Seen Media. When the coronavirus altered all events as we knew it, John became a personal consultant to the staff on all facets of our pivot. He virtually held our hand through our transition to virtual networking, virtual award show, virtual community-wide events, man-on-the-street promotional videos and much more. When we needed a piece of equipment we couldn't afford, he loaned it to us. When we needed to learn how to develop a new process, he'd teach us and send back-up YouTube videos for support. When we needed to hand off certain committees due to limited bandwidth, he stepped in. Thank you John. It is difficult to imagine how we would have survived 2020 without you!

**Committee of the Year**

The Government Affairs Committee (GAC) seeks to represent the interests of the business community in local, state and federal legislative issues and to communicate those interests to members, the community and elected officials. COVID-19 created unprecedented needs for our elected officials to hear from our business members. The committee responded by bringing in national, state, and local elected officials and advisors to discuss the challenges and changes that were ever present in 2020. Attendance at virtual meeting as well as at four virtual candidate forums was at record highs. Congrats to the GAC for transitioning so adeptly to the needs presented in 2020.

**Rookies of the Year**

The Chamber is blessed to have many new members join our organization each year. From the hundreds of new members and new staff for our existing members, two individuals stood out this year and earned the title "Rookie of the Year." Juan Velasco, from Scale My Profits, joined the Chamber in the summer of 2020. He got engaged immediately by attending events, hosting webinars and speaking publicly for struggling businesses during the shutdown. Morgan Cohen joined the team at GoBe Rewarded last spring, and she immediately jumped into everything going on at the Chamber. She was present and engaged in our virtual networking forums our young professional group and assisted the Chamber with a free website assessment to help maximize our reach. Thank you for the time you both put in!

We like to shout a big thank you again to the award's sponsors: **MyPoint Credit Union** and **Sunset Bay Candy Company**. Thank you!

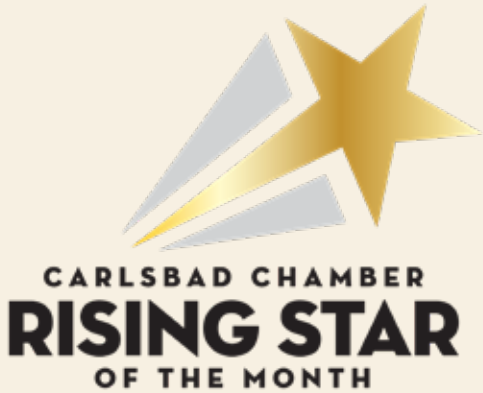
Watch the event at: [youtube.com/watch?v=MJxSFj1TbFs&t=2s](https://www.youtube.com/watch?v=MJxSFj1TbFs&t=2s)



M E M B E R   R E N E W A L S

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Aging Purposefully	KNBC Graphics LLC	San Diego County Water Authority
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Calder Eames Design	OPUS Productivity Solutions	Tinleaf Fresh Kitchen
Carlsbad Auto Service, Inc.	O'Reilly Wealth Advisors	Tri-City Medical Center
Change & Leadership Solutions	PayrollHUB	Urbach Roofing
Foundation Chiropractic	prAna Living, LLC	Viasat, Inc.
HM Electronics	Pure Project	Vital Digital
Hubbs-SeaWorld Research Institute/Leon	Rancho Carlsbad Owners' Association	WWM Financial
Raymond Hubbard Marine Fish Hatchery	San Diego County Credit Union - La Costa	

Congratulations to our January 2021 Rising Stars.  
Many thanks to all the businesses and organizations that continue to support this program!



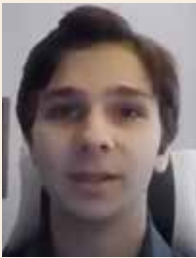
JAIV DOSHI  
Pacific Ridge School



SAM ALLEN  
Sage Creek High School



SARAH WILLIAMS  
La Costa Canyon High School



EVAN BODA  
Carlsbad High School

P R E S E N T E D   B Y :





VIRTUAL EVENT

# Get a Marketing Plan For Your Business

THURSDAY, FEBRUARY 11, 2021 | 12 - 1 PM

Get your business or nonprofit going in the right direction with your marketing efforts. Join in this virtual event where Target River, recipient of the 2020 Marketing Agency of the Year, will guide you through creating a marketing plan that you can deploy! We will cover reaching the right people, selecting the right marketing tactics, and what messaging you should use. By the end of the virtual event, you will have a basic marketing plan to get you started! (Sorry, not open to other marketing/advertising agencies)

[web.carlsbad.org/events](http://web.carlsbad.org/events)

SPEAKER:



BRIAN EPPERSON



VIRTUAL EVENT

# Mental Hacks to Rock 2021

STRATEGIES FOR RESTORING PSYCHOLOGICAL RESILIENCE IN THE WORKPLACE

THURSDAY, FEBRUARY 25, 2021 | 4 - 5 PM

Chronic and cumulative stress impacts our quality of life, productivity, and overall well-being. Start the year off with a reboot and restoration of your mental health. This session will identify challenges that impact resiliency and disrupts productivity. Participants will be introduced to successful, science-based techniques to recover from chronic stress and build personal resilience for long-term health.



[web.carlsbad.org/events](http://web.carlsbad.org/events)

SPEAKERS:



DR. SARA GILMAN, CEO  
Clinical Director  
Chatterbox Associates Inc

LELA PANAGIDES, MBA  
Founder and President  
Leap Into Leadership





VIRTUAL SPEED NETWORKING

# CBAD HAPPYHOUR

WEDNESDAY, FEBRUARY 17, 2021 | 5 - 6 PM

MAKE NEW CONNECTIONS, DEVELOP YOUR REFERRAL CHANNELS, AND HAVE SOME FUN!



CARLSBAD YOUNG PROFESSIONALS

# LUNCH CRUNCH

THURSDAY, FEBRUARY 25, 2021 | 12 PM - 1:15 PM

Hosted by Fortis Fitness on zoom.

[web.carlsbad.org/events](http://web.carlsbad.org/events)



VIRTUAL EVENT

# Scaling and Exit Planning for your Business

TUESDAY, MARCH 2, 2021 | 8:15 AM




Scale your business up NOW and then be ready when it's finally time to exit.

[web.carlsbad.org/events](http://web.carlsbad.org/events)

SPEAKERS:



JOHN SANDERS  
KELLY BAGLA



MAGNIFY YOUR MESSAGING


# How to Explain What You Do to Attract Great Clients

FRIDAY, MARCH 5, 2021 | 7 - 9 AM

Dig into why you feel it's so important to explain what you do, and shine a light on when (with the best of intentions) you're making the conversation about you instead of your prospect. Discover the right time to explain the mechanics of your business, and why this timing is so important. Develop a clear, compelling answer to the question "what do you do?"

[web.carlsbad.org/events](http://web.carlsbad.org/events)

SPEAKER:



MARY CRAVETS



W E L C O M E   N E W   M E M B E R S

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The Original Meal Kit: Dream Dinners provides easy, healthy, pre-prepped dinners designed to be taken home, frozen, defrosted throughout the month and cooked when you are ready to enjoy them. We do the shopping, chopping, prep and clean up, so you can enjoy healthy, homemade meals at home. Spend less time in the kitchen and more time doing what you love.

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Nuance Medical Wellness delivers high quality healthcare products to healthcare facilities, patients, and consumers. We do this by focusing on quality, satisfaction and cost savings. Our mission is to design, develop and market essential products that serve our customers, patients, clinicians, and sales distribution partners.

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2260 Rutherford Rd., Ste. 105  
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[HIMGSurfaceRepair.com](http://HIMGSurfaceRepair.com)  
HIMG Surface Repair has developed easy to use, cost effective Surface Repair DIY Kits for the homeowner to repair chips, nicks and dings on natural home surfaces. We at HIMG Surface Repair are family owned and operated and are committed to providing an excellent product at a competitive price with outstanding customer service.

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Oceanside, CA 92056  
[oceanside21-ca.minutemanpress.com](http://oceanside21-ca.minutemanpress.com)  
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MAKING SENSE OF INVESTING





The recently completed pool and lunge area at Carlyle Carlsbad Village creates the perfect environment for residents to take advantage of the SoCal weather and relax.

# An urban oasis at home

Designed to embrace the best of casual beach living, **Carlyle Carlsbad Village**’s urban oasis environment is highlighted by the recent completion of the pool and lounge area. The pool opening celebrates the installation of this luxury amenity for Carlyle Carlsbad Village’s 33 single-level condominiums, three single-family detached homes and two townhomes. The contemporary craftsman architectural styled homes range in size from 1,635 to 3,044 square feet with two to three bedrooms are priced from the low \$1 millions to mid \$2 millions.

The townhome and single family three-story residences are unique, highlighted by a separate entrance off Home Ave. and private elevators. Open floorplans highlight great rooms, gourmet kitchens with dining islands and indoor/outdoor living onto expansive decks. Featuring 2 car garages with storage and direct home access, each home

is complimented by a first-floor bedroom suite with a bonus room these homes create a private area for guests or additional family members.

All Carlyle homes showcase large outdoor decks accessed through pocket door systems up to 12 feet wide; spacious laundry rooms and bonus storage; luxury plank flooring; Bertazzoni 48” gas ranges and double ovens; built-in Sub-Zero refrigerators, quartz countertops and more.

Carlyle defines the concept of destination living, with a unique opportunity to live in a newly-constructed home in walkable Carlsbad Village among causal, coastal boutiques, restaurants, entertainment options, and of course, the beach.

*Carlyle is located at 800 Grand Ave. in the village of Carlsbad. To book a private model tour, please call (760) 810-4442 or visit carlylecarlsbadvillage.com*

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# LOVE HEALTH & WELLNESS

## Say “I do” with an ocean view

While a lot has changed this past year, the wedding venue at The Crossings at Carlsbad is still beautiful and perfect to host that very special day. If you or someone you know recently got engaged, check out one of San Diego's best kept secrets. With the sparkling Pacific Ocean to the west and rolling hills to the east, The Crossings at Carlsbad offers guests a magnificent setting in a relaxed coastal environment for a wedding ceremony, reception, or any other type of special event.

Take a tour of this wonderful setting in person or from anywhere around the world with their NEW 360 VIRTUAL TOUR! The Crossings staff can walk you through every aspect of our space and help you envision your special day - from walking down the aisle, to cutting the cake, to drinking champagne on the dance floor!

While the venue can accommodate up to 220 guests inside or 300 outside, The Crossings also have the perfect setting for more intimate gatherings and will work with you

on their food and beverage minimums to suit your needs and expected guest count. Knowledgeable coordinators make it easy to understand the process from start to finish and will give you piece of mind that your wedding day will be perfect.

All of our wedding packages can be customized to best suit whatever is most important to you! From affordable weekday packages, to extravagant ideas like riding in on an elephant, they've seen it all! Customize your own cocktails, select your favorite craft beers, wines or spirits, or choose from our wide selection. Their kitchen can accommodate most dietary restrictions and make some amazing vegan or gluten free dishes! Finish off the night with a late-night snack from In N' Out or a local taco shop!

To schedule a tour in person or virtually, call us today at 760-444-1800 ext. 4, or by emailing [catering@thecrossingsatcarlsbad.com](mailto:catering@thecrossingsatcarlsbad.com).

Visit our website for more information and any current wedding specials at [www.thecrossingsatcarlsbad.com](http://www.thecrossingsatcarlsbad.com)!



**The Crossings at Carlsbad offers guests a magnificent setting in a relaxed coastal environment for a wedding ceremony, reception, or any other type of special event.**

congratulations on your engagement and we couldn't be more

excited to help make your California dream wedding a reality!



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with an  
Ocean View



  
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\*Not Valid For Saturday Evening Weddings.





# Elevated life. Exceptional care. Opening in Spring of 2021.

Offering memory care and assisted living in Carlsbad, California, **La Marea Senior Living** provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Our community is designed to provide a lifestyle that enhances your life as you age, bringing a new level of care to the Carlsbad area.

**Vibrant Life®**

At La Marea, our residents take part in Vibrant Life®, an innovative program allowing residents to create their own schedules. Thoughtfully designed to connect you with family, friends and the community, our Vibrant Life® program truly inspires, challenges – even dares you to be adventurous. With a host of optional outings, you create your own schedule based on your interests, preferences, routines and abilities.

**Elevate® Dining**

La Marea Senior Living embraces an innovative approach to the dining experience. Enjoy a warm and comfortable dining room with the attention of an experienced culinary team. Our Elevate® dining program is an enhanced culinary experience, integrating California Fresh culinary traditions with our residents’ favorite home-style meals. We offer masterful attention to detail with exciting new seasonal dishes that are accented with La Marea Senior Living’s signature touch.

**Generations Memory Care**

Our Memory Care program follows the philosophy of a person-centric culture where one is a whole person first, the person they were and still are, not identified by their disease or behaviors. We strive to celebrate and highlight the abilities of those we serve. We require



*La Marea Senior Living’s amenities allow residents and their guests to feel comfortable and at home, while enjoying quality time.*

our associates to continually complete extensive certified training to better support our residents living with memory loss.

**Safety Features**

At La Marea Senior Living, the health and safety of our residents is our top priority. Our community is equipped with an on-site emergency generator so that our residents will never go without power.

We’re dedicated to keeping all our residents safe, healthy and happy. That’s why we’ve created touchless common areas. Our automatic front door and restroom fixtures help our communal spaces stay safe and clean.

Each residential unit has a personal split HVAC system, which brings in clean

air directly from outside the building.

In our common areas, the iWave system destroys bacteria and viruses. This system also allows for pollen and dust to be easily picked up by the current MERV air filters. Additionally, we’ve installed a PHI system, which utilizes a powerful UV light to kill viruses and bacteria as air is circulated throughout the

system. Combined, these two products will significantly reduce surface and airborne bacteria, mold, odors, viruses and VOCs.

*We can’t wait to welcome you home! Please call (833) 526-2732 or visit [www.lamareaseniorliving.com](http://www.lamareaseniorliving.com) to learn why NOW is the time to consider senior living.*



*GlenBrook Health Center is a senior care provider nestled among rolling hills and landscaped grounds that offer multi-levels of care all on the same campus.*

## Senior care for recovery during COVID-19

During the public health emergency in California, our new admissions to **GlenBrook Health Center** are required to be in isolation in our observation area for 14-17 days (pending testing results) to decrease COVID 19 exposure to self and others. New residents could be transferred out of the observation area if they remain afebrile and without symptoms for 14 days after their date of admission and a negative test result. You may hear the observation unit is called the “yellow zone.”

**What does the term “isolation” mean?**

“Isolation” means that staff interacting with you or your loved one in the observation area will be wearing gowns, gloves, facemasks, and face shields. This may be disorienting to some, but it is in place for everyone’s safety.

This also means that you or your loved one will receive all care, including therapy services in your room in the isolation area. To prevent exposure to the resident or others, trips to the therapy gym, dining rooms, or other common areas are not allowed during the initial observation period.

**How does therapy in the room in the observation area work?**

Our therapy teams have gotten very creative at helping our clients meet their rehabilitation goals in this new environment. Working with you or your loved one on functional tasks in a functional setting allows us to focus on the most important

things to get you home and back to what you love doing most. We may see that the motivation and engagement aren’t always there when residents don’t get to have loved ones or others clap or cheer them on as they take their first steps in the gym, so we may reach out to loved ones to do this virtually.

Family and caregiver education may happen virtually as well.

Your family or caregivers may be asked to participate in a virtual home environment assessment to make sure that your home environment is set up to help you be successful when you leave the facility.

**When will I receive therapy?**

It is important to understand that you may be seen later in the day by the therapy team. They provide the needed visits to participants outside of the observation unit first, as recommended for infection prevention, and then are able to spend the important one-on-one time with you in the observation unit.

After residents come out of the observation unit, they will be able to go to the gym to use larger equipment as needed.

*More information about CDC guidelines can be found here: [cdc.gov/coronavirus/2019-ncov/hcp/nursing-homes-responding.html](https://www.cdc.gov/coronavirus/2019-ncov/hcp/nursing-homes-responding.html)*

*To learn more about GlenBrook go to [visitglenbrook.com](http://visitglenbrook.com)*

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# LA MAREA

SENIOR LIVING



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## ELEVATED LIFE. EXCEPTIONAL CARE.

Offering memory care and assisted living in Carlsbad, California, La Marea Senior Living provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Our community is designed to provide a lifestyle that enhances your life as you age, bringing you a new level of care.

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At La Marea Senior Living, the health and safety of our residents will be our top priority. Our community is equipped with an on-site emergency generator so that our residents will never go without power. We will also feature touchless common areas, personal split HVAC systems for all apartments, the iWave system that destroys bacteria and viruses, and a PHI system, which utilizes a powerful UV light to kill viruses and bacteria as air is circulated throughout the system.

**THERE ARE SO MANY AMAZING DETAILS ABOUT OUR COMMUNITY!**

We'd love to tell you all about them. Give us a call today at (833) 526-2732 or visit [lamareaseniorliving.com](http://lamareaseniorliving.com) to learn more.



**LA MAREA**  
SENIOR LIVING

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*The Body and Brain Foundation provides contracted onsite (in person when allowed) and online Brain Power Education programs to help educators and school kids de-stress, and customized wellness coaching for businesses, government and private organizations.*

# Be well to stay strong

Creating a healthier community is a big goal, but a team of health instructors, coaches and advocates working together as **Body & Brain Wellness Foundation San Diego County** are doing their best to make it happen. This local chapter of the national Body & Brain Foundation wellness organization offers free or low-cost community classes in Asian-style restorative yoga, meditation, Korean taichi and qigong, as well as workshops and wellness event presentations to promote mindfulness and healthy longevity. They also provide contracted onsite and on-line Brain Power Education programs to help educators and school kids de-stress, and customized wellness coaching for businesses, government and private organizations.

Body & Brain Foundation is a U.S. 501(c)3 non-profit organization established to make instruction in holistic mind/body/spirit practices and health principles available where people might not have access to commercial Body & Brain wellness centers. The local non-profit chapter's instruction is grounded in traditional Asian integrative health principles, updated with the addition of modern brain plasticity theory. Volunteer instructors undergo continual training by national sponsor Body & Brain Inc. in order to offer their best to their communities.

Local Body & Brain Foundation San Diego instructors are looking forward to the day when it's safe to offer in-person classes. "Our instructors love sharing healthy living and making their communities stronger, especially now," says local chapter team leader Susan Henry. Everyone needs to know how to become individually healthier in order to survive and thrive through unexpected challenges." In the meantime, you can find Body & Brain online classes and events listed at <https://MeetUp.com/Body-Brain-Wellness-Foundation-Outreach/> and on Facebook at [facebook.com/Bodyn-BrainFoundationSD](https://facebook.com/Bodyn-BrainFoundationSD).

*Find out more about Body & Brain Foundation at [bodynbrainfoundation.org](https://bodynbrainfoundation.org), or contact the San Diego chapter at [BnBFoundationSD@gmail.com](mailto:BnBFoundationSD@gmail.com)*

## TAKE WELLNESS TO HEART CATER TO YOUR HEART AND BODY!



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- Water the Forgotten Food
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- Live Longer Focused on Prevention

**Fran Brady | Total Lifestyle Concept**  
**619 806 4463 | [franweiltc@gmail.com](mailto:franweiltc@gmail.com)**

# Taking care of your heart in February and beyond

February is American Heart Month. This month provides everyone with an incentive to get rid of the old heart habits and start new ones. We all know health and disease prevention doesn't come from fad diets and mega-exercising, but instead by making small habit changes to our lifestyle involving nutrition, exercise and stress management.

**Total Lifestyle Concept (TLC)** is excited to introduce its HealthPointe Well-Being Program as a key to a healthier lifestyle and vitality for 2021 and beyond. Total Lifestyle Concept Optimal Wellness is the vision of TLC owner Fran Brady, a personal wellness and positive attitude coach. She can help you design your "lifestyle of wellness" with a "cater to your heart" focus.

Start by learning about the positive pillars that prevent or lower the chance of obesity, heart disease, stroke, diabetes, and cancer.

- Good nutrition - Eat smart by including super foods rich in phytonutrients and color.
- Become active - Walk strong and use physical activity to rev up your metabolism and stay trim.
- Control stress - Master stress management skills. Attitude is everything.

Before you know it, you'll look better, feel better, and live better.

Fran's key to HealthPointe Optimal Wellness follows a science-based natural path. TLC's HealthPointe program provides coaching, support and team walks to help



***Total Lifestyle Concept (TLC) is excited to introduce its HealthPointe Well-Being Program as a key to a healthier lifestyle and vitality for 2021 and beyond. Total Lifestyle Concept Optimal Wellness is the vision of TLC owner***

you develop good habits for a lifetime of wellness.

You can have a healthy heart and body that improves your quality of life. Start smart and finish strong. Win at wellness!

*Set up Your Free Intro Appointment at Total Lifestyle Concept Call Fran Brady at 619 806 4463 or email her at [franweiltc@gmail.com](mailto:franweiltc@gmail.com)*





Well-being keeps growing at La Costa Glen

For residents of La Costa Glen, a sense of well-being just grows naturally through daily fun and fitness, easy social engagements, and fine dining on organic, locally sourced meals created by our in-house chef.

With all maintenance and housekeeping chores handled by our staff, many residents begin the morning with a brisk stroll around the grounds. The lakes and streams are peaceful and our waterfall provides the soundtrack. Breakfast and a visit to the fitness center or the library may follow. Some might relax in the lakeside gazebo or join a yoga, dance or aquafit class. Others might choose to play a round of golf or challenge their friends to a game of tennis, pickleball, bocce ball or ping pong. For indoor activities, the Clubhouse is always a good place for a game of cards, billiards or backgammon.

We offer classes and lectures to exercise the mind, an art studio and woodshop to stretch the imagination, and a calendar of

great movies and concerts to really work out the emotions. With all these activities, residents at La Costa Glen develop healthy appetites that are best satisfied by world-class cuisine—readily available in our formal lakeside dining rooms where the menus change daily, or at our newly opened Bistro where gourmet wood-fired pizzas begin with the chef’s fresh-made doughs and sauces.

Our entire community is excited about the normalcy and freedom that the Covid-19 vaccinations are bringing, but we’re still taking precautions—adhering to strict sanitation and social distancing protocols and, when possible, moving indoor amenities out into the open air.

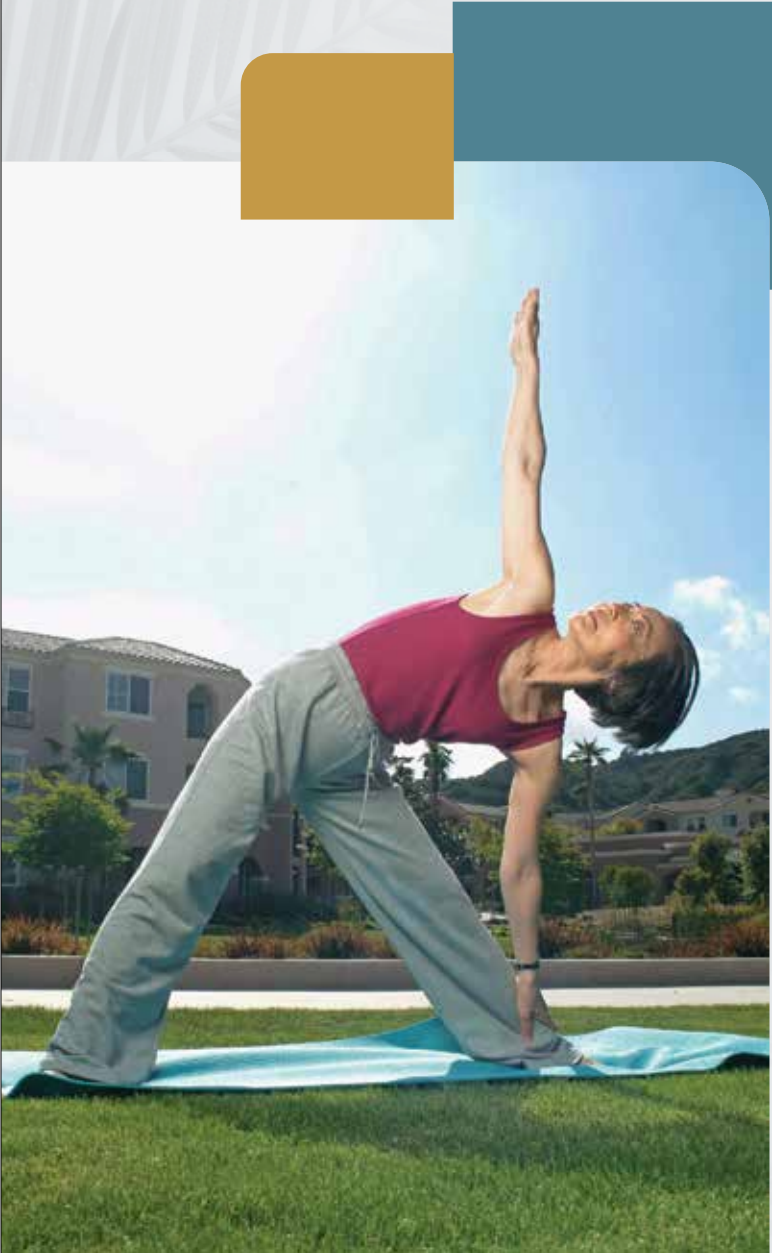
However, we are now open to in-person tours of our 55-acre campus.

To schedule your private tour and learn more about the benefits of our vibrant Life Plan Community, call 1-760-304-1363.



La Costa Glen residents have the opportunity to enjoy outdoor activities such as play a round of golf, or challenge their friends to a game of tennis, pickleball, bocce ball or ping-pong.

WELL-being GROWS AT LA COSTA GLEN



Our commitment to wellness

- **Maintenance-Free Living:** brings reduced stress
- **Peaceful Natural Setting:** perfect for hiking, walking and meditating
- **Healthy Dining Options:** five restaurants with nutritious chef-prepared meals
- **Top-Quality Health Care:** access to on-staff nurses, health center and priority vaccinations (including COVID-19)
- **Daily Activities:** engage the mind and imagination with book club, art studio, ceramics and wood shop, PLUS many more!
- **Fitness and Classes:** golf course, tennis courts, pickle ball indoor and outdoor pools, salon and spa, and robust fitness class calendar

State of California License #374600637.  
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La Costa Glen

CARLSBAD

Expect More From Retirement.

To schedule your private tour and learn more about the benefits of our vibrant Life Plan Community, call 1-760-304-1363.

For the well-being of residents, La Costa Glen strives to follow CDC guidance and comply with recommendations from state and local health officials. Offerings depicted are subject to change.



# VIRTUAL

## 5K RUN/WALK & SCAVENGER HUNT

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**12TH ANNUAL!**

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*Help A Child Fighting For Their Tomorrow!*





# Running for our community's youngest warriors

The 12th Annual Mitchell Thorp Foundation (MTF) Warrior Spirit 5K and Scavenger Hunt is going virtual! Participants can register and choose their own course in their own cities and neighborhoods and have two weeks to complete between Feb. 6 and Feb. 21, 2021.

Prizes will be awarded to the top fundraiser, individual and team. There will be prizes for best video and photo posts to scavenger hunt, as well. T-shirts and printable bibs along with printable certificate of completion will be available for all participants!

This annual event is MTF's largest fundraiser of the year, allowing the organization to help more families whose children suffer from life-threatening illnesses, diseases, and disorders. Proceeds raised go to MTF's Medical & Home Assistance, Healing & Rehabilitation, and Wheelchair Conversion Vans programs.

The funds help children like Jocelyn, age 7, who has been diagnosed with Leukemia (Jocelyn's mom like many, had to leave her job to stay by her side at the hospital while undergoing chemotherapy), Reagan age 10 diagnosed with Acute Myeloid Leukemia and Jordan age 15 diagnosed with brain cancer. MTF helps families keep a roof overhead, food on the table, and helps cover medical costs not covered under most insurance programs.

It is never too late to be a corporate sponsor, and or create a company team to participate to help a child fighting for their tomorrow.



*The Mitchell Thorp Foundation supports families whose children suffer from life-threatening illnesses, diseases and disorders, by providing the financial and emotional help they need.*

To register go to: [www.warriorspirit5k.org](http://www.warriorspirit5k.org) start a team, grab your family to participate, or donate to help a child in need. MTF is a public 501 (c)(3) [www.mitchellthorp.org](http://www.mitchellthorp.org)

# ENGAGE

## Aging Life Care Management



**Providing quality of life to aging adults and peace of mind to those who love them since 2013**

As professional aging life care managers, we help guide you and your loved one in aging well. We partner with you to ease each transition and alleviate the pressure on families at an often difficult and confusing time.

**Our aging life care managers assess, coordinate, and manage all facets of your loved one's well-being and needs, ensuring quality care and life engagement.**

**Available 24 hours a day for crisis care or changes in health, our passion is rooted in providing peace of mind and compassion every day. Our care managers are educated and experienced social workers or health care professionals trained to handle all aspects of caring for aging adults and support your loved one with expertise.**

**Contact Us**

**(760) 266-4700**

**[info@engagelifecare.com](mailto:info@engagelifecare.com)**

**[www.engagelifecare.com](http://www.engagelifecare.com)**



Alesia Clark, Founder



*Engage Aging Life Care Management uses a holistic client-centered approach to assess, coordinate, and manage all facets of a loved one's well-being and needs.*

# How care managers can help your aging family member

As much as we like to imagine growing old free of troubles, we are all likely to need help eventually. Still, it can become overwhelming when the time comes to provide help for an aging family member. Thankfully, aging life care managers are advocates for your loved one! Available 24 hours a day, care managers are devoted to helping aging adults stay independent, providing them top-tier care, and affording you peace of mind. Aging life care professionals are experts in:

- Advocacy. Communicating with doctors and navigating the often-confusing eldercare network to care for your loved one.
- Health and disability. Conducting an assessment and developing a plan of care so you can trust the assistance your loved one receives.
- Local resources. Using field expertise and quality contacts to find the services you need, all the while honoring your budget.
- Family. Helping relatives understand their role and working together to support your wishes.
- Housing. Providing independent recommendations for the best fit based on your needs and priorities.
- Legal. Assembling needed paperwork and referring you to reputable attorneys to ensure you are well covered by a professional team.
- Finances. Reviewing your options to identify eligibility for programs and ways to stretch your dollar wisely.
- Crisis support. Helping you create a safety plan you can depend on in emergencies.

Contact **Engage Aging Life Care Management** at 760-266-4700 to learn how we can ensure your loved one stays safe and well cared for as they age.



# Prevention and treatment in one place

At **Carlsbad Integrative Medical Center**, our goal is to help you achieve optimal health and wellness. Whether you are already feeling well and looking to maximize longevity, or you are currently suffering from one or more illnesses, we specialize in finding and treating imbalances that may be preventing your body from functioning at its best.

Here are a few things we feel set us apart as an integrative medical center:

**PATIENT CENTERED**

We focus on patient-centered care. By listening to you and learning your personal story, our team can tailor treatment to address your unique needs. We offer longer visits with the physician that are well above the industry average of seven minutes.

**ADVANCED TESTING**

We integrate the best of conventional medical testing with newer Functional and Integrative Medicine testing and most tests can be done at our practice or from your home. Tests that we commonly find helpful are thyroid and other hormones, nutrient testing, food intolerances, stool studies, and many more.

**TEAM APPROACH**

Rather than compartmentalizing the body into isolated systems, we see it as an integration of interconnected systems that affect one another and similarly, we have a team of medical assistants, nurses, a health coach, a

chiropractor, and physician who all work together to help our patients feel their best.

**IV NUTRITIONAL THERAPY**

IV infusions contain vitamins, minerals, and other nutrients that can support those healing from chronic illness, or those seeking to optimize their health and performance. IV therapy can be used for immune support, headaches, nutritional deficiencies, skin conditions, fatigue and improving mental and physical performance among other benefits.

**INSURANCE ACCEPTED**

One major benefit that sets us apart from most other Functional and Integrative practices is that physician visits are covered by Medicare and most PPO insurance plans. Many of the commonly ordered tests are covered by insurance while others are available through specialty laboratories at a reasonable cost.

*Carlsbad Integrative Medical Center is here to support you and your loved ones however we can on your healing journey. Please call us at 760-444-5544 or email [info@carlsbadimc.com](mailto:info@carlsbadimc.com) to set up your visit. We look forward to seeing you soon!*

*With a focus on applying a systematic approach specific to each individual, Carlsbad Integrative Medical Center creates a partnership between patient and practitioner to address underlying causes of disease. (Picture pre-COVID)*





**Carlsbad Integrative Medical Center**

5814 Van Allen Way, Ste. 215  
Carlsbad, CA 92008



**A Center for health, wellness and the prevention of disease**  
*(A Functional approach to Primary Care, Chiropractic Care, IV Vitamin Therapy)*

**Phone:**  
760-444-5544

**Fax:**  
760-444-5006

**Website:**  
[Carlsbadimc.com](http://Carlsbadimc.com)

**Email:**  
[info@Carlsbadimc.com](mailto:info@Carlsbadimc.com)

(Most PPO Insurance & Medicare accepted)

- ◆ Health/Wellness Exams: Men and Women
- ◆ Lab Testing & Functional Blood Analysis: Allergy/Nutritional Sensitivity, Thyroid Issues, Diabetes, Hypertension, High Cholesterol, Heavy Metals, Hormones
- ◆ Memory Evaluations and Treatments
- ◆ IV Therapies: Chelation, Detoxification, Fatigue, Healthy Aging,
- ◆ Bio-identical Hormone Replacement (Female and Male BHRT, including BHRT pellets)
- ◆ Musculoskeletal Treatments: Chronic Pain, Fibromyalgia, Osteoarthritis, Osteoporosis







**5814 Van Allen Way, Ste. 212  
Carlsbad, CA 92008**  
**Juergen Winkler, MD, ABIHM, ABOIM**

**Phone: 760-585-4616 Website: [QFMed.com](http://QFMed.com)**  
**Email: [Info@QFMed.com](mailto:Info@QFMed.com)**

*Some of the Treatments offered at Q.F.Med. are listed below:*

Targeted Low Dose Chemotherapy  
Supportive Adjunctive Therapy for Cancer and Chronic Disease  
Bio-Identical Hormones (BHRT: including the Whiley Protocol)  
Immune Enhancement  
IV Oxidative Therapies (Ozone Therapy including the Zottzmann Multi-Pass Treatment)  
Thyroid Testing, Support and Treatment  
Detoxification, Chelation Therapy  
Homotoxicology, Mesotherapy, Prolotherapy, 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



# Scripps new one-stop health center opens in Oceanside

**Scripps** has a new location in Oceanside, bringing the leading-edge primary and specialty care it's known for to more North County residents. Scripps Medical Center, Jefferson, conveniently located near state Route 78, is a one-stop shop for an array of in-person and virtual outpatient services. Select services are also offered after-hours and on the weekends so patients can get the care they need, when they need it.

"Scripps Medical Center was designed with our patients in mind to be a premier health care home, providing an incredibly wide range of medical services close to where people live and work," says Kevin Hirsch, MD, president and CEO, Scripps Coastal Medical Center. "Extended hours and a mix of in-person and virtual visit options ensure that the right care is available when patients need it."

**Scripps Medical Center, Jefferson by the numbers:**

- 89,915 square feet
- 93 exam rooms
- 12 procedure rooms
- 12 cancer treatment bays

**Services offered at Scripps Medical Center, Jefferson, include:**

- Primary care, including internal and family medicine, pediatrics, and obstetrics and gynecology with Scripps Coastal Medical Center
- Specialty care, including cardiology, perinatology, neurology, ophthalmology and more, with Scripps Clinic
- Urgent care
- Scripps HealthExpress walk-in care
- Scripps MD Anderson Cancer Center



*From primary care to laboratory and imaging services, Scripps' newest three-story clinic is a one-stop shop for the healthcare needs of the North County community.*

Scripps Medical Center was designed with our patients in mind to be a premier health care home, providing an incredibly wide range of medical services close to where people live and work.”

— KEVIN HIRSCH, MD,  
PRESIDENT AND CEO, SCRIPPS COASTAL MEDICAL CENTER.

- Ambulatory Surgery Center (opening spring 2021)
- Pharmacy
- Laboratory and imaging services

The three-story clinic features a patient-centered layout with 13 electronic kiosk stations where patients can check in; state-of-the-art medical technology in nearly 100 exam rooms, a dozen procedure rooms and cancer treatment bays, four operating rooms and two gastroenterology

suites; plus a coffee bar and free parking. "We are excited to open this comprehensive outpatient medical center, which offers a new option to people living in communities throughout the North County region to access high-quality outpatient care in an easily accessible and convenient location," says Richard Walker, MD, president, Scripps Clinic Medical Group.

For a virtual tour and to learn more, visit [Scripps.org/CBJ](https://www.scripps.org/CBJ).



**OCEAN HILLS**  
SENIOR LIVING

SENIOR LIVING WITH  
**LUXURIOUS  
SERVICES  
& AMENITIES**





- Elegant Fine Dining
- Barbecue Courtyard
- Cocktail Lounge
- Private Patios
- Walking Paths
- Ice Cream Parlor
- Game Rooms
- Fitness Center
- Movie Theater
- Concierge
- Memory Care
- Bistro
- Beauty Salon
- Wi-Fi & Cable
- 24-Hour Staffing



*The private, beautiful and tranquil community is located on the Southern California coast – a beautiful setting for activities, both within the community and outside.*

## Compassionate care that enriches the mind, body and soul

While it's true there is no place like home, as you age you may have to examine your housing options. As a person gets older they must examine their own individual needs. They may decide that relocating to a senior community that offers Independent Living, Assisted Living and Memory Care is the best option for efficiency or financial benefit.

All throughout our lives, our health is so important, it's really everything. That is especially true as we age, and our healthcare needs fluctuate. Wouldn't it be comforting to know that as you experience changes in your health, your healthcare will adjust right along with you, right where you are?

At **Ocean Hills Senior Living**, they are dedicated to senior living with luxurious services and amenities. Choosing to move or place your loved one into this commu-

nity will be the most meaningful decision you can make. They are there to fully support you during this wonderful transition. At Ocean Hills, they not only focus on the physical needs of their residents, but also on the psychological, social, intellectual and enjoyable aspects of life.

"Our culture is to create a personal and carefree environment for all of our residents with service based on integrity, honesty and dignity," says Angelica Taase, Community Relations Director at Ocean Hills. Ocean Hills' programs, services and building designs intentionally avoid disruptive moves so that our residents truly can age in place with dignity and peace of mind.

For more information go to [www.oceanhillsseniorliving.com](https://www.oceanhillsseniorliving.com)

Independent Living • Assisted Living • Memory Care

**Independent Living Now Taking Reservations**

**IL Amenities Include:**

- Pickle Ball Court
- Sports Bar / Restaurant
- Bistro
- Alfresco Dining
- Theater
- Water Feature with Outdoor Seating
- 6 Hole Putting Green
- Convenience Store
- Pool and Spa
- Fitness Center
- Art Studio
- Dog Run

4500 Cannon Rd  
Oceanside, CA 92056  
[OceanHillsSeniorLiving.com](https://www.OceanHillsSeniorLiving.com)

**SCHEDULE YOUR  
TOUR TODAY!**  
**760-295-8515**







# Here for You. Here for Good.

## SCRIPPS MEDICAL CENTER IN OCEANSIDE

### **Scripps Medical Center, Jefferson, brings Scripps trusted care to you and your family**

at our newest North County location. From our award-winning primary and specialty care to our urgent care and walk-in express clinic, we want to make it convenient and easy for you to get the care you need, when you need it. We're here for good.



#### **Scripps Medical Center, Jefferson**

2205 Vista Way  
Oceanside, CA 92054

#### **Services include:**

- Primary care, including internal and family medicine, pediatrics, and obstetrics and gynecology with Scripps Coastal Medical Center
- Specialty care, including orthopedics, cardiology, perinatology, neurology, ophthalmology and more, with Scripps Clinic
- Urgent Care
- Scripps *HealthExpress* walk-in care
- Scripps MD Anderson Cancer Center
- Ambulatory Surgery Center (opening spring 2021)
- Pharmacy
- Laboratory and imaging services

#### **Click. Call. Come See Us.**

With in-person and virtual appointments you can even schedule online, Scripps makes it easy to get all your care in one convenient location. Your health and safety are always our top priorities, and we have precautions in place to help prevent COVID-19.

To learn more and watch a virtual tour,  
visit [Scripps.org/CBJ](https://www.scripps.org/CBJ).





# A sunset view retirement community in Carlsbad

For centuries the ocean has been revered for its healing properties. At **Carlsbad By The Sea Retirement Community** the beach is in your backyard, a quaint village is next door and a sense of wellbeing is all around you. Some call it a natural paradise, some call it a resort, but our residents are fortunate enough to call it home.

Spending your time doing the things that mean the most to you -- that's what living at Carlsbad By The Sea is all about.

We are a continuing care retirement community with amenities that you might expect in a resort community. Our residents enjoy bicycling as well as aqua aerobics in our heated pool while others enjoy a "spa day," taking a morning beach walk, or reading a novel from our library.

Many life enrichment opportunities give you the chance to learn and improve your woodworking, painting, bridge, billiards and dancing. Or perhaps you have a passion you would like to share with your new friends? And don't forget our social hour, one of the best attended events.

Perhaps most importantly, you will have the time to savor all that living our community has to offer, thanks to our courteous staff who will take care of your weekly housekeeping, all indoor and outdoor maintenance, and the preparation of delicious menus in our beautiful bistro and dining room or ocean view patio.

Carlsbad By The Sea is an intimate community with fewer than 160 residences, including six premier oceanfront apartments built right into the bluff. Choose from more than 20 floor plans, with styles ranging from studios to penthouses. Patios or balconies expand your living space to take in the beautiful vistas and fresh ocean breezes.



With amenities comparable to those in a resort, Carlsbad By The Sea, provides residents with several life enrichment opportunities.

Because we are a licensed continuing care retirement community, Carlsbad By The Sea offers additional care as you need it.

Truly Yours is custom designed assisted living and personal service delivered to the privacy of your home at Carlsbad By The Sea. A personal care assistant provides everything from escort service to medication management to specialized treatments, all in the comfort of your home.

Carlsbad By The Sea Care Center offers many private, ocean view rooms, around the clock professional nursing, rehabilitative therapies like physical, occupational and speech therapy, specialized restor-

ative nursing programs and wound care.

Carlsbad By The Sea Retirement Community celebrates its roots as a famous seaside resort by continuing to offer resort-like services in one of Southern California's most beautiful settings.

For more information and to schedule a tour, visit [carlsbadbythesea.org](http://carlsbadbythesea.org) or call 760-720-4580.

## Funny Doctor

### Serious Medicine

- Nationally award-winning, Board-certified family and sports medicine physician. Skilled in Osteopathic Manipulative Therapy.
- Served as the medical consultant for the Golden Door Spa for 25 years and medical director for the Carlsbad 5000. Volunteer physician for the U.S. Olympic Committee and team physician for local high schools and colleges. Served as Medical Director for several nursing homes.
- Promotes wellness including nutrition and natural hormone replacement therapy for men and women.

JEFFREY K. PEARSON, D.O.

**MEDICINE-IN-MOTION**

FAMILY & SPORTS MEDICINE

**Treatment by a physician who actually spends time with his patients**

*Cash patients: discover a more affordable healthcare option!*

**Same day and walk-in appointments are often available. We accept Medicare and Tricare assignment, and participate in some PPO plans.**

2808 Roosevelt Street, St. 100  
Carlsbad, CA, 92008  
**760-688-0411**  
[www.medicine-in-motion.com](http://www.medicine-in-motion.com)

**Some doctors make you cry.**  
**Ours will make you laugh!**  
**\*\*\*We treat people - NOT insurance companies!**



Through the use of magic, clowning, and humor, Dr. Pearson is able to engage his patients while helping them heal and stay healthy.

## A holistic approach to medicine

At **Medicine in Motion**, we believe that people should not be afraid or ashamed of having to visit a physician. We also believe that our patients should have a good understanding about what is going on with their bodies and the reasoning behind treatments. With more than 35 years of practice experience, Dr. Pearson has demonstrated his ability to make his patients feel comfortable discussing even the most difficult or embarrassing of problems.

As an osteopathically trained physician who is board certified in family medicine with a subspecialty in sports medicine, Dr. Pearson has expertise in problems involving the musculoskeletal system and is skilled in osteopathic manipulative techniques. This is particularly beneficial for patients suffering from chronic headaches or back problems. In addition, he helps his patients to stay healthy by teaching good nutrition and promoting hormone replacement therapies when appropriate. Overall, his abilities to listen, prescribe medications, perform surgical procedures and manipulation makes him a good choice for "one stop shopping" when seeking out a physician.

Dr. Pearson takes a holistic approach to his patients by looking at the whole individual and understands how dysfunction in one system can affect others so that they may all be addressed at the same time, if possible. This mindset was appreciated by the guests at the world renown Golden Door Spa, where he served as their medical consultant for 25 years, as well as the United States Olympic Training Center, where he served as a volunteer physician working with the paralympians in preparation for the Athens Olympics.

Dr. Pearson is an educator. He served on the Board of Editors of two well-recognized medical journals and continues to train young physicians, physician assistants, and nurse practitioners to this day.

Finally, there's a very good reason for why the practice is affectionately referred to as the "Department of Funology." Through the use of magic, clowning, and humor, patients are able to retain much of what they learn from him. Don't be fooled, though -- while the doctor is funny, the medicine is very serious!

Medicine in Motion is located at 2808 Roosevelt St, Ste 100 Carlsbad, CA 92008 . For more information call 760-688-0411 or visit [www.medicine-in-motion.com](http://www.medicine-in-motion.com)





## Robert & Arlene Carlisle

# Curators of life

Robert and Arlene have an appreciation for beautiful things—like the way the light reflects off the water at sunset. They note the subtle changes from evening to evening, watching from their balcony at Carlsbad By The Sea. They have also acquired an impressive collection of both bridge and biking partners in their new home in North County.



We're an equal opportunity housing provider in Southern California. CA license #374600799 COA #194

The Carlises are especially interested in discovering the intersections between the vibrant retirement community and greater Carlsbad. Given the gallery next door and the proximity to a multitude of restaurants, cafés and shops, they expect to make many new discoveries in the coming months. In their free time, they enjoy organizing community cookouts, helping out on the philanthropy advisory committee, and exploring the miles of coastline just outside their door.

*Continue your lifelong pursuits or find new adventures at Carlsbad By The Sea, offering independent living, assisted living and skilled nursing on-site.*



**CARLSBAD BY THE SEA**  
Retirement Community  

---

a front porch community



Call **800-255-1556** or visit  
**CarlsbadByTheSea.org**  
2855 Carlsbad Blvd., Carlsbad, CA 92008





# 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
- ➔ 1<sup>st</sup> accredited Thrombectomy Capable Stroke Center certification, 36<sup>th</sup> nationwide
- ➔ 1<sup>st</sup> in San Diego to offer Mazor Robotic Spine Surgery
- ➔ Largest Level III NICU

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

