



# BUSINESS JOURNAL

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

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## Celebrating Women's History Month

Since 1910, March 8 has been observed as *International Women's Day* around the world. In the United States, since 1987, March has been declared *Women's History Month*. The purpose is to celebrate women's contributions to history, culture and society.

FROM THE CHAIR



**CATHERINE MAGAÑA**  
CHAIRMAN  
OF THE BOARD  
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OF COMMERCE

### Women have a lot to celebrate this March.

In the past 12 months, we have witnessed several historical events for women. We've seen Kamala Harris make history as the first woman elected Vice President of the United States. We saw a female, Amy Coney Barrett appointed to the U.S. Supreme Court. Gitanjali Rao was selected as TIME Magazine's first-ever "Kid of the Year." Emmanuelle Charpentier and Jennifer A. Doudna were awarded the Nobel Prize in chemistry. Whitney Wolf Herd became the youngest female CEO to take a company public when Bumble first started trading on the stock exchange this year.

We could name a hundred more accomplishments that many women have made this past

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Renovation of Class A commercial building, began February 2020, completed January 2021

## CONSTRUCTING A NEW FUTURE

CHAMBER



**CAROLINA ALBAN-STOUGHTON**  
DIRECTOR OF  
COMMUNICATION  
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As many industries scaled back operations in March of last year because of the global pandemic, in California, state health officials exempted the construction industry from the "stay at home" health order, defining construction as essential. Performed mostly outdoors, and with enough social distancing, this industry never stopped. However, that doesn't mean it wasn't impacted. Wesley McNary is a Project Manager at **Dempsey Construction** in Carlsbad. He says that the initial safety modifications they implemented for business continuity have now become standard. For example, "we set up QR codes at our office lobby and job site entrances, which ask the standard COVID questions (*Are you experiencing symp-*



*Based in Carlsbad, Dempsey Construction established multiple safety protocols at the onset of the pandemic to ensure business continuity with minimal disruption of operations.*

*toms? Have you traveled?, etc.)," says McNary. He adds that the way in which they conducted daily business also experienced a dramatic change. "The most impactful change was how we interacted with our clients. In the pre-pandemic age, we met face-to-face weekly onsite with owners, architects, and subcontractors, however this had to be modified to virtual meetings." McNary says moving online has also changed permit processing. "All permits need*

› **FUTURE, Page 12**

## BUSINESS SPOTLIGHT

### Your new home awaits

**Carlyle Carlsbad Village**, a private community of 38 luxury homes located at 800 Grand Ave. in Carlsbad, is almost sold out. The McKellar McGowan Development residential community, which made its sales debut in September 2020, has been well-received by home shoppers for its prime Carlsbad Village location, indoor-outdoor living layouts, and perks like private elevators and bonus storage.

In just six months since its opening, the community has welcomed homebuyers from near and far, serving those who want a new permanent residence and others who desire a second home by the Pacific.

"With a location west of the 5, half a mile to the beach and close to the water, it feels like you're on vacation all the time," said Carlyle homeowner John, when describing his new digs.

As the community nears completion, the



All homeowners at Carlyle have access to a private, gated resort-style pool and outdoor lounge.

developer has released its final phase of residences privately located off Home Ave. near the Carlyle pool lounge. Addresses in the final phase, priced from the high 1 millions

are comprised of two single-family detached homes and two townhomes, include:

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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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# Post pandemic commercial real estate reality

In late January, the **San Diego North Economic Development Council** hosted a panel discussion about the future of commercial real estate in San Diego North County post COVID-19. And while no one has a



perfect crystal ball, the discussion was quite interesting. As you might guess, the tale of commercial real estate is vastly different for our “industrial space” as compared to “office space”. Industrial space is clicking along at a very health clip. The five cities along the 78-corridor have 60M sq. ft. of industrial space and currently only have a vacancy rate of 6%. That is extremely low. One of the panelists shared that Carlsbad had the highest net absorption of industrial space in 2020 with 533,000 sq. ft. being absorbed. With Covid pushing all consumers to more e-commerce than ever before, we are seeing more and more distribution centers popping up in our area. Amazon grabbed a 200,000 sq. ft. building in the Vista business park just two years ago and now is leasing another 100,000 sq. ft. building in Carlsbad. The “essential” nature of our business park businesses helped them stay mostly immune to the slings and arrows of outrageous fortune that COVID leveled on busi-

ness in general in 2020.

While industrial space was mostly unfazed by the pandemic, the same cannot be said for office space. Eric Northbrook, the Managing Director for **Voit Real Estate Services** shared that countywide, the vacancy rate for office space is 13%, and in Carlsbad, that rate is over 15%. Northbrook reported that pre-pandemic, 30% of the workforce worked from home at least part time. However, now that we are all Zoom and/or Teams proficient, that number is expected to stay much higher over the next decade. The question becomes, in 2022 and beyond, do we think people are going to drive 45-60 minutes, just to sit in a large office building with all their co-workers, do their work, and then drive home again? Northbrook talked about a new post-pandemic trend for office space called “office pods.” Rather than tenants leasing large office buildings and forcing every employee to commute to that one site, instead have multiple small office pods that are decentralized, smaller square footage but connected and more convenient. Northbrook sees Carlsbad’s office market as perfectly situated for that emerging possibility, as he stated, “Carlsbad is going to thrive in that environment.” Office space trends toward these pods will take time, as companies evaluate their situations when current leases expire. However, Northbrook noted that, “currently, companies are not making any long-term commitments when their leases expire.

They are only making short-term decisions to evaluate what their needs truly are.” The shift is definitely afoot. Big picture, will this trend be one of the silver linings of the whole coronavirus? Possibly. Decentralizing the “office” experience will mean much less commuting. Less commuting is good for employee health and mental well-being, family dynamics, freeway infrastructure wear-and-tear, and our air quality. There will be other ripple effects from this trend as well. Public transportation usage is also down due to the pandemic. For those still driving to work, if the traffic is less, will they be less apt to gravitate toward public transportation? We do love our cars and our autonomy in SoCal. But if we are all putting less miles on our vehicles as we go to our pods instead of to a centralized office, will we need to upgrade our cars as often? Or repair/service them as often? That all could result in less car crashes as well – less autobody work. Ten years from now MBA students will be analyzing all the butterfly effects from COVID-19. Personally, I am excited about the office pod concept. Not only do I think it will be a better paradigm for office working, but it will be better for all of North County. Since the 1980’s, North County has been shedding its bedroom community identity and growing as a center for industry, but we still have a healthy number of commuters. I say, let’s reduce the commute, embrace the pod, breathe the fresh air and enjoy our extra time.

# New wheels for spring

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 continues to grow right here in Carlsbad.

With more 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 more than 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 inven-



tories of new and pre-owned 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* or *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 more than 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.*



There is a growing concern among health care providers regarding patients who fail to disclose they have symptoms of COVID-19 before entering a medical facility.

“Waiting until you are in an exam room to disclose to your doctor that you have COVID-19 or COVID symptoms is simply too late,” says Ghazala Sharieff, MD, MBA, Scripps chief medical officer,



to disclose to your doctor that you have COVID-19 or COVID symptoms is simply too late," says Ghazala Sharieff, MD, MBA, Scripps chief medical officer, acute care, clinical excellence and experience. "Accurate information affects the way we approach personal protective equipment and

the rooms we may put patients in. It protects health workers, patients and visitors."

Everyone entering a **Scripps Health** treatment facility must be screened for COVID-19 by answering questions about possible symptoms and/or exposure for the coronavirus. The screening tool is only one of several added safety measures Scripps has taken to help prevent the spread of the virus — but it is a vital one that is dependent on honest answers from patients in order to be effective.

"It's important to answer screening questions carefully and not rush the process just to make your appointment on time or because you're afraid you won't be seen if you say you have a symptom," Dr. Sharieff says. "You will receive the care you need regard-



## Concealing COVID symptoms at medical offices puts many at risk

less of your symptoms."

## COVID concealment

A recent study in the *Journal of Health Psychology* found that people who had tested positive for COVID-19 or had symptoms weren't always honest about their condition around others.

The study surveyed 451 adults in the United States and found women were more likely to disclose health symptoms than men, and older adults were more honest about COVID-19 status and behaviors than younger people.

"Often, lying feels easier and safer than being honest," says Leah Welch, PhD, a psychologist at Scripps Health. "The study showed approximately one-third of participants who had tested positive denied hav-

ing symptoms when asked by others and more than one-half reported some level of concealment of their symptoms."

## Why we lie

"Concealing key health information can protect ourselves and our image, but then, negatively impact others," according to Welch. "It's important that we do all we can to keep ourselves and others safe, and not jeopardize the health of others."

Honest disclosures about COVID-19 diagnosis, symptoms and behaviors are imperative to help monitor the spread of the virus and protect the health of the community.

"Concealing your COVID status to the screeners upon entry not only impedes efforts to slow the spread of the virus, but it also can risk the health of the doctors and

staff who are taking care of you if they are not alerted to take the proper precautions," says Dr. Sharieff.

If you suspect you may have COVID, please call the COVID nurse line at 888-261-8431 or use a virtual care options.

Don't be afraid to seek care due to fears of COVID-19

Health officials urge people not to delay any time-sensitive care for a medical condition due to fears of coronavirus. Medical facilities that follow recommended COVID-19 safety measures are still safe places to visit.

"People also should not hesitate to seek emergency care because their condition may require rapid or advanced treatments that are only available in a hospital setting," Dr. Sharieff says.

## COVID safety at Scripps

At Scripps, safety measures have been implemented at all facilities, including:

- Screenings for everyone entering facilities
- Required face coverings for all physicians, staff and patients
- Curbside check-in option and social distancing in waiting rooms
- Rigorous cleaning and disinfection for all facilities and equipment
- Dedicated entrance and isolated zones for patients with coronavirus symptoms
- Limited visitors to all Scripps facilities

*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)*

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A blue door with a brass handle is partially open, revealing a person wearing a black and white vertically striped skirt. The person is holding a tablet computer. The text 'The Chamber is commitment.' is overlaid on the image.

# The Chamber is commitment.

When the going gets tough, we don't sit on the sidelines. We are working tirelessly, seeking out solutions for the challenges we're all facing.

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Western Association of Chamber Executives



# Women boost economy in the Village

Women's History Month is a celebration of women's contributions to history, culture and society and has been observed annually in the month of March in the United States since 1987. While their contributions are significant and varied, those in the world of business have never been more evident than they are right now.



Spend a day in Carlsbad Village and the impact of women in business is clear. The downtown streets are lined with businesses of all kinds that are owned and operated by women. While by no means a comprehensive list, some fellow Carlsbad Chamber member businesses located in Carlsbad Village include **264 Fresco, Carlsbad Food Tours, Caroline Dooley Architects, Dancin' Soul Boutique, Famulare Jewelers, Foundation Chiropractic, GelatoLove, Krupa Law Group, New Village Arts, Pollos Maria, Precious Petals, and Trove Marketplace.** No business sector is left untouched.

According to Kristianne Kurner, the Executive Artistic Director of New Village Arts, an award-winning 100-seat theater in downtown Carlsbad, "There are not many women running professional theater and visual arts companies in San Diego." She goes on to explain that it has taken quite a bit of time for woman to reach the highest positions in theater management as traditionally men have held the top roles in theater companies.

Kristianne, the recipient of the Carlsbad Chamber's Starfish Leadership Award in 2017, started New Village Arts 20 years ago and has operated it in Carlsbad Village for the past 15 years. "We are finally starting to see some active and exciting change for women and women of color in this industry.



New Village Arts Executive Director Kristianne Kurner with the cast of *Around the World in 80 Days*, which ran over the holidays in 2019.

We are at a tipping point."

At the age of 47, Della Stewart traded in her financial management hat for a pair of dance shoes. She always wanted to pursue her passion and put her dance degree to use. After researching what was lacking in the world of dance in the Village, she decided to open a specialty clothing and accessory store to cater to dancers of all ages. In just two years, the products offered by Dancin'Soul Boutique were in such demand, that she doubled her square footage by expanding into the suite next door for a 1,500 square foot store with frontage on Carlsbad Village Drive.

"Running my own business really hasn't been any harder than I imagined it would be," Della said. "I hope to be an inspiration or role model for the young female dancers

who rely on me." Dancin' Soul Boutique is 100% woman-owned and is in its 6th year of operation.

Paola Richards came to the United States from Rome in 2014 to pursue her dream of being a business owner in America. She brought the best gelato making techniques from Italy and then created her own low sugar, healthier recipes, and has created an enthusiastic following here in Southern California with her flagship business, GelatoLove. She then expanded her business to not only include her location in the **Village Faire Shopping Center** on Carlsbad Village Drive but also a commercial production facility and tasting lab in the business park. She now also provides her products throughout Southern

## U.S. STATISTICS

- More than 11.6 million firms are owned by women, employing nearly 9 million people.
- Women-owned firms account for 39% of all privately held firms and contribute 8% of employment and 4.2% of revenues.
- 5.4 million firms are majority-owned by women of color in the U.S., employ 2.1 million people, and generate \$361 billion in revenues annually.
- One in five firms with revenue of \$1 million or more is woman-owned.

*\*Statistics from the American Express "The State of Women-Owned Businesses 2019"*

California and has built a considerable wholesale business.

"Being a woman has made owning a business special to me as I come from generations of independent businesswomen in Italy," Paola said. "So, I grew up without the thought of any possible impediment." Paola goes on to say, "For most of our young team, scooping gelato is their first job. I feel the responsibility to share my life attitude with them to help them feel confident and in charge. After six years in business, I have many examples of strong girls moving into the career they want. This is extremely rewarding for me."

## ➤ CARLYLE

Continued from Page 1

### The Single Family Detached homes:

From 2,373 to 2,439 square feet with 3 bedrooms, 3.5 baths and a private 2-car garage. The three-level homes with a private in-home elevator also have a spacious deck for soaking in Carlsbad nights, seamlessly connecting to Great Room for spectacular coastal indoor-outdoor living.

**The Townhomes:** These 3-bedroom, 3.5-bath homes span from 2,407 to 2,464 square feet and include a private in-home elevator for quickly accessing all three floors. The expansive decks are perched on the second floor, extending the kitchen and Great Room to the outdoors. The downstairs living area and separate bedroom and full bath make this home a dream for overnight guests. The bonus, the 2-car garage means street parking is a thing of the past.

Almost sold out, there are a select number of condominium residences in the 800 Grand building that frames the Grand Ave. street side of the community. Each single level residence offers either 2 or 3 bedrooms and up to 3.5 baths priced from the upper \$1 millions.

"Each residence at Carlyle has been individually designed and crafted to create a comfortable and stylish living experience, taking full advantage of the fresh architecture and unmatched village location" said Christopher McKellar, CEO of McKellar McGowan. "We are thrilled for everyone mov-



As the Carlyle Carlsbad Village luxury community nears sell out, the final residences – two single-family detached homes and two townhomes – have been released for sale.



ing in and love watching them make the homes their own."

All homeowners at Carlyle have access to

a private, gated resort-style pool and outdoor lounge. Other perks include bonus storage, private parking and including "extras" like large outdoor decks accessed through pocket door systems up to 12 feet wide and top-of-the-line Bertazzoni appliances.

"On a Saturday at the end of August, I walked in and pretty much made my decision that day," said Carlyle homeowner Lauri. "Carlyle ticked every box including boxes I didn't even know I had...in what I was looking for. 'This is the one! Hold it for me,' I told the sales team."



To book a private tour of Carlyle, please call (760) 810-4442 or visit [carlylecarlsbadvillage.com](http://carlylecarlsbadvillage.com).

### About McKellar McGowan

McKellar McGowan is a San Diego-based real estate developer with expertise in residential luxury homes, master planned community design, site planning, finance, entitlement, construction, and risk management, leasing and property management and sales. For more information, please visit [mckellarmcgowan.com](http://mckellarmcgowan.com)



# New study: Local manufacturing sector growing strong

After a hard year, the renewal of this springtime feels especially welcomed. Carlsbad's economy is showing signs of resilience, too. In particular, the manufacturing industry is projecting some promising growth, even in the wake of COVID. A new study by Innovate78 spotlights these strongpoints. Here are the key takeaways:



## The manufacturing sector is bearing fruit, big-time

Collectively, the manufacturing industry in North County has an enormous economic impact on the regional economy, totaling \$18 billion annually. That accounts for more than seven percent of San Diego County's economy.

Manufacturing in computers and electronics is providing the most jobs within this sector. It accounts for 12,746 jobs — nearly one-third of all manufacturing jobs in North County. What's more: there's a projected job growth of nearly six percent over the next five years.

## Many manufacturers are deepening their roots

In many ways, COVID has ramped up the demand for manufactured goods, especially in the life science field. As a result, many have expanded their operations. Case in point: here in Carlsbad, Argonaut Manufacturing Services — a leading contractor for life sciences, diagnostic, and biopharma organizations — is steadily expanding. As I write this, the company has more than a dozen open job opportunities.

And many manufacturers are planning to expand into bigger spaces. In its study, Innovate78 found that most surveyed (58 percent) expect an increase in their physical space going forward. As a city with ample industrial space, this is great news for Carlsbad.

## The future is rosy for the manufacturing sector

The manufacturing industry has enjoyed



In Carlsbad, the manufacturing industry is projecting some promising growth, even in the wake of COVID.

15 percent job growth over the past five years, according to Innovate78's research. In 2020, the pandemic did take a toll, resulting in one percent job growth among the firms surveyed — a pace that lags previous years. But still, the study concludes, "all indications are that manufacturing is poised to return to its pre-pandemic growth." In Carlsbad, we're excited about the emerging manufacturing trends tak-

ing root here. Notably, there's a budding cluster of gourmet food and beverage producers. This includes popular foodie companies like **Bitchin' Sauce**, Chuao Chocolatier, **Buddha Teas** and KonaRed coffee. In true Carlsbad fashion, we're setting business trends. No doubt, our local manufacturing industry is ripe with opportunity. I encourage you to visit [manufacturing.innovate78.com](http://manufacturing.innovate78.com) to review the complete study. While we still have a long road to complete economic recovery, the data captured here is promising. And I think we can all agree, that's an encouraging sign at any time, and especially now.

The report was authored by San Diego Regional EDC, the managing entity of Innovate78.

## > WOMEN'S HISTORY

Continued from Page 1

year, but if you are looking for ways to celebrate *Women's History Month 2021*, here

are a few ideas to consider...You can learn about the history of the women's rights movement, support a women's nonprofit organization, support women owned businesses, support women authors and artists, mentor a young woman or teen,

attend an event celebrating women. The Carlsbad Chamber of Commerce invites you to celebrate *Women's History Month* with a virtual event, *Elevating Women in North County*, featuring Anita Bennett of **Sunset Bay Candy**. The

event will take place at 4:30 p.m. on Wed. March 10. We are excited to hear from Carlsbad Chamber member Anita Bennett and can't wait to enjoy a candy tasting too. Sunset Bay Candies has been making the original family recipe for 50 years running.

"We found that giving delicious, sweet treats handmade from the heart can be very powerful in building connections and rising above the noise," Ms. Bennett said. "Sunset Bay Candy was started so others could share this experience, to surprise and delight with mouthwatering homestyle candies that will be remembered." Targeted for professional women in North County, this forum is a unique opportunity to let your voice be heard and to participate in the future events that will positively influence others in our community. The event promises to be a fun and collaborative experience as we discuss upcoming programming just for women. We're sure there are other ways to celebrate, but one great way is to attend our *Elevating Women in North County* event on March 10.

See you there.

[Register at Carlsbad.org](http://Register at Carlsbad.org)

Celebrate Women's History Month with us

# Elevating Women in North County

Connect / Empower / Impact

WEDNESDAY, MARCH 10, 2021 | 4:30 PM

REGISTER TODAY AT CARLSBAD.ORG

\*Space is limited



# Arts education inspires tomorrow’s workforce

As our society transitions from an instructional informational style of learning to one centered in collaboration and critical and creative thinking with increasing access to information online, businesses and corporations

are looking to different measurements for a diversifying workforce. Since memorizing or reiterating information isn’t viewed as it was in the past, a shift has occurred in knowing how to solve problems by thinking broadly and deeply using

reason, logic, resourcefulness, imagination and innovation. These are the traits of today’s highly valued employee.

For local students, access to arts education creates equity in the classroom, builds creativity, develops critical thought and provides an alternative way to express thoughts and feelings that are important to them. National studies have shown that the arts keep students in school and increase graduation rates while also inspiring them to explore career opportunities. Arts education develops the tools one needs for a future society and teaches what many in the workplace are calling “soft skills” such as interpersonal communication, time management, listening and empathy.

Given that context, consider arts education as an essential key to preparing tomorrow’s workforce. The city’s Cultural Arts staff is inspired by two fundamental premises that drive their planning and instructional efforts. First, the arts are an essential part of daily life.



For local students, access to arts education creates equity in the classroom, builds creativity, develops critical thought and provides an alternative way to express thoughts and feelings that are important to them.


Second, everyone should have access to arts education experiences throughout their life. In other words, whether you are eight or 80, arts experiences bring value and foster lifelong learning. Americans for the Arts envisions a country where everyone has access to—and takes part in—high quality and lifelong learning experiences in the arts, both in school and in the community.

To cultivate new skills and emphasize creative thought, Cultural Arts focuses on research from Harvard Graduate School of Education’s *Project Zero*, by utilizing *The Artful Thinking Program* and the *Eight Studio Habits*


of *Mind*. This approach is core to the Three-Part Art at the Cannon Art Gallery with a gallery tour, live arts instruction sessions and art kits, as well as for the California History and Art program in partnership with the city’s Parks & Recreation Department at the Leo Carrillo Historic Ranch. In the midst of this pandemic, we launched virtual alternatives with *At-Home Art Projects* designed to create art in the home, *Female Artist Lessons* to honor 2020 as the year of the woman and the recent *Black History Month Art Projects*.

These important beliefs are present in the city’s Arts & Culture Master Plan, a

roadmap for this decade with its emphasis on lifelong learning. Cultural Arts staff are exploring ways to encourage community learning that reaches all parts of Carlsbad. As we look to the Spring, check out the Cannon Art Gallery’s next exhibit, *Material Pulses*, showcasing the art of quilt-making. The next Family Open Studios encourages all ages to create art together and will be presented in a virtual version on Saturday, May 8 as a live art event with free art kits to complete a collaborative art project at home. Don’t miss this opportunity to explore your inner artist!



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EDGAR@CARLSBAD.ORG

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# CSUSM President talks response to and recovery from pandemic

When **Cal State San Marcos** held its 17th Report to the Community in early February, it was a novel event. It was the first Report to the Community in the history of CSUSM that

took place virtually, a reminder of the far-reaching impact of the coronavirus pandemic on higher education.

Report to the Community is an annual tradition in which CSUSM's president spotlights the university's achievements to a broad cross section of regional business, nonprofit, education and government leaders.

This year, the overarching theme of President Ellen Neufeldt's address was the university's focus on its mission during the pandemic while looking to the future. CSUSM has responded to the crisis in many ways to keep serving its students and the community, while also planning for recovery and how the university will confront a post-pandemic world.

"Despite the difficulties of this time, we continue to get up every morning with the same sense of purpose and mission," Neufeldt said, "to be the engine of this region, partnering with you to solve our most pressing issues and preparing our students to be the leaders of our changing future."

On Jan. 31, CSUSM became one of the San Diego County-operated "super stations" in the region, with the capacity to vaccinate



*President Ellen Neufeldt speaks to a virtual audience during the annual Report to the Community, on Feb. 4. Photo by Andrew Reed*

as many as 5,000 people per day as the county's supply increases. The super station host status is the outcome of a partnership with the county, **Tri-City Medical Center**, Palomar Health and UC San Diego Health.

Meanwhile, CSUSM continues to host a county-run COVID-19 testing site that has served up to 2,500 individuals per day in its six months of existence, playing a critical role in the county's efforts to slow the

spread of COVID-19. "As an anchor institution of North County, contributing to the health and well-being of our region is a vital and foundational part of our mission," Neufeldt said. "We are grateful for the opportunity to serve our community." Neufeldt spotlighted other examples of the leadership and resolve that CSUSM displayed after the pandemic struck last spring.

Faculty brought their courses online, with almost no advance notice, in a matter of days. Staff worked rapidly to ensure that students would have access to the services and resources they would need in a virtual setting, while also facing immediate challenges related to health and safety.

To celebrate its 2020 graduating class in the absence of a traditional commencement ceremony, CSUSM dreamed up a safe, creative event billed as Graduates on Parade, which attracted national media attention as one of the first graduation parades of its kind. And, last summer CSUSM became the first campus in the California State University system to gain approval of its fall 2020 operation proposal.

"People at every level of this university went beyond the call of duty, raised their hands to volunteer, and stepped up when the moment called for it," Neufeldt said.

Looking ahead to the next academic year, Neufeldt reiterated the university's intention to return to campus on a modified basis this fall. CSUSM is working through various repopulation scenarios, with several different committees established to deal with the many issues involved in going back to an in-person university.

Two accolades were handed out before Neufeldt's remarks: the County of San Diego Health and Human Services Agency received the CSUSM Community Partner of the Year Award, and Javier Guerrero received the Fran Aleshire Leadership Award, given to an outstanding regional leader who reflects the spirit and character of the late Fran Aleshire, who designed the program that's now called Leadership North County. Guerrero is the president and CEO of Coastal Roots Farm in Encinitas.

# The power of partnership

When schools and community organizations work together to support learning, everyone benefits. For those of us in education,

partnerships can serve to strengthen, support, and even transform our program quality and curricula. For companies, supporting schools makes the community more desirable, boosts brand awareness, and helps build a skilled, local labor

force for the future.

At **Pacific Ridge School**, we believe that a critical element of a purposeful education – one that should not wait until college – is creating opportunities for students to connect to and learn from their world. Our curriculum reflects this through our global education program and how we foster community connections here at home. Pacific Ridge students volunteer at nonprofits in San Diego County each week, hear from local business leaders in career lunch talks and work with companies through on-site jobs and internships. COVID has thrown a wrench into these activities, but we look forward to restoring them to their full breadth and depth once the pandemic eases.



*Pacific Ridge's new Innovation Center & Library houses an advanced biotech lab, a technology and electronics lab, an ample robotics and makerspace, and our campus library.*

For schools that aim to prepare students for the future, our community is one of our strongest assets. North County San Diego has emerged as a leader of technological innovation, with over 850 tech firms in the area. There is tremendous opportunity for schools to partner with these forward-thinking companies.

And, as we are fortunate to be opening

a new facility on our campus, my mind is drawn to how we might form more of these alliances. Our new Innovation Center & Library houses an advanced biotech lab, a technology and electronics lab, an ample robotics and makerspace, and our campus library. The Center will give our students the opportunity to conduct advanced scientific

research and, hopefully, to collaborate with local professionals in a number of areas. From building prototypes with engineers, to studying genome sequencing with local scientists, to learning to code with professional developers and user experience experts, the opportunities are endless. Given that our facility will allow us to expand our academic offerings, we also look forward to collaborating with local tech partners on curriculum development.

Whether on a school's campus or at a company's site, when students are afforded the opportunity to pursue their interests in a work setting, they are better prepared for their post-secondary experience. They gain practical knowledge, get introduced to new technology, and find out about emerging fields. A number of our alumni can trace their career choices back to an enlightening experience they had during a high school internship or summer job, and a few are pursuing high-tech careers right here in Carlsbad.

For companies focused on discovering cures, developing new technologies, or just starting and growing a business, working with high school students may not always seem like a priority. However, building and maintaining relationships with schools doesn't always require a huge amount of time or effort, and can be a high-yield investment for individual companies – and for our region's future.





# MEMBERDIGEST

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

## Our voice in the region

If you have ever been to the Carlsbad Chamber office, and seen the dozens of awards, you'll notice a lot of them are from the Western Association of Chamber Executives. Based in Sacramento, W.A.C.E. is run by the CalChamber, and includes mem-



MEMBERSHIP COUNTS

bers as nearby as Oceanside, Vista and San Marcos Chambers, to Hawaii, and even Canada! Our annual convention, where we connect with hundreds of our fellow Chambers was held virtually this year (shocking, I know).

What I would like to share is how what we see being experienced across the board here locally, is not all that different across the region and country. This has also been a time where Chambers have entered overdrive, and put our focus where businesses need it the most. As our mission statement explains, "the Carlsbad Chamber of Commerce acts as a regional economic cata-

lyst, leadership convener and community champion. We promote business through member services, economic and community development, and public policy that balances economic prosperity with quality of life."

The Carlsbad Chamber has existed 97 years, and this may be the most difficult time for many businesses. However, it is also a time where we get to focus again on why we exist – to help our businesses, and people. As this global crisis has affected every aspect of life, we are stepping up to the game.

While our members are making changes and adjustments, we are doing the same. From day one of the COVID shutdown in California, we immediately moved all events and meetings into Zoom, and wasted no time putting together what ended up being a regionally used survey of businesses to see what the immediate needs were.

If you have any specific needs, assistance, questions on how to handle, the Carlsbad Chamber is here to help. If we don't have the answer, we will get it for you. The Carlsbad Chamber is here for you.



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THANKS FOR YOUR CONTINUED SUPPORT







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Edward Jones (Matt Leonard, Financial Advisor)  
Edward Jones (Ross Hansen)  
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SECURE Act enacted right before Pandemic - What are 2021 to do's?

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SPEAKERS:

JOHN O'REILLY (O'REILLY WEALTH ADVISORS)

GREG MERRIMAN (TAG RESOURCES)

BRETT GALLINGER (TRANSAMERICA)



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VIRTUAL NETWORKING

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web.carlsbad.org/events





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Amanda Ecoff  
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7040 Avenida Encinas, Ste. 104-38  
Carlsbad, CA 92011  
**sdncan.org**  
*The North County Arts Network was established in 2015 to serve, advance, and lead the diverse network of organizations and individuals who work in the arts in North County San Diego. We look to invigorate the arts community, enhance quality of life, and encourage prosperity in our region to maximize support for the arts.*

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Sarah Trujillo-Porter  
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Carlsbad, CA 92018  
**carlsbadmusicfestival.org**  
*Carlsbad Music Festival is a 501(c)(3) organization that aims to engage and inspire local, national, and international communities of composers, performers, creators, and concert-goers through world-class performances of adventurous music.*

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➤ FUTURE

Continued from Page 1

to be submitted online where they used to be submitted in person. Even physically stamped sets of plans are a thing of the past. Cities now issue digital copies of the approved plans.”

Building for COVID

Jason Pasiut had just started his position as Building and Code Enforcement Manager - Building Official for the **City of Carlsbad** last March. A year later, Pasiut still remembers how quickly staff had to adapt to a new working reality. “Due to the forward thinking approach of city leadership, we already had the right technology in place and the division has been able to work remotely to process permits, conduct building inspections, enforce short term vacation rentals and business licenses, and more.” For Pasiut’s department the shift also included the creation of a *Video Inspection Program*. “Born from the need to physically distance due to COVID, this program allows project applicants to connect with a building inspector virtually using Facetime, Microsoft Teams or Zoom to complete their inspection. The program has produced unexpected benefits, including increased convenience for residents, less driving and fuel consumption (which contributes to the city’s Climate Action Plan goals) and more efficient use of city employee time.”

While the shifts in daily operations in the construction industry are the most evident, Pasiut believes we may start seeing changes in how new buildings are engineered and designed for a COVID world, with the potential of those changes actually becoming part of the next California Building Codes. (Carlsbad has adopted and currently enforces the 2019 California Building Codes.) “Our current codes took effect on Jan. 1, 2020 and remain active for three years. Every three years, the California Codes are updated and available for adoption by local jurisdictions. For example, there will be a supplement coming out for adoption on July 1, 2021 which proposes changes to the current California Mechanical Code related to ventilation in healthcare facilities, natural ventilation, general ventilation rates and air filtration. This is just one area of the codes we enforce that can benefit future building occupants.”

As a member of the local International



Managing Principal at PBK-WLC, Jose Videla, says the pandemic has placed new focus on the HVAC design industry.



**JASON PASIUT**  
BUILDING AND CODE  
ENFORCEMENT MANAGER /  
BUILDING OFFICIAL -  
CITY OF CARLSBAD

vote on approval of code updates. I plan on being involved over the next two years in the adoption of the next iteration of the California Building Codes, which the City of Carlsbad will review for adoption in 2023. My hope is that some of the proposals we establish locally can make their way into the codes during the code adoption process.”

With or without new codes, COVID has already sparked creativity and innovation in engineers, designers and architects who are using the pandemic as an opportunity to explore new ways to accommodate people in buildings. “We have started seeing commercial tenant improvement designs which incorporate a shared outdoor

seating and/or public gathering space,” says Pasiut. “We have also seen proposals for larger outdoor areas to be utilized for business or employee purposes for several of our larger business partners in the city. I certainly believe there will be post-COVID ideas being proposed in future designs. Things like touchless technology, voice activation, automatic doors, hands-free light and temperature control and anti-bacterial fabrics and finishes. It is an exciting time to be in the Building Safety industry. We look forward to helping our design community bring fresh, code compliant ideas to Carlsbad’s built environment.”

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Designing for COVID

Managing Principal at **PBK-WLC** -an architectural and engineering design firm in San Diego- Jose Videla, is also very aware of discussions taking place about keeping COVID in mind in early designing stages. And while he believes there’s no silver bullet to designing for COVID, considerations about aerosol transmission of this virus are important. “There is a renewed focus in the HVAC design industry on healthy outdoor air flow rates, increased filtration, thermal displacement ventilation,



Adhering to COVID guidelines, two construction workers spraying plaster.

and in some cases, single pass air treatment such as UVC emitters (ultra-violet technology),” says Videla. “Indoor/outdoor learning spaces, shielded reception areas, and touchless features at entry doors and plumbing fixtures for example are also gaining in popularity in new buildings and can be retrofitted as well.”

While the industry is looking into adaptations in new and existing buildings, according to Videla, part of the push is coming from building owners themselves as they “have become more serious than ever in this new COVID environment about trying to improve the resiliency of their building systems by following the latest recommendations from government agencies including the CDC.”

Designing for COVID also involves choosing what is used to build. “One major movement is toward building materials that are easily cleanable and have anti-microbial growth properties,” says Videla.

A year into the pandemic, the industry continues to look into ways to stay relevant. “One of the lessons learned from COVID,” says Videla, “is that a layered approach is helpful and any steps aimed at reducing the potential effects of COVID and/or other harmful germs are going to be a definite enhancement to a building’s performance.”

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



# Earn it first

When you enter this local Carlsbad business, you immediately feel as though you are with a company that rethinks everything. They proudly display a sign that proclaims, “We are not looking for customers... We want RAVING FANS.” Linda Blasé, a senior marketer for the firm says, “we like our messaging because we believe in doing business differently.”

The newest sign though is the one they seem to be the proudest of. It simply says “EARN IT FIRST.” This has to do with the way they bill for services rendered.

**HelpMeExit.com** is part of Consumer Edge Travel Solutions. A local firm that provides help to timeshare owners that are concerned with exiting gracefully from their timeshare. As with most businesses, trust is important. “Every day, I talk to someone that feels like they were previously misled or outright lied to by a timeshare developer or resale company. Our new EARN IT FIRST campaign eliminates those concerns and the clients love it,” says Donald McQuary, a senior analyst with the firm.

In this case, EARN IT FIRST means that HelpMeExit.com charges no up-front fees until they have performed for the customer. Avoiding upfront fees is unheard of in this space. “We take pride in doing things differently” says Michael James, a principal with the firm. “When we first brought this idea up, the team didn’t search for why we



NO UPFRONT FEES  
WE EARN IT FIRST!  
**HelpMeExit.com**

couldn’t, instead they looked for ways that we could!”

This model has been noticed by prominent business leaders all over the county. Mike Slater host of the Mike Slater show on 760 AM Radio noticed that Help Me Exit is a unique company. “I am proud to endorse

HelpMeExit.com. There are other very large companies that offer this service but with them you are just a number. They do things very differently and no up-front fees are a great example of that.”

“Our feelings for Mike Slater are mutual. When the opportunity to have his en-

dorsement became available, we jumped on it,” said James. “We are different, that is for sure, but we would not have it any other way.”

*For more information visit [HelpMeExit.com](http://HelpMeExit.com) or call 844-Exit-Now.*



## STOP PAYING FOR VACATIONS YOU DIDN'T TAKE

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# Pickleball facility opens at The Shoppes

The **Pickleball Club of Carlsbad** (PBC) is now open and serving both fanatics and people interested in trying out the fastest growing sport in America. The Club offers 6 pickleball courts plus 2 ping pong tables and corn hole. Memberships are available but not required to use the facility. There is an onsite pro shop that has the full line of pickleball gear including Nexxed Pickleball which was founded right here in Carlsbad.

Pickleball, which is best described as a cross between tennis and ping pong, is played singles and doubles on a court that's 44ft x 20ft. You can fit four pickleball courts on a regular size tennis court. Great for all ages the sport started in 1965 on Bainbridge Island, a short ferry ride from Seattle, Washington. Three dads whose kids were bored with their usual summertime activities -- are credited for creating game. The original purpose was to provide a game that the whole family could play together.

The Club was created by local Carlsbad resident Shawn Walker. Walker owns EMS Inc. which operates multiple paintball parks including the world famous Camp Pendleton Paintball Park.

"I was introduced to pickleball two years ago by my dad. He told me many of his friends have started playing regularly and invited me to try it. I loved it immediately. It's such a social, fun game that doesn't take much to be good at. The sport is getting so popular that there aren't enough courts to serve everyone. I looked for an opportunity to build a facility that is family friendly and can showcase the sport. When I presented my idea to the team at **The Shoppes at Carlsbad**, they saw the vision



*Pickleball, which is best described as a cross between tennis and ping pong, is popular in Carlsbad.*


and helped to make it a reality. I'm super proud of what we built here and am excited to support Carlsbad and all North County" says Walker.

The Club is open seven days a week from 8 a.m.-10 p.m. There are open play

times, private reservation times, a weekly beginner clinic and even a free "power hour" for people to come check out the sport. Paddles and balls are available for use. Come try out the fastest growing sport in America, Club style!

The club is located at The Shoppes at Carlsbad, 2561 El Camino Real Carlsbad, CA 92008 (old Sears delivery dock entrance.) For more information visit [pickleballclub.life](http://pickleballclub.life) or call (760) 893-0019

# Pickleball Club of CARLSBAD



## On-Site Pro Shop Open for Walk-Ins Memberships Available


Whether you are an avid pickleballer or have never played, come try out the fastest growing sport in America, Club style!  
Hours: 7 days a week. 8am-10pm

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## Pickleball Club of Carlsbad

2561 El Camino Real, Carlsbad, CA 92008  
[www.pickleballclub.life](http://www.pickleballclub.life)  
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## Home values are on the rise


## Interest rates are at historic lows



### Does your mortgage need a second look?


**Only time will tell what the market will look like in a few short months. What we do know for certain is that historically low rates and sellers markets don't last forever.**

**If you have been thinking about refinancing, moving-up or investing in an additional property, now is the time!**



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*Meeting with a professional loan officer will help you get ahead in the today's market.*

## Taking advantage of low rates

Historically low mortgage rates are a big motivator for homebuyers right now. Many hopeful homebuyers are wondering if they should put their plans on hold and wait for the lowest rates imaginable, or are those rates already here? The reality is, acting sooner rather than later may be the actual win if you're ready to buy a home. As vaccines become more widely available and a return to economic normal starts to come into view, mortgage rates are expected to trend upward.

While only a slight increase in mortgage rates is projected for 2021, many experts believe they will start to rise. Borrowers are smart to take advantage of these low rates now and will certainly benefit as a result.

To act now, ahead of any rate increases, will enhance a homebuyer's purchasing power.

for sale is also at a historic low, making it more challenging than normal to find a home to buy in our local market. With this in mind, if you've found a home that fits your needs at a price you can afford, it might be better to act now rather than wait for future rate declines that may never come and a future that likely holds very tight inventory and increasing home prices.

**Take action!**

While today's low mortgage rates provide great opportunities for homebuyers, we may not see them stick around forever. If you're ready to buy a home, the first step is to meet with a professional loan officer so you can take advantage of what today's market has to offer.

**What does this mean for buyers?**

Right now, the inventory of houses

*For more information call 760.805.9338, email carl.streicher@primelending.com or visit carlfromcarlsbad.com*





Sparkle Freshness is a full-service cleaning company offering environmentally safe and all-natural cleaning services to businesses in North County.

# A new year brings a chance to start fresh

BY STEPHANIE BARNEBURG  
CEO, SPARKLE FRESHNESS

Whether your New Year’s resolution is “out with the old, in with the new” or if this is the year you decided to finally declutter your home or office, many of us like to start the New Year fresh. So here we are, a few months into 2021. Now that you have made this goal, where do you start? Luckily, there are several books, television shows, blogs and podcasts to help get you on your way!

I remember watching an HBO special with George Carlin where he talked about “stuff”. He described the elementary and highly relatable issue of “stuff”, or personal inventory management. Our personal inventory plays a part in our day to day.

In the workplace it’s important to be somewhat organized while maintaining a clean workspace. I will admit, when I am organized, I am productive, at ease and inspired to keep my workspace clean. However, there’s nothing worse than having a clean workspace, and then look over to the window sills and see layers of dirt, or cobwebs in the corners or blinds, or dust bunnies falling from your AC or bathroom vent.

Of course, it is the desire of every organization to have an organized and clean work environment. There are studies that show offices that get regular cleanings are more productive and employees are healthier and

less likely to call out sick.

2020 has changed cleaning forever. No longer can we just do what we can or think a quick surface clean is “good enough”. In the CDC’s *Reopening America-Guidance for Cleaning and Disinfecting*, they advise that you need the right products as well as a plan that can be regularly maintained in order to help reduce the spread of COVID-19 and other transmittable viruses. **Sparkle Freshness** only uses the highest-grade EPA approved disinfectants. In the continued commitment to *green cleaning*, Sparkle Freshness also refers to, *The Design for the Environment (DfE)* label for products that have been reviewed by EPA and found to meet both the pesticide registration requirements and the standard for DfE-certified products. These products contain ingredients that have been reviewed for both human health and environmental fate. As well as Safer Choice. An EPA Pollution Prevention (P2) program, which includes practices that reduce, eliminate, or prevent pollution at its source, such as using safer ingredients in products.

*To start fresh in 2021 or to provide a workspace you can say with confidence that it is cleaned and disinfected to not only the CDC’s standards, but the standards you and your business deserve. Please visit our website at [www.SparkleFreshness.com](http://www.SparkleFreshness.com) or call 858-352-9860 to request a quote.*



Carlsbad’s HIMG® Surface Repair has gone global, with kits sold in eleven countries worldwide on ten Amazon platforms, along with eBay, Walmart Marketplace, and its own webstore.

# How am I going to fix that?!

That’s the most commonly heard exclamation when damages occur on a countertop, sink or tile. The good news is, local Carlsbad business **HIMG® Surface Repair**, has the answer for you. HIMG® DIY Repair Kits are the time saving, cost effective, eco-friendly solution for homeowners, property managers, and landlords for defects on hard surfaces, including granite, marble, enamel, porcelain, and other ceramics. Instead of the waste and costs of replacing an entire slab, sink, tile, or countertop, our repair kits can be used by anyone to restore damaged surfaces in minutes.

HIMG® offers a variety of color options, ranging from clear to black, greys, whites and browns. HIMG® Surface Repair kits are based in nano-acrylics, non-toxic and waterproof. Unlike epoxies, HIMG® materials

are designed to be long lasting, color stable when exposed to household solvents, and temperature stable up to 280°F. Where epoxies offgas toxic fumes when curing, the HIMG® LCA kits utilize LED light to catalyze curing with no fumes, and the material sets slowly enough to ensure adequate working time prior to curing to allow for custom color blending. Kits come with all repair materials, application tools, curing light, and finishing materials needed to make approximately 10 small repairs.

The next time you spy a chip on your countertop, sink, or tile, don’t replace it - repair it with a DIY kit from Carlsbad’s HIMG® Surface Repair.

*Use code CBJ15 for 15% off your order at [www.HIMGSurfaceRepair.com](http://www.HIMGSurfaceRepair.com)*

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- Available in various colors
- Repair time 5-10 minutes
- Non Toxic
- Based in Carlsbad

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[www.himgsurfacerepair.com](http://www.himgsurfacerepair.com)



# 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



La Marea is equipped with an on-site emergency generator so that residents will never go without power.

philosophy of a person-centric culture where one is a whole person first, the person they were and still are, and not identified by their disease or behaviors. We strive to celebrate and highlight the abilities of those we serve. We require 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 (442) 325-3510 or visit [www.lamareaseniorliving.com](http://www.lamareaseniorliving.com) to learn why NOW is the time to consider senior living.*



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**760-491-7779**



Owned by Jennifer Lu, Ecomaids uses non-toxic, allergen-free Green Seal certified and EPA Safer Choice products that are designed and produced with one thing in mind – people, pets, and the planet.

## Cleaning your space with care

**Ecomaids** provides residential and commercial cleaning services using only green cleaning methods and natural products. Owned by Jennifer Lu, the company uses non-toxic, allergen-free Green Seal certified and EPA Safer Choice products that are designed and produced with one thing in mind – people, pets, and the planet.

“I am a veteran project manager that was used to handling high visibility projects for corporate America,” says Lu, adding that her “responsibility was to coordinate stakeholders across the organization to execute a vision.”

So how did she move from handling high profile projects to running a modest cleaning business? “There were many new rewarding career paths available to me, however, as someone with severe al-

lergies, I believe that my community can benefit from a quality cleaning service that focuses on health and safety.”

Since COVID, cleaning services have become important than ever in protecting families and families and workers. Ecomaids experienced cleaning staff utilizes a 64-point cleaning checklist to ensure a thorough experience.

In summary, Ecomaids’ approach to cleaning homes is two-fold: trained employees working together in teams using professional products and a systematic detailed cleaning process to ensure customers are satisfied. We strive to achieve our mission of saving the planet one spotless home at a time.

*For more information visit [ecomaidz.com/carlsbad-ca](http://ecomaidz.com/carlsbad-ca) or call 760-491-7770*





# LA MAREA

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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.



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- ➔ Largest Level III NICU

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