



# 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

APRIL 2021



**VILLAGE BEAT**  
Showcasing artists  
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**SCHOOL NEWS**  
MiraCosta College graduated the  
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ficate program in the spring 2019.

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**SPECIAL SECTION**  
Recognize those who are  
turning to green practices  
not only in their businesses  
but in their everyday lives.

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## Green Business Expo marks return to in-person events

As we move past the one-year anniversary of the original COVID-19 stay-at-home order, many have been reflecting on the past 365 days. All of us could come up with some “choice words” to describe the past 12 months. My words would include challenging, frustrating, confusing, lonely and bizarre. These months were also innovative, trying, emotional and, did I mention, bizarre? Stop for a moment and think back to the last movie you watched in a movie theater, or the last play production or concert you attended live. Could you have imagined how long it would be before you got the chance to do that again? How about a huge shout out to all of you first-time home-schooling parents – quite a wild ride, to say the least. And for those of you who are church goers, could you ever have imagined what we went through in 2020?



**BRET SCHANZENBACH**  
PRESIDENT & CEO  
CARLSBAD CHAMBER  
OF COMMERCE

CHAMBER

We attended *Murder for Two* at

› **GREEN EXPO, Page 12**



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

CHAMBER



At the beginning of last year, the **Carlsbad Chamber of Commerce** set on a journey to become certified as a green business by the Carlsbad Green Business Network (CGBN). Partnering with **City of Carlsbad** Climate Action Plan Administrator, Mike Grim and Carlsbad Green Business Program Director, Timaree Nelson, the Chamber outlined a plan to meet an ambitious goal of achieving this recognition by April 2020. But then, COVID hit.

As the organization scrambled to reschedule events, cancel others, move into the online space and adjust to remote working, some things were clear: energy consumption at the office would decrease, there wouldn't be much need to order supplies, water consumption would be minimal, and remote working would save staffers and visitors commuting gas. This immediate and forced changes, made the Chamber realize that becoming officially green was no longer a difficult hill to climb - it was just common sense.

In many ways, the Chamber was already “green.” Since the creation of the Chamber's Sustainability Committee (now Green Business Committee) back in 2008, the Chamber's commitment to environmental stewardship has materialized through Eco-Tours, Green Business Expos and other educational programs offered to members and the community in general. However, it was time to make all those efforts

“  
**Getting the Carlsbad Chamber of Commerce certified this March was a great experience. We thoroughly enjoy working with businesses that are eager to do their part and learn more about their environmental impact.”**

— **TIMAREE NELSON**  
CARLSBAD GREEN BUSINESS PROGRAM DIRECTOR

official, and that's why this year, we picked up where we left off. Guided by Nelson, the Chamber made significant changes. Among them, soliciting solar quotes from three different Chamber members to explore the installation of solar panels at the office, purchasing low to non-toxic janitorial cleaning products, ordering paper products (copy paper, bathroom paper, etc.) that are at least 30% post-consumer recycled content, promoting smart driving among staff and more.

› **GREEN, Page 4**

## BUSINESS SPOTLIGHT

# Making green cleaning a commitment

One thing 2020 has shown us is that it is necessary to elevate our perception of cleaning. Shifting from the visual inspection of “does this look clean and smell clean” to ensuring that we are removing and eliminating dangerous pathogens. We are surrounded by germs, bugs, bacteria, fungal spores and viruses like COVID-19. They live on surfaces, door knobs, light switches, equipment, devices, walls, and floors. We call these high touch points (HTPs). It's important to understand there is a difference between cleaning and disinfecting. Cleaning physically removes rather than kills microorganisms and decreases the risk of spreading and causing infection.

Disinfecting uses chemicals to kill and inactivate microorganisms. It doesn't necessarily clean dirty surfaces; however it may be required prior to cleaning to ensure worker safety if there is a known recent contamination, as bacteria and viruses can remain infectious on surfaces. Cleaning and disinfection is a two step process which should be done daily on

all high touch point areas.

**Sparkle Freshness** uses EPA-approved hospital grade disinfectants. We are a full service janitorial company providing daily cleanings and disinfecting, floor care, carpet maintenance, deep cleaning, COVID-19 cleaning and disinfecting, window cleaning and other services. We are leaders in the commitment to sustainability in the cleaning industry. We are an environmentally conscious company with the three pillars of sustainability - economic viability, environmental protection, and social equity.

**“The greatest threat to our planet is the belief that someone else will save it.”**  
- **Robert Swan, Author**

Sparkle Freshness mission for sustainability goes deeper than just our business philosophy and commitment. It's how we live our day to



**Sparkle Freshness uses EPA-approved hospital grade disinfectants.**

› **SPARKLE FRESHNESS, Page 16**

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## Healthy Catering is Easy with PKG!

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CHAMBER PURPOSE

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

CHAMBER MISSION

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

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# From in-person to online, how to remain the Best Place To Work



Last year, the Carlsbad Chamber of Commerce hosted its first Virtual CBAD Awards Week. It was a week full of inspirational videos, connections, pivoting, and recognizing some of the best of the best in the business community. It was a highlight for me and a chance to unite and celebrate our resilient community.

Led by Sr. Director of Engineering Claude Jones, Walmart Labs was awarded Best Place to Work as a large company for 2020. As you may know, this company has a different name now, **Walmart Global Tech**.

With a team of 15,000+ software engineers, data scientists, and service professionals within Walmart, Walmart Global Tech delivers innovations that improve how their customers shop and empower 2.2 million associates worldwide.

According to Jones, “if you really were to break Walmart Global Tech down, what it

celebrates is Walmart as a company, helping to serve millions of customers every day to help them shop with ease. Then you have the global aspect of it, our impact being global with our tech presence. Walmart Global Tech is combining how we’re bridging the physical Walmart stores with the digital aspect of it.”

A great place to work comes with creating a culture that supports a proper work-life balance. As employees transitioned to a virtual setting last year, Jones says his company made significant efforts to maintain company culture even online.

“With everyone feeling either the pressure to deliver or work more because we were not present at work, setting boundaries and good habits was important,” said Jones, who currently serves as the site lead at Walmart Global Tech.

An innovative way to develop ideas for a new way of working was to seek input from employees through a “reimagine contest”. A chance to reimagine collaboration,

culture, workspace and much more. As Jones put it, “it was an opportunity for associates to push forward their ideas, what they wanted to do to see change on working in this new virtual space. It brought the voice of the associates together and had them be part of the solution. And it helped, and it made them feel... we’re in this together.”

While in the past, there were fun activities, team events and happy hours in person, some teams moved to virtual activities such as comedy and magic shows, virtual bartender, yoga, and gardening tips to keep employees engaged and have a little fun.

While Jones has no insight on plans for the Carlsbad office space, Walmart has publicly announced that tech employees will continue working remotely post pandemic, and Walmart’s global chief technology officer, Suresh Kumar, told the tech team that office space “will be used primarily for collaboration, to sync up and strengthen camaraderie.”

It remains clear to me why Walmart Global Tech was awarded the Best Place to Work in 2020, a great company that promotes a culture of work, life, balance.



CLAUDE JONES  
SENIOR DIRECTOR  
OF SOFTWARE  
ENGINEERING  
WALMART GLOBAL  
TECH

# Delicious, fresh and healthy

**Panini Kabob Grill (PKG)**, known for its healthy, fresh Mediterranean food, is a full-service, fine-casual restaurant located in The Square at Bressi Ranch shopping center; just minutes away from Carlsbad’s **McClellan Palomar Airport** and perfectly nearby to serve remote workers, startups, entrepreneurs, and families searching for their next local, go-to restaurant.

As a true scratch kitchen concept, PKG elevates Mediterranean cuisine by preparing food in-house from scratch daily with fresh, healthy, exceptional quality ingredients. For example, the meats used are antibiotic/hormone-free and humanely raised, sourced from reputable vendors. Natural sea salt is used in place of processed table salt due to its superior health benefits. Instead of frozen, pre-sliced produce, PKG chooses to have fresh produce delivered seven days a week, with staff carefully slicing, dicing, and cutting each vegetable in their kitchens daily. Whether it’s the kabobs freshly grilled to order, the falafels handcrafted with pure garbanzo beans and herbs, the tiramisu baked in-house on-premises, or even the salad dressings and hummuses, their entire menu is made in-house every day. PKG has always prioritized the quality, freshness, and healthiness of its menu with the goal of providing guests with food that tastes good and is good for them; prepared as if



*As a true scratch kitchen concept, PKG elevates Mediterranean cuisine by preparing food in-house from scratch daily with fresh, healthy, exceptional quality ingredients.*

you were eating at home.

PKG gives guests a personalized experience seven days a week like no other Mediterranean concept by combining both superior quality and healthy menu along with efficient speed and convenience whether you choose catering, dine-in, takeout, or online ordering through their website or app. If you want to enjoy a meal with

your coworkers, families, or friends, PKG’s restaurants are designed with modernity and comfort in mind as showcased in their cozy dining rooms illuminated by ambient lighting and adorned with light mahogany wood paneling or its spacious patios lined with all-natural granite tables. If you need catering for your group (such as offices), PKG provides Family Kabob Combos (starting at \$44.99) that feed up to six with its four skewers of chicken kabobs and choice of rice and salad. Alternatively, if you need individually packaged meals, PKG provides KA-BOXES (starting at \$9.99) that include your choice of protein, spread, rice, and pita bread. For their guests’ convenience, PKG offers takeout, curbside pickup, and (contactless) delivery options with online ordering available through their own website and My PKG app.

*PKG’s Carlsbad restaurant is located at 2622 Gateway Road, Suite 100, Carlsbad, CA 92009. To find PKG’s other San Diego locations (Del Mar, Mission Valley) and full menu, please visit their website [www.PaniniKabobGrill.com](http://www.PaniniKabobGrill.com) or download the My PKG app, available in both the Apple Store and Google Play Store.*



# The future of business is getting greener

It's hard to know exactly what economic recovery will look like — yet it's clear sustainability will be a big part of that future. The pandemic proved to be a watershed moment for cleantech.

CITY NEWS



MATT SANFORD  
ECONOMIC  
DEVELOPMENT  
MANAGER  
CITY OF CARLSBAD

Despite the massive disruption that was 2020, businesses bought a record amount of clean energy. More than 130 corporations bought 23.7 gigawatts of renewable energy — an 18 percent jump from 2019.

And despite a devastating loss of more than 600,000 jobs in cleantech across the country, the Bureau of Labor Statistics still projects the two fastest growing jobs over the next decade will be solar panel installer and wind turbine technician. Here in Carlsbad, dozens of cleantech companies provide more than 1,000 jobs. This includes innovative leaders, like **Poseidon Water**, which is reimagining our water systems through public-private partnerships. And **Calsense**, where engineers are designing irrigation that helps the government save water and money.

When I think about the long road of economic recovery ahead, cleantech gives me hope and cautious optimism. Its growth potential is promising, and the prospect of a more sustainable future is inspiring.

But sustainability isn't just for cleantech. Increasingly, environmentalism is becoming a standard part of doing business. In fact, nearly 70 percent of consumers in the US and Canada think it's important for brands to be eco-friendly, according to a study by IBM and the National Retail Federation.

Employees value it, too. UCLA researchers found that when companies embrace sustainable practices, they see a 16 percent productivity jump among their employees.

Managing a company's environmental impact is no longer a question of "if," but "how."

If you'd like some ideas on how to get



*In Carlsbad, dozens of cleantech companies provide more than 1,000 jobs. This includes innovative leaders, like Poseidon Water, which is reimagining our water systems through public-private partnerships. And Calsense, where engineers are designing irrigation that helps the government save water and money.*

started, here are some simple ways:

### Start small

Going green is something you can lean into. Even opting for an office water tank can make a big difference. One reusable bottle can replace up to 167 single-use plastic bottles per year. You can even opt local, and go for **Carlsbad Alkaline Water**.

If you'd like to see some events happening in Carlsbad to help get you started, you can find tips on our City website at [www.carlsbadca.gov/earthmonth](http://www.carlsbadca.gov/earthmonth)

### Make it fun

Doing something environmentally-inspired can make for great team building. For example, your company could rent a plot as part of a community garden.

Or, your company could do a quarterly clean up along Carlsbad's natural spaces. We have 7 miles of coastline, 3 lagoons, and 1,000 acres of protected habitat — all of which make great options. If every Carlsbad company did just one clean-up, imagine the local environmental impact that would have.

### Embrace the process

Remember that you're always 'going green.' It's a way of doing business.

Sustainability will look different for each company. Over time, you'll learn which changes shrink your carbon footprint and reduce waste. And most importantly, I hope you'll keep striving for better.

After all, there's always more we can collectively do for Mother Nature— and that is something worth celebrating this month, and all year.



*Among the changes, purchased low to non-toxic janitorial cleaning products, and at least 30% post-consumer recycled content paper products.*

## COMPUTERS

Continued from Page 1

"Getting the Carlsbad Chamber of Commerce certified this March was a great experience. We thoroughly enjoy working with businesses that are eager to do their part and learn more about their environmental impact," said Nelson, adding that she hopes this will be an example for other businesses to seek the same recognition. "It was vital to the Carlsbad Green Business Program to get the Chamber certified, as it is a focal role in this business community. They both connect businesses to each other and to the community, and for them to become one of our first five certified businesses is an act of leadership. As we emerge from these trying times, we hope that other businesses will follow their lead and take the initiative to become greener."

According to Grim, joining the Carlsbad Green Business Network has many benefits. It provides businesses the opportunity to market themselves as an environmentally friendly business that cares about the local community, and it helps them gain access to promotions, financing and rebate programs that can help them go and stay green. "We're excited and thankful to have the Chamber as a partner in the CGBN," said Grim. "Their support in promoting the program and taking a leadership role as our fifth certified business is crucial to the program's

ongoing success. It's an excellent example of how we're furthering the Community Vision's Core Value of Sustainability through public-private partnerships."

With this achievement, the Carlsbad Chamber of Commerce becomes the first Chamber in the San Diego area to get the Green Business Network certification, joining a select group of Chambers in the entire state of California, who have gone through the same process. "We are very excited to complete the process for our Green Certification," said President & CEO of the Carlsbad Chamber, Bret Schanzenbach. "We were on the path to complete this a year ago and then COVID sent everything sideways. Our whole team is thrilled to have re-engaged in the process to achieve this certification."

*The City of Carlsbad and the Carlsbad Green Business Program will have a booths at the 2021 Green Business Expo. If you are interested in learning more about the program or getting certified, visit them on Wednesday, April 21. See full ad on Page 12.*



## PALOMAR FORUM BUSINESS PARK

### BUILDING FEATURES

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# Showcasing artists in the Village

The **Carlsbad Village Association** is excited to be hosting a new pop-up art experience in collaboration with the City of Carlsbad’s Cultural Arts Office. While the Village has long been home to a variety of art events such as *Art in the Village*, the *Makers Market*, and even seasonal events such as the Carlsbad Village Art Walk, this is the first time the focus is on connecting local established artists with downtown businesses. This temporary art program is designed to create interaction between the business and creative arts sectors and will encourage local businesses to incorporate unique temporary artistic creations that enliven the Village.

VILLAGE BEAT



**CHRISTINE DAVIS**  
EXECUTIVE DIRECTOR  
CARLSBAD VILLAGE ASSOCIATION

Starting Friday, April 2, and running through April 25, five local and regional glassblowing artists will have a selection of their unique glass art on display in retail, service, and hospitality businesses in downtown Carlsbad. There are a total of 15 businesses participating.

“We are really looking forward to hosting one of the artists,” said Joli Hatch, Assistant General Manager of the **Carlsbad Inn Beach Resort**. “The art piece that has been chosen for our location is stunning and we know our guests will enjoy learning more about the art form and the artist.”

Each artist display will be accompanied by a placard introducing the artist that will also include a description of the art of glassblowing and local resources for **Barrio Glassworks**, located in the Village. There will be a QR Code and website link on the placard for more information. “Glassblowing has become very popular recently due to the success of the Netflix series *Blown Away*,” said Mary Devlin, owner of Barrio Glassworks. “However, the art form itself dates back to the 1st century BC. I know the public will really enjoy learning more about the process and will be amazed at the beauty of the pieces on display.”



Blown glass monarch butterfly by artist Nic McGuire. Photo by: Taylor Mohr

*A list of the 15 participating businesses, their location and hours, along with artist biographies, will be available on the Carlsbad Village Association website at [www.carlsbad-village.com](http://www.carlsbad-village.com). Stay tuned to learn where art pops-up next in the Village!*

# End-of-life-care planning matters during difficult times

Planning ahead for end-of-life medical care can help bring some peace of mind during a crisis situation. The coronavirus pandemic has reminded us to be ready to have this conversation in case of a serious illness like COVID-19.

TO YOUR HEALTH



**DAVID WANG, MD**  
PALLIATIVE MEDICINE SPECIALIST  
SCRIPPS

While most people who get COVID are able to recover at home, others might require intensive care and extended hospitalization. You don’t have to wait until you’re very sick to express your wishes for health care. In fact, it’s better to have these planning conversations before you have to go to a hospital, nursing home or other health care facility.

You can do this by using an advance directive, which allows you to specify medical treatment you want or don’t want if you become severely ill.

“Advance directives are important documents that protect a person’s health care wishes. They help individuals receive their desired medical care even when illness or injury prevents them from communicating,” says David Wang, MD, a palliative medicine specialist at **Scripps**. “These documents guide your medical teams in knowing who speaks for you when you cannot speak for yourself.”

These legally recognized tools have been underutilized in the past. According to a 2017 study, only about a quarter of adults in



The COVID-19 pandemic has highlighted the importance of advance directives.

the United States had recorded their end-of-life care wishes in advance directives or Physician Orders for Life-Sustaining Treatment (POLST) forms.

### What is an advance directive?

An advance health care directive includes a patient’s wishes in case of a catastrophic medical event, such as from COVID. It has two parts: the individual health care instruction and power of attorney for health care.

### What is individual health care instruction?

The individual health care instruction defines what should be done medically when a patient becomes too ill or injured to communicate. It explains the kind of interventions the patient would want or not want, such as being resuscitated or going on a ventilator, or instead allowing a natural

death. People can cancel or change these documents at any time.

### What is power of attorney for health care?

The power of attorney for health care allows patients to designate an agent to make medical decisions for them when they are unable. An agent may be an adult relative or a friend.

Agents must try to determine what the patient would have wanted if not specified in the individual health care instruction. Medical teams must follow the agent’s decisions unless a requested treatment would be ineffective or harmful.

### Physician Orders for Life-Sustaining Treatment (POLST)

The POLST form is used in California and complements an advance directive. It con-

verts a patient’s wishes regarding life-sustaining treatment into legal physician orders, which can be followed by emergency medical first responders.

The provider discusses options and preferences with the patient before the form is signed. The POLST becomes a tool to make these discussions part of the patient’s medical record. At the heart of these documents are the patient’s rights regarding autonomy in health care decisions.

While an advance directive may be used to show a patient’s preferences, it does not have to be followed if deemed to be ambiguous or not in the patient’s best interests. On the other hand, the POLST is a physician’s medical order. It remains with patients wherever they receive care and must be honored.

Patients 18 and older may obtain these forms from their physicians or health care system. Once completed, patients should record them in their medical files, and give copies to their agents and family members. Patients may change or cancel them, provided they can competently communicate their wishes.

“Both advance directives and POLST forms memorialize important decisions that arise from weighty conversations. What is even more important is then courageously sharing these wishes with your loved ones,” Dr. Wang says.

Additional assistance and resources are available at the National Hospice and Palliative Care Organization.

*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)*

# Pop-Up art debuts in The Village

More than one year after the pandemic hit, business owners and employees are continuing to adapt the way they're offering services. This is true for us in the city's Cultural Arts Office. City staff quickly pivoted to adjust services with in-person arts experiences

shifting to mostly virtual offerings. This quest to identify creative solutions resulted in a new program, "Pop-up Art: A New Experience, Showcasing Artists in the Village."

This spring, the Carlsbad Village Association and the City of Carlsbad's Cultural Arts Office collaborated to engage established artists to use a wide array of media on display in different storefronts of local businesses in the Village. The goals of this pilot program are to:

- Create interaction between the business and creative arts sectors
- Promote greater awareness of local and regional artists
- Attract residents and visitors to provide an enhanced experience, and
- Encourage local businesses to incorporate unique temporary artistic creations that enliven the Village.

Carlsbad supports an inclusive vision of the arts and culture in everyday life, while stimulating an expanding creative sector economy. Original and unique artistic cre-



By collaborating with the city's Cultural Arts Office, the Carlsbad Village Association launched a pilot program in November involving window painting by local artist Monica Martin.

ations, as temporary public art, spur dialogue and enhance the Village as destination, while connecting to major city initiatives as outlined in the Village and Barrio and the Arts & Culture Master Plans. The city's Cultural Arts Office is thrilled to be collaborating with the Carlsbad Village Association. Be sure to check out where art pops-up next!

During a recent interview, Carlsbad Village

Association's Executive Director Christine Davis shared her thoughts on this exciting new program.

### Tell us about the inspiration for the start of this project.

The pandemic eliminated our ability to host events. Like so many others, Carlsbad Village Association has searched for a way to bring residents and visitors to the Village in a unique and safe way. A pop-up art activation is the perfect way to engage people while staying within the requirements of the

public health order. By collaborating with the city's Cultural Arts Office, how is the Carlsbad Village Association expanding its support to local businesses?

Our initial pilot program in November involved window painting by local artist Monica Martin who created a fall foliage theme and expressed that vision at 36 businesses. This collaboration enabled us to provide renewed energy and a sense of community at a time when the pandemic was weighing very heavily on the businesses.

### What value does the "Pop-up Art Experience" bring to the Village and local businesses?

This pop-up art experience helps business owners engage on a deeper level with their customers, forming an amazing connection that differentiates a small business from a big box store.

### How would you describe the collaboration with Carlsbad Village Association and the Cultural Arts team?

Our shared synergy and enthusiasm sparked the originality of this special program.

### What can a visitor to The Village expect to see next?

The next pop-up art experience showcases five local artists who specialize in glass-blowing with displays of their artwork at 15 businesses. It's a beautiful artform to share with residents and visitors, while creating a new intersection between art and the business community.

CHAIRMAN'S CIRCLE

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Scripps

Tri-City Medical Center

SDGE  
A Sempra Energy utility

# MiraCosta College BrewTech Program recognized by Master Brewers Association

MiraCosta College’s craft brewing program has been recognized as the only community college certificate program of its kind in California meeting the standards set by the Master Brewers Association of the Americas.

Certification by the Master Brewers Association of the Americas (MBAA) assures that the BrewTech Program at MiraCosta College meets an array of standards, such as preparing students for entry-level positions at either large-scale or craft brewing business, employing a lead faculty member



with extensive experience as a leader of an operating brewery, allows for industry internships, and provides adequate facilities needed to hone techniques and skills.

MiraCosta’s was just one of two MBAA-approved programs in the state (the other being at UC Davis) and one of just 14 in the nation. The BrewTech Program enrolls two cohorts each year, with 16 to 18 students per cohort, and a job placement rate of 80 percent.

“We’re honored to be recognized by the MBAA, as it validates the quality of how we are serving our students and serving the industry by putting people to work in a profession they love,” said Carisa Chavez, supervisor for work skills programs at the Technology Career Institute in Carlsbad, where the program is housed.

MiraCosta College graduated the first



BrewTech is the only craft beer program in the region with a brewery on site and an 80-hour internship requirement.



class in its BrewTech certificate program in the spring 2019. The 280-hour class includes industry relevant curriculum, state-of-the-art equipment, and job placement assistance. Classroom material covers the chemistry and biology of beer production and an introduction to equipment used in breweries of all scales. Topics covered the brewing process, brewhouse quality control, yeast and fermentation processes and how they affect beer quality, and more.

BrewTech is the only craft beer program in the region with a brewery on site and an 80-hour internship requirement. The program culminates with a graduation in which students serve their beers at a campus tasting room with industry representatives sam-

pling the suds. “It’s a great networking event, as well as a celebration of our students,” Chavez said.

BrewTech instructors include Mike Stevenson, head brewer and co-owner of Culver Beer Company in Carlsbad, Justin Stambaugh, former head of brewing operations at Rip Current Brewing Company and founder of Stave & Nail Brewing Company, and Greg Turk, who has worked as a brewer at Carl Strauss and The Lost Abbey.

BrewTech Program certification was announced February 16, following a recommendation from the MBAA Higher Education Committee and MBAA Review Board, the latter of which comprises brew masters and leaders in brew-related academia. “The MBAA Review Board brings

deep, practical, scientific and academic excellence to the process of both guiding and recognizing new and existing brewing and fermentation science programs at colleges and universities throughout and beyond North America,” said Bryan Mowry of the MBAA’s Higher Education Recognition Program.

About MiraCosta College

The MiraCosta Community College District has served the coastal North San Diego County area for over 80 years. More than 19,000 credit students annually in over 70 disciplines enroll in associate degrees, university transfer and workforce readiness certificate programs. For more information go to [www.miracosta.edu](http://www.miracosta.edu)

# Schools powered by the sun in Carlsbad

Sunshine. We have plenty of it here in Carlsbad. We’re thankful for the warmth of the sun, for our near-perfect climate, and our community’s natural beauty. And now we can thank the rays of the sun for generating electricity to power our schools.

At Carlsbad Unified we believe we have an obligation to be wise stewards of our environment, and we are committed to protecting our natural resources. Our commitment is reflected in the district’s 2018 school construction bond, Measure HH, which

budgets \$6.5 million for sustainability projects on our campuses. By passing this bond measure, voters demonstrated their support for our plans to make renewable energy upgrades to our schools, and to save money at the same time.

In collaboration with the school board and district leadership, our energy consultants undertook an audit of our current energy usage and future energy needs. A plan was created to maximize Measure HH funds to develop a sustainable energy plan that promised the greatest return on investment and the most significant environmental impact. Solar energy would reduce our carbon footprint in a clean and cost-effective manner.

You might have seen our new solar panel shade structures in some of our school park-



New solar panel shade structures have been installed in some of CUSD’s school parking lots.

ing lots. We have recently completed the installation of solar panels to generate energy, and the batteries to store it, at six campuses (some of which have our largest energy utility bills): Aviara Oaks Elementary and Middle School, Calavera Hills Elementary and Middle School, Carlsbad High School, Sage Creek High School, Valley Middle School, and Buena Vista Elementary. We have also upgraded our HVAC and lighting systems

districtwide to more energy efficient alternatives.

By investing now we will reap the benefits of fiscal savings into the future. We estimate that we will immediately save \$350,000 a year on our energy bills, which we can budget back into our instructional programs.

Addee Rhee, a student at Carlsbad High School, said, “It is important for

Carlsbad to use renewable energy. Not only are we providing a great source of energy for our schools, but we’re also inspiring other schools and our community to convert to renewable sources of energy as well.”

We are grateful to our community for entrusting us to improve your schools. Thanks to the community’s support, we see a bright future ahead for our Carlsbad students.



Ocean Hills Senior Living 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 health-care 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 community 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 [OceanHillsSeniorLiving.com](http://OceanHillsSeniorLiving.com)

## TAKE WELLNESS TO HEART



### CATER TO YOUR HEART AND BODY!

#### TOTAL LIFESTYLE CONCEPT

**HealthPointe Weight Loss and Wellness Program Made Simple** helps you feel better and live better using our "Five Pillars of Support for Optimal Health".

*The program is based on medical science  
You just eat real food in real portions.  
This is not a fad diet using drugs or gimmicks.*

- ♥ The Carb Control Strategy
- ♥ What's on Your Plate?
- ♥ The Skinny on Fats, Carbs, and Proteins
- ♥ Smartfoods for the Ticker

- ♥ Water the Forgotten Food
- ♥ Staying Lean, Energized, Relaxed and Looking Fabulous
- ♥ Live Longer Focused on Prevention

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



*Cater to your heart and energize your body with the Total Lifestyle Concept's HealthPointe program.*

## Take wellness to heart

Our *TLC HealthPointe Lifestyle and Weight Loss Program Made Simple* helps you create a lifestyle of wellness and disease prevention, by using our *Five Pillars of Support for Super Health*.

Our program is based on medical science not some fad diet, drugs or gimmicks. It includes personal coaching, online app to track progress, and weekly on-line professionals' support.

You eat real food in real portions, join our *Lean Team* fun walks, and learn from wellness topics, such as:

- A Carb Control Strategy
- What's on Your Plate?
- The Skinny on Fats, Carbs, and Proteins
- Smartfoods for the Ticker
- Water the Forgotten Food
- Staying Lean, Energized, Relaxed and Looking Fabulous
- Live Longer Focused on Prevention

Join our spring and summer HealthPointe Sessions. TLC Walks and Talks included in sessions. Call now and start your wellness journey to living healthy and happy. The weight is almost over!

Feel Better... Look Better... Live Better

Contact Fran Brady at 619-806-4463 or email her at [franweiltc@gmail.com](mailto:franweiltc@gmail.com)

# Independent Living Opening Fall 2021

## Now Accepting Reservations



**CALL NOW** to secure your new apartment home, before they're all reserved!  
**760-295-8515**



## Live Life Better at Ocean Hills!

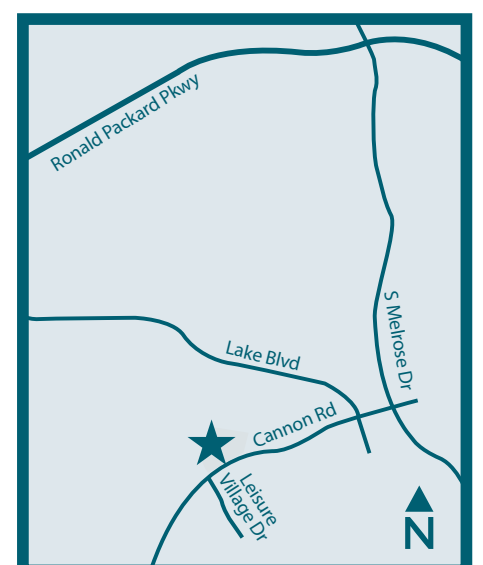
Ocean Hills is dedicated to your health, wellness, and an intellectually stimulating future. Your private, beautiful and tranquil home is located on the Southern California coast – a beautiful setting for activities, both within the community and outside.

**Choose one of our eleven, well-appointed floor plans to call home in 2021.**  
**Enjoy the lifestyle you deserve, with the amenities and convenience you crave.**

### **Amenities Include:**

- Pickle Ball Court
- Sports Bar / Restaurant
- Bistro
- Theater
- Fitness Center
- Pool and Spa
- Alfresco Dining
- 6 Hole Putting Green
- Art Studio
- Pet Park

**Call us today to schedule a safe, private, personal tour!**



Conveniently located across the corner of Cannon and Leisure Village Dr.



4500 Cannon Rd  
Oceanside, CA 92056  
**760-295-8515**  
OceanHillsSeniorLiving.com



RCFE #374604143



# Elevated life, exceptional care

Opening in spring of 2021, and 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



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

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.*

## Something for *Everyone*

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

**McClellan-Palomar Airport in Carlsbad is a gateway to San Diego's North County. The new passenger terminal at the airport includes a restaurant, Wi-Fi access and rental car desks. Located at the core of San Diego County, Gillespie Field is a combination airport and business park with excellent accessibility, globally via air, locally by rail and regionally via multiple freeway collections.**

*County Airports*

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

*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



## The Chamber is credibility.

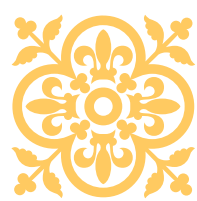
We enjoy a well-deserved reputation as a trusted pillar in the community, earned through years of consistent and reliable professional performance.

Get your business thriving at [carlsbad.org](http://carlsbad.org)



Catalyst. Convener. Champion.

© 2021 W.A.C.E.  
Western Association of Chamber Executives



# LA MAREA

SENIOR LIVING



**OPENING SPRING 2021**

**LEASING OFFICE  
IS NOW OPEN  
FOR TOURS!**

## 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.

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.

Our residents will 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, it challenges – even dares you to be adventurous.

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

5592 El Camino Real, Carlsbad, CA 92008  
(833) 526-2732 • [LaMareaSeniorLiving.com](http://LaMareaSeniorLiving.com)



License number pending

➤ GREEN EXPO  
Continued from Page 1

**New Village Arts** in February, 2020. What an absolute blast that was. If I had to pick a “last” show to see before being locked down, I’d choose that all over again. But I am so ready to be past the tiers (or are they tears?). Fortunately, things are moving in the right direction. As I look back on our Chamber year,

I am astounded at how many “webinars” we hosted in 2020 (63), virtual networking gatherings we convened (80), virtual committee meetings we held (95), and virtual candidate forums we hosted (4). All the while publishing 60,000 issues of our Carlsbad Business Journal, giving out high school scholarships (\$6,000), gathering peanut butter for the **Jacobs & Cushman San Diego Foodbank / North County Food Bank** (over 500 lbs), wrapping toys for the **Boys and Girls Club** (300), and hosting over 800 people at our

virtual State of the Community and virtual CBAD Awards events.

But the question now becomes, “when can we get back to normal?” My crystal ball is not quite as cloudy as it was 60 days ago, but of course, we still don’t have a perfectly clear answer to that question. With that in mind, here is what we have planned.

April 21, 2021 is our *Green Business Expo*, which will be hosted at **The Flower Fields** in Carlsbad. This is NOT a virtual event. This is our first “in-person” event for 2021. Of course, we will follow all the appropriate health protocols. Obviously, the event will be outdoors. And we will ask everyone to wear a mask for extra precaution. We won’t host any panels this year, so as to avoid over-congregating. But we will have more than 20 excellent vendors who will be displaying sustainable products and services. We will have some sweet electric vehicles for you to check out. There will be door prizes and a merchant bingo game, with great prizes. We will also have a food truck with food available and entertainment by **New Village Arts**. There is a \$10 donation to attend, which goes to the Flower Fields education fund to help bring school children out on field trips. Last-

ly, due to COVID restrictions, you are not able to purchase your entrance ticket at the door. You must pre-purchase it online ahead of time at [www.Carlsbad.org](http://www.Carlsbad.org).

We are very excited to see the return of “in-person” events. We hope many of you come out to be part of the Expo and to just be together again. In May we will host our first in-person CBAD Happy Hour. In June, we plan to bring our committee meetings back to in-person for those that are ready (don’t worry, those that want or need to still Zoom in will be able to). And in July, we are planning to host our first Carlsbad Village Faire in more than 18 months (again, who would have thought?).

Will this all look the same as it did pre-COVID? No. But we are getting there. All of these things are predicated on the continued mass distribution of a COVID vaccine and the anticipated reduction in coronavirus outbreaks. So let’s do everything we can to minimize the spread and get out of the bizarre!

Here’s to health and prosperity in 2021! Cheers!

See our *Green Business Expo* ad below for more information.



# WE ARE HIRING

**EMPLOYERS:**  
Looking for a Job Board to Attract Talent?

**JOB SEEKERS:**  
Looking for great opportunities right here in Carlsbad?

**The Carlsbad Chamber has just Launched a new Job Board!**  
Free Posting for Members! Check it out at:  
[carlsbad.mcjobboard.net/jobs](http://carlsbad.mcjobboard.net/jobs)

## CORRECTION

In the March issue of the CBJ the text of the article titled ‘How am I going to Fix that?’, said HIMG Surface Repair material is “...temperature stable to 2800F.” The article should have said the product is temperature stable to 280 degrees Fahrenheit. Readers should be aware of the difference in the safe operating temperatures of the material. Visit [www.HIMGSurfaceRepair.com](http://www.HIMGSurfaceRepair.com) for more information.





CELEBRATE EARTH DAY!

# GREEN BUSINESS EXPO 2021

WEDNESDAY, APRIL 21, 2021

AT THE FLOWER FIELDS IN CARLSBAD, CA

Agua Hedionda Lagoon Foundation - Discovery Center

Big Frog Custom T-Shirts & More

Carlsbad Green Business Network

City Of Carlsbad Community & Economic Development

Develop Your Team

Ecomaids

Electric Vehicle Association Of San Diego

E.P.I.C. North County Conscious Living Magazine

Fully Promoted Powered By Embroidme

Gelato Love

Kids For Peace

Laser Plus Imaging

Mangia Mangia Italian Kitchen

New Village Arts

Pro-Cal Lighting Inc

SOLATUBE Home

Sullivan Solar Power

Superior Water

The Wishing Tree Company

Waste Management

**TICKETS ARE \$10!\***

*\*ONLINE ONLY*





# 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

## The Chamber as a “give back” hub

Over the past year, we have all been hit hard. The business community has been affected in many ways, and it has often depended on the industry whether one barely survived or thrived.

In addition to businesses, the Carlsbad Chamber is here for our community as a whole. We act as the hub and central location for the businesses, nonprofits, schools, the city and community. While we have been here 98 years, and this may be the first pandemic, we have been structured in a way that no matter what the situation, we are consistently able to find new ways to help those in need.

Some we have been working with closely are our fellow nonprofits. Last year, the *Carlsbad Young Professionals* group partnered with the *Oceanside Young Professionals* on a Pillow & Bedding Drive for

**Solutions for Change.** As it is a full service leadership development residential program for the homeless in the country, the families are in consistent need of new bedding.

As the **Jacobs & Cushman San Diego Food Bank/North County Food Bank** is in constant need of food, we also have become a central drop off location for their drives.

The Carlsbad Chamber office was also a location for a blood drive in partnership with the American Red Cross and State Senator Patricia Bates, when we knew this pandemic had no end in sight and blood banks were starting to struggle.

We also were able to help **USO Camp Pendleton** spread the word for a Baby Bag Drive and the need for donations. All items were to benefit Marines and Sailors as part of the Artemis Program for new moms.

That is not all, we are here to continue to help. Please take advantage of the Carlsbad Chamber’s connectivity in the community. We have a database of over 1,100 member organizations, and 13,000+ local individuals. We have nearly 100 nonprofit members, and are here to help in any way.



Donations for USO Diaper Bag Giveaway



Blood drive in partnership with the American Red Cross and California State Senator Patricia Bates



San Diego County Food Bank drive in partnership with City of Carlsbad Councilmember Teresa Acosta.

### MEET OUR TEAM!

## KATHY STEFFEN

DIRECTOR OF FUN  
KATHY@CARLSBAD.ORG

*8 YEARS WITH THE CARLSBAD CHAMBER!*

**FAVORITE OUTDOOR SPOT IN NORTH COUNTY:**  
BEACHES OF CARLSBAD

**BIRTHPLACE:** SANTA MONICA

**FOOD:** THAI FOOD

**DRINK:** WATER (OR WINE)

**MOVIE:** DEAD POETS SOCIETY

**BOOK:** THE ALL SOULS TRILOGY

**MUSIC:** ALL

**HOLIDAY:** CHRISTMAS

**WORST FEAR:** FIRE

**HOBBIES:** CAMPING, OFF-ROADING, HIKING AND CRAFTING

## Congratulations!

### FEBRUARY

**MOBINA RIAZI**  
La Costa Canyon High School

**AIKO LOZAR**  
Carlsbad High School

**TIFFANY LEYVA**  
Sage Creek High School

### MARCH

**CHLOE BLANKENHORN**  
Sage Creek High School

**MANUSH MURALI**  
La Costa Canyon High School

**JORDAN BECKNELL**  
Pacific Ridge High School

**ISMAEL VERA**  
Carlsbad High School

**PRESENTED BY:**

MEMBER RENEWALS

- ALL MAVEN, Inc.
- Batiquitos Lagoon Foundation
- Bitchin' Inc.
- Bottom Line Management
- Carlsbad Community Church
- Carlsbad Magazine
- Chase Design
- Community Resource Center
- Easy Life Management, Inc.
- Encinitas Union School District
- Girl Scouts San Diego
- GoBeRewarded Marketing Agency
- Howes, Weiler, Landy Planning & Engineering
- Intelligence Driven Advisers (IDA)
- Jacobs & Cushman San Diego Food Bank/North County Food Bank
- Karma Spa, Inc.
- Keep Them Loyal
- Kiwanis Club of Carlsbad
- La Costa Chiropractic & Wellness Center
- Lakeshore Gardens Mobile Home Park
- Locksmith On Call
- Minuteman Press
- Navigato & Battin, LLP
- Palomar Technologies, Inc.
- Pathway Health Clinic
- San Diego Gas & Electric
- Scripps Health
- Shafran Realty Group
- SLR Research
- Storrow Law, APC
- The Forum Carlsbad
- Upstream Consulting
- Visit Carlsbad
- West Inn and Suites
- Wounded Warrior Homes
- Zodiac, A Fluidra Company

San Diego Botanic Garden wins Environmental Award

**San Diego Botanic Garden (SDBG)** is honored to be named a 2020 winner of the City of Encinitas Environmental Commission's prestigious Environmental Award Program (EAP). The City of Encinitas recognized SDBG for its Excellence in Environmental Stewardship among non-profit organizations, noting that the Garden is "the preeminent plant conservation institute in the region, and one of the most important botanic gardens in the country."



*Congratulations, SDBG!*

BrightStar Care of Carlsbad receives awards

**BrightStar Care of Carlsbad** announced today that it has received both the 2021 Best of Home Care® – Provider of Choice and Employer of Choice Awards from Home Care Pulse. These awards are granted only to the top-ranking home care providers, based on client and caregiver satisfaction scores gathered by Home Care Pulse. BrightStar Care of Carlsbad is now ranked among a small handful of home care providers across the country who have proven their ability to provide an exceptional working experience to employees and the highest quality care to clients.



"We are grateful to have such a dedicated, compassionate and professional care staff, and these awards demonstrate their dedication to providing excellent in-home care," says Dan Sweiger, Owner/President of BrightStar Care of Carlsbad.

*Congratulations, BrightStar Care of Carlsbad!*

Board member honored by Girl Scouts San Diego

Carlsbad Chamber board member Rachel Teresa Ivanovich, will be honored by **Girls Scouts San Diego** at their Cool Women Celebration to be held on April 30. Ivanovich is Chief Leadership Officer at **Easy Life Management, Inc.** and will be inducted into the Girl's Scouts Cool Women Sisterhood which roughly has 180 members. According to the event's website, "each year, **Girl Scouts San Diego** honors exemplary women whose personal and professional lives make them consummate role models for girls. Cool Women make the world a better place as they balance work, family, friends, and community service." For more information visit, [www.sdgirlscouts.org/cool-women](http://www.sdgirlscouts.org/cool-women)



**RACHEL IVANOVICH**  
EASY LIFE  
MANAGEMENT, INC

*Congratulations, Rachel!*

Local resort recognized as top destination

Carlsbad's **Park Hyatt Aviara Resort, Golf Club & Spa** has earned Forbes Travel Guide 2021 Five Stars award.

"It's an incredible honor to receive this award for the seventh consecutive year from Forbes Travel Guide," said Park Hyatt Aviara General Manager, Geoff Gray, who is also a Carlsbad Chamber of Commerce board member. "With our recent resort-wide property renovation, Park Hyatt Aviara is committed to elevating the guest experience and providing memorable moments for our guests as California's preeminent luxury coastal resort."



**GEOFF GRAY**

*Congratulations Geoff and team!*



VIRTUAL EVENT

Managing Your Finances

Planning, Accounting & Bookkeeping

TUESDAY, APRIL 6, 2021 | 8:15 AM

web.carlsbad.org/events

SPEAKER:



JESSICA HORNBECK  
Big Picture Results





VIRTUAL WORKSHOP



Star in your own 17-Second Commercial

TUESDAY, APRIL 6, 2021 | 1-2:30 PM

Learn how to develop a 17-second commercial that will immediately connect you to your business prospect's needs and wants.

web.carlsbad.org/events





VIRTUAL EVENT

How to Get a "Yes" To The 3 Key Customer Questions

SPEAKER: FRIDAY, APRIL 9, 2021 | 7 - 9 AM



RICHARD L. DAVIS

This presentation covers critical elements from preparation through execution that can elevate the effectiveness and productivity of your customer conversations.

web.carlsbad.org/events





CARLSBAD YOUNG PROFESSIONALS

LinkedIn: How to Build Up Your Online Professionalism



THURSDAY, APRIL 22, 2021 | 11:30 AM - 1 PM



Alexandra Renee Polestra  
All Maven, Inc.

REGISTER:  
web.carlsbad.org/events






VIRTUAL SPEED NETWORKING

CBAD HAPPYHOUR

WEDNESDAY, APRIL 28, 2021 | 4:30 PM - 5:30 PM

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



W E L C O M E   N E W   M E M B E R S

COMPUTER SOFTWARE  
DEVELOPERS & DISTRIBUTORS

**Beyond Revenue, Inc.**

Jon Taylor  
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Carlsbad, CA 92008

**www.beyondrevenue.com**

Beyond Revenue develops relationship management, ecommerce, and unified communications solutions that help organizations win, retain, and delight customers through outstanding online experiences.

EDUCATION -  
COLLEGES & UNIVERSITIES

**MANA de North County San Diego**

Gabriela Hooshmand  
(760) 533-2169  
857 Masters Dr.  
Oceanside, CA 92057

**www.manadenorthcountysd.org**

Our goal is to adopt healthy living strategies, promote educational achievement, and support personal enrichment. Empowering Latinas Developing our Future Leaders Hermanitas Mentoring Program Building Tomorrow.

EDUCATIONAL SERVICES

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Jason Merrill  
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Encinitas, CA 92024

**www.sdlabrats.org**

We are scientists teaching science specializing in STEAM education. Developing digital education to help bridge the learning gap created by covid-19 through fun and engaging labs and activities.

FINANCIAL PLANNING  
& INVESTMENT SERVICES

**Ameriprise Financial - Redstone Wealth Advisors**

Chad Spilman  
(760) 496-7560  
2173 Salk Ave., Ste. 250  
Carlsbad, CA 92008

**www.RedstoneWealthAdvisors.com**

Our mission is to help our clients reach their financial goals with customized comprehensive advice and a personalized client-to-advisor relationship throughout the financial planning process.

HEALTH & WELLNESS

**Del Mar Integrative & Functional Medicine**

Sandi Star  
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1349 Camino Del Mar, Ste. B  
Del Mar , CA 92014

**www.dmfunctionalmedicine.com**

Our doctor-led Functional Medicine is a holistic, patient-empowered approach to better health. We address the root causes of your health concerns by using the latest technology in diagnostic testing along with proprietary, interactive life mapping tools to uncover many overlooked medical conditions.

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Sandra Arnette  
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Canoga Park, CA 91303

**www.laserplusimaging.com**

Laser Plus Imaging, a Government contracted, Women-Owned Small Business, now supplying proactive Covid-19 PPE Reopening Supplies direct. Over 30 years of solution experience.

ICE CREAM & FROZEN DESSERTS

**The Paleta Bar**

Steven Sanchez  
(424) 245-9515  
890 Palomar Airport Rd  
Carlsbad, CA 92001

**www.thepaletabar.com**

Gourmet Paletas (popsicles) made fresh daily, topped and customized to your delight! Inside Windmill Food Hall.

NON-PROFIT ORGANIZATIONS

**NEATT**

Alexandra Renée Polestra  
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525 N Cascade Ave., Ste. 100  
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MAKING SENSE OF INVESTING

➤ SPARKLE FRESHNESS  
Continued from Page 1

day, for the health and wellbeing of our family, community, and the environment. We started **Sparkle Freshness** with the goal of helping to promote a healthy, productive, and toxin-free environment by making your workplace spotless and clean through our janitorial services. Many products commonly used for cleaning and maintenance are among the most hazardous and potentially dangerous toxins. This is why Sparkle Freshness' very foundation was based on the knowledge that there was a safer and more effective way of cleaning, and why we only use the highest quality, non-toxic, environmentally friendly cleaning products. Additionally, our cleaning procedures use best practice protocols to prevent indoor pollution and reduce exposure to toxic chemicals by using pump sprays or foggers and avoiding aerosols. When needed, we offer safe and natural alternatives that often work just as well as more toxic products.

At Sparkle Freshness we understand that being consciously aware of our environ-

ment is not enough. We are committed to making global changes to our planet and in our local communities and continuously reviewing and improving our cleaning practices in areas like:

- Green procurement and pollution prevention.** To avoid exposing our clients to harmful cleaning chemicals, all Sparkle Freshness products are environmentally friendly and purchased from "green" vendors, and use "green" products, such as paper products (e.g., facial tissues, paper towels, toilet paper, and napkins) in addition to supplying Safer Choice label items. Safer Choice helps consumers, businesses, and purchasers find products that perform and contain ingredients that are safer for human health and the environment. Safer Choice is 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.
- Waste reduction,** through material reduction, reuse, and recycling. As part of our reduction effort, for carpet cleaning services, our encapsulation machine uses 80% less water than commonly used equipment.



**Our public outreach and engagement** efforts include carbon offsetting for the emission of carbon dioxide or other greenhouse gases into the atmosphere. Carbon offsetting is used to balance out these emissions by helping to pay for emission savings in other parts of the world. After your first month of service, Sparkle Freshness will have trees planted in your company's name on our behalf. We've planted over five thousand trees to date.

Our commitment to cleanliness also reaches into our community. We are a proud sponsor of the Adopt-A-highway program and currently have 2 sections of the freeway on/off ramps cleaned. You can see our efforts on the 5 Fwy going North bound after Tamarack and on the 78 Fwy at San Marcos Blvd, East bound.

Looking for a cleaning service committed to offering personalized and experienced service while using all environmentally safe and never-harmful cleaning practices? By choosing Sparkle Freshness as your Cleaning Service Provider, you will have peace of mind that the service that is expected is the service that you will receive every time. We don't start off strong then fall off on our service. We believe you get what you pay for with our quality service. We pride ourselves in honoring our word and exceeding expectations. We value our customers and their requests and run our business with the expectation that you will be impressed and 100% satisfied with our service.

*Make **Sparkle Freshness** your green choice for commercial, office, and post construction cleaning.*  
Visit [www.sparklefreshness.com](http://www.sparklefreshness.com)

# Understanding recycling and waste prevention



Many businesses today are looking for ways to be more efficient and reduce costs. On that front, when was the last time you paid attention to the waste your business produces? Waste prevention, waste reduction, and waste diversion are three important approaches businesses can take to reduce costs, increase efficiencies and reduce their carbon footprint.

Greater attention paid to waste management, pro-active prevention, and imple-

- menting new waste reduction best practices can result in the following benefits:
- Save money - increasing recycling can cut disposal costs and improve your bottom line.
  - Knowledge is power – Your waste is an inefficiency. By understanding the amount and types of wastes your business produces, you're better positioned to find ways to right size your waste and recycling services that fit your actual needs.
  - Enhance sustainability - Managing waste, water, and energy more efficiently are core components of sustainability. Improving your business's sustainability can boost your company image, attract quality tenants to your properties and positively engage employees.

- Reduce greenhouse gas emissions - Waste prevention and recycling offer significant potential for reducing greenhouse gas emissions.
- Conserve resources - Reuse and recycling conserves natural resources including trees, metals and water.

Improve your practices

**Waste prevention:**  
If you take a good look around your business, you'll see many ways to reduce your waste. Waste prevention offers the greatest environmental benefits and cost savings.

Evaluating your supply chain plays a big part in waste prevention because so much more material is used to make, package, and ship products. In fact, 90 percent of environmental damage is caused by consumer packaged goods, with unsustainable packaging choices the greatest culprit.

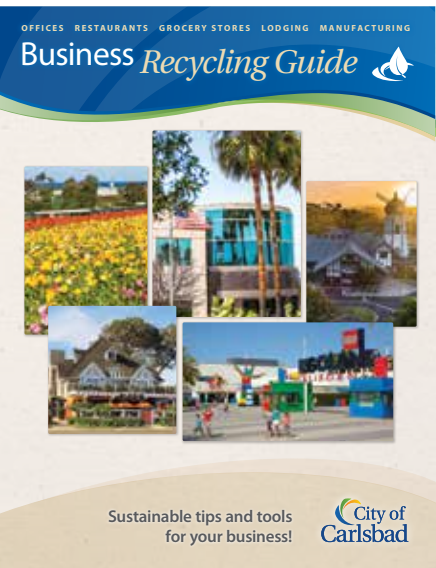
Waste prevention and recycling programs can be significantly improved by actively engaging and educating employees.

**Waste reduction:**  
Materials and wastes offer an often-overlooked opportunity to improve a company's sustainability, prevent greenhouse gas emissions and reduce costs. Tracking your waste and recycling provides the key foundation for a successful waste reduction program. The EPA's ENERGY STAR Portfolio Manager® is a free, easy to use, online tool for tracking waste, energy and water data.

**Waste Management** and the **City of Carlsbad** are another resource. Free waste and recycling assessments are available by contacting Waste Management at 760-929-9400, or the City of Carlsbad at [recycle.trash@carlsbadca.gov](mailto:recycle.trash@carlsbadca.gov).

After reviewing the results of your waste assessment, hold a team brainstorming session to identify potential waste reduction activities that best suit your needs. You may want to start off with one or two clear activities to get others engaged. Then roll out other initiatives as some of the early waste prevention and recycling behaviors become a habit.

**Waste diversion:**  
Recycling saves energy, helps keep materials out of landfills, and provides raw materials for the production of new products. When waste cannot be prevented, re-



**Waste prevention, waste reduction, and waste diversion are three important approaches businesses can take to reduce costs, increase efficiencies and reduce their carbon footprint.**

cycling is the next best option. These days, your business can recycle a broad variety of items, including paper, cardboard, plastic, glass and metal cans and bottles, and organics (which are composted). Make sure you are also buying office supplies with a least some post-consumer recycled content.

Composting is recycling for organics. It converts organic materials, like food waste and yard trimmings, into a valuable soil amendment that contributes to soil health and keeps organic wastes out of landfills.

Educate, educate, educate

Educating everyone who may come into contact with your business' recycling, including: your staff, customers, and especially janitorial staff, is key to recycling right and a successful recycling program. Education prevents contamination of recyclables, maximizes recycling rates, and ensures a smooth process of recycling. It is important to note that contamination of recyclables can cost the recycler and you, money.

Download educational tools and resources from Waste Management's website at [www.RORR.com](http://www.RORR.com). The website contains materials, including recycling posters, videos, labels, and guides. For additional resources to effectively improve your recycling program, visit [www.carlsbadca.gov/recycling](http://www.carlsbadca.gov/recycling).

## Be on the right side of recycling

**Recycling Right means items are:**

<p><b>Empty</b></p> <p>No or very little food residue remaining.</p>	<p><b>Dry</b></p> <p>No liquids remaining.</p>	<p><b>Loose</b></p> <p>Do not bag your recyclables.</p>
<p><b>Quarter-full</b></p>	<p><b>Contains liquid</b></p>	<p><b>Bagged</b></p>

**It's important to Recycle Right**  
Around 20% of what is put into recycling bins is actually not recyclable in the blue bins. By eliminating materials that don't belong, you'll help ensure recyclables remain valuable and are recycled. If recycling loads contain trash or non-recyclables, the entire load might not be recycled.

**City of Carlsbad**  
Learn more at [www.carlsbadca.gov/recycling](http://www.carlsbadca.gov/recycling)

# GREEN BUSINESS

Earth Day was created 51 years ago with the mission to empower support for the protection of the environment. Since then, every April 22, people, businesses and organizations around the world celebrate Earth Day and schedule events around this time of the year, to create awareness about protecting the planet and to recognize those who are turning to green practices not only in their businesses but in their everyday lives.



*The Tenant Power Program provides commercial tenants with solar energy.*

## Finally, a solar program for commercial tenants

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

For the past few years, **EVA Green Power** has been tackling this dilemma with an innovative solution called the *Tenant Power Program*. This program ensures a tenant's transition from high-cost utility rates to low-cost solar is as simple as possible. EVA provides qualified tenants with a fully operational and paid solar system while managing all negotiations with the building owner.

### How does the *Tenant Power Program* work?

EVA Green Power takes on the full respon-

sibility of the project including investment, permitting, installation and monitoring. The process is done in three steps:

First, our licensed engineers assess your current electricity use and determine what type of solar system your premises needs. This crucial step not only calculates your annual energy savings but also ensures you are receiving only what you need to cover your electricity usage. Second, we coordinate the installation with the building owner. Third, we schedule and install your new solar system.

### What about building owners?

Tenants aren't the only beneficiaries. Building owners are also embracing the program because of the variety of economic and environmental benefits. For example, solar adds an immediate amenity, which can attract new tenants. Likewise, solar also helps with company-wide sustainability efforts, such as obtaining LEED certification credits and reducing annual greenhouse emissions.

For more information visit [evagreenpower.com](http://evagreenpower.com)



## Solar for Commercial Tenants

We believe commercial tenants deserve an easier way to install solar. Our Tenant Power Program gives businesses all the benefits without any of the costs.

### Learn more at

[evagreenpower.com/tenant-power-program](http://evagreenpower.com/tenant-power-program)

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# Green cleaning for your home or office

At **Ecomaids** our approach is simple; your employees, your family, your pets and the environment always come first.

We don't believe in cutting corners when it comes to the products we use. A lot of companies will tell you they're green because it's what customers want or it will help them expand their market share. Very few truly understand all that is involved and take the necessary steps to deliver on this commitment. We believe that nature matters, what we put down the drain matters, and that the care we take in cleaning matters.

In fact, an eco-friendly cleaning or "green" cleaning is different from a regular cleaning in many ways. The main one being a green cleaning experience is better for the health of you and your family and for your pets and the environment. Our products never contain harsh chemicals and allow for a green, non-toxic, allergen-free cleaning experience. At Ecomaids, we adhere to the highest professional green cleaning standards. Our exclusive non-toxic cleaning products, are completely natural, as well as Green Seal® certified and approved as EPA Safer Choice products.

By partnering with Ecomaids, you can feel better knowing that keeping your home or office clean, protecting your employees, family, pets and the environment are always top of mind. We use a 64-point checklist to ensure your home or office is eco clean every time. Put simply - we strive to achieve our mission of saving the planet one spotless home or office at a time!

*For more information visit [ecomaid<sup>s</sup>.com/carlsbad-ca](http://ecomaid<sup>s</sup>.com/carlsbad-ca) or call 760-491-7770*

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PICTURE YOURSELF IN A NEW HOME

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#NEW CONSTRUCTION BROKERAGE

*New homes are the most energy efficient homes on the market making new construction a green choice.*

# Find your green dream home

In 2019, husband/wife duo Lily & Kingsley Quan pivoted and created **Q Homes**, a full-service boutique green homes brokerage, focusing on sustainable features. Brokering new construction exclusively for 17 years, this aligned with the green and sustainable lifestyle we aim for. New homes are the most energy efficient homes on the market making new construction a green choice.

In 2003, Lily was recruited by a developer that built new homes across from Benihana, known as Waters End. We were lucky to call that neighborhood home for 8 years and 100% fell in love with Carlsbad. Some notable local projects that Lily was involved from ground-up:

Having grown up in many countries (America, Hong Kong, Taiwan and Chile), real estate played a major role. Lily's lineage in residential and commercial real estate started as a baby. She saw her dad develop luxury estates from empty lots. That allowed her to see feasibility and execution power before career began. "Seeing full circle construction is empowering. He taught us real estate is a prosperous business." Q Homes' DNA will guide clients with aptitude and ability to grow their portfolio.

Having consulted for publicly-traded and private developers the majority of her career, Lily can provide a unique perspective for new construction, sustainable homes. Lily speaks Mandarin and Cantonese Chinese. Q Homes is taking on new clients who wants newer sustainable green homes and taking on listing in master-planned communities.

*To learn more about Q Homes visit [QHomesCarlsbad.com](http://QHomesCarlsbad.com)*

# Stellar Solar marks 23 years powering Carlsbad homes and businesses

Celebrating 23 years in 2021, **Stellar Solar** is San Diego’s oldest solar contractor, installing residential and commercial solar and battery storage in Southern California since 1998. Since then, we’ve installed over 12,000 solar panel systems on homes, businesses, nonprofits and faith-based organizations across the region, including high-profile customers and several U.S. military bases.

Our reputation as the best solar company in San Diego has been validated by our winning of “Best Solar Company” in the San Diego’s Best Union-Tribune Readers Poll eight times in the past ten years, including in 2020. Referrals from current customers are our number one source of new business and we invite you to check our customer reviews on Yelp from many of those happy customers. Our energy consultants take an educational, no-pressure approach and are available for virtual consultations to make the solar and battery storage process easy for homeowners.

That reputation also drew the attention of San Diego native, resident, iconic NBA legend and long time solar advocate Bill Walton who has joined the Stellar team as our Solar Evangelist. Bill has had solar on his home for years and now powers his electric cars with solar. He really walks the talk when it comes to spreading the solar word and Stellar Solar has provided a platform for him to educate San Diego homeowners on the benefits of going solar.

Our CEO Kent Harle summed it up best when he said, “Perfection is a journey, not a



Stellar Solar has won “Best Solar Company” in the San Diego’s Best Union-Tribune Readers Poll eight times in the past ten years, including in 2020.

destination, and we strive for that in every installation—big and small.” That sums up our daily mantra and is why we have so many happy customers nominating and voting

for us in the Union-Tribune Readers Poll. We invite you to check us out online and, if you like what you see and read, we would love to provide you with a no-pressure virtual

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Go to [stellarsolar.net](http://stellarsolar.net) for more information or call (866) 787-6527.

# Stellar Solar



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Aquaponics is the science of raising fish and plants in a recirculating system where fish waste is converted into natural fertilizer for plants.

## Saving ecosystems, saving lives

**ECOLIFE Conservation** in Escondido is an international nonprofit organization dedicated to creating a world where people and nature prosper together. We approach conservation by transforming the way people grow, access, and cook food. ECOLIFE's international efforts focus on building life-saving stoves in rural households in Michoacán, Mexico, so families can breathe clean air and consume 60% less wood than traditional open-fire cooking. We build stoves in and around the Monarch Butterfly Biosphere Reserve, a UNESCO World Heritage Site. Here in the US, our educational programming introduces innovative agriculture and environmental science to classrooms, while our community-based aquaponic projects support sustainable food systems and increase food security. Aquaponics is the science of raising fish and plants in a re-

circulating system where fish waste is converted into natural fertilizer for plants. This sustainable growing method uses 90% less water and land compared to traditional agriculture, while keeping pollutants out of our food and water supply. Learn more about us by visiting our website and signing up for our newsletter. You can also sign up for a tour of our Aquaponics Innovation Center (ours are virtual until further notice). Support us by sponsoring our golf tournament at the Rancho Bernardo Inn on July 9! We are proud members of the Carlsbad Chamber of Commerce and look forward to connecting with you. Visit [www.ecolifeconservation.org](http://www.ecolifeconservation.org) to learn more, or contact us directly at [admin@ecolifeconservation.org](mailto:admin@ecolifeconservation.org) or 760-740-1346.



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I Love A Clean San Diego County closes in on 10 million pounds of litter removed and 400,000 students educated.

## Clean and green: protecting from litter, reducing waste

It's estimated that one dollar invested in organizations like **I Love A Clean San Diego County** delivers seven dollars returned in community benefit. Might be hard to believe at first, but when this small nonprofit goes to work, the numbers speak for themselves. Best known for its massive countywide environmental cleanup events like *Creek to Bay Cleanup*, *International Coastal Cleanup Day* and hundreds of other community cleanups organized each year, I Love A Clean San Diego, along with its thousands of volunteers, could be touted as the region's largest cleanup crew – and they'd be proud of it. Yet, for more than 66 years, the nonprofit has delivered much more to the county's residents through environmental education

for youth and adults, and its recycling database to help people recycle and dispose of waste responsibly. Corporate support from businesses of all sizes has played a critical role as they close in on 10 million pounds of litter removed and 400,000 students educated throughout Carlsbad and the County of San Diego. "Our vision is to live in a region with no litter and where residents send very little to the landfill," said Len Hering, the organization's executive director and a retired Navy Rear Admiral. "We're helping to crack that code and empower people to be part of the solution." To learn more about I Love A Clean San Diego, visit [cleansd.org](http://cleansd.org)



Power Your Drive for Fleets is the first large-scale program of its kind in the region that supports zero-emission buses, trucks, delivery vans, forklifts, and other on- and off-road vehicles and equipment.

# SDG&E offers businesses infrastructure support to transition to zero-emission fleets

To help businesses operating a fleet of vehicles save money by transitioning to electric (EVs), **San Diego Gas & Electric** recently launched their *Power Your Drive for Fleets* program, which installs charging infrastructure for medium- and heavy-duty fleets. *Power Your Drive for Fleets* is the first large-scale program of its kind in the region that supports zero-emission buses, trucks, delivery vans, forklifts, and other on- and off-road vehicles and equipment.

*Power Your Drive for Fleets* will install charging infrastructure to support a minimum of 300 locations and facilitate the deployment of at least 3,000 medium- and heavy-duty electric vehicles in the San Diego region over the next five years.

The program makes it easier and more cost-effective for organizations with fleets to install electric vehicle charging infrastructure by connecting them to financial

incentives and rebates, as well as managing site design, permitting, construction, activation, maintenance, and offering upgrade support.

It also connects fleets with reduced electricity pricing plans like the Electric Vehicle High Power (EV-HP) rate, an innovative subscription-based plan that brings down the total cost of ownership by eliminating demand charges.

*Power Your Drive for Fleets* also offers additional rebates on charging equipment for schools, transit agencies, and eligible sites located in communities that struggle with socio-economic disadvantages, including air pollution due to proximity to traffic or large commercial/industrial facilities.

*Organizations interested in this program are urged to visit [sdge.com/evfleets](https://sdge.com/evfleets) to learn how they can participate.*



Unlike traditional skylights, Solatube Home's tubular skylights capture the sun's abundant light and delivers it indoors where sunlight was previously unheard of.

# Enhancing natural light at home

Are your skylights looking tired or damaged? With **Solatube Home's** premium grade HSE Performance Series skylights, you're not only replacing your outdated skylight with a more attractive option, you benefit from features that enhance the health, safety, and efficiency of your home. From their all-bronze finishes to their UV-blocking insulated glass, you get all of the advanced technologies you need to maximize the comfort and look of your home.

Our newest solar-powered operable model has even more amazing features. To start, it comes with a built-in rain sensor that shuts your skylight automatically in the event of unexpected weather. Better yet, this Fresh Breeze Skylight gets you a 26% federal tax credit after installation. Whether you're getting our operable skylight or a fixed skylight, you'll also enjoy maximum sound absorption and guaranteed better

impact protection.

Unlike traditional skylights, Solatube Home's tubular skylights capture the sun's abundant light and delivers it indoors where sunlight was previously unheard of. Spaces like hallways, closets, and other dim areas of your home can now come alive with vibrant, natural light. This breakthrough technology can transform virtually any room.

We have installed over 100,000 natural lighting and ventilation systems over the past 30 years. Solatube Home's overall goal is to help you reduce your reliance on electricity, be more sustainable, and save money in the process. That's the brightest idea yet if we do say so ourselves.

*To speak with an expert or set up a free virtual or in-home consultation, please call (619) 722-8852.*



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# This spring, enjoy your new ride

We’re celebrating spring here at the all new **Premier Kia of Carlsbad** and **Premier Chevrolet of Carlsbad**! We’re proud to be the newest members of the Carlsbad Automotive Dealer community and thanks to you, our neighbors, we’ve been growing 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 of our customers 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 all year long.

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 or PremierKiaOfCarlsbad.com where you will see our all new and completely redesigned Chevrolet Tahoe along with the all new KIA Seltos, a small SUV with huge technology features! We always 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



April is Earth Month. Consider buying an electric vehicle such as this 2021 Chevy Bolt.



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 our Grand Opening 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. We’re 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.*

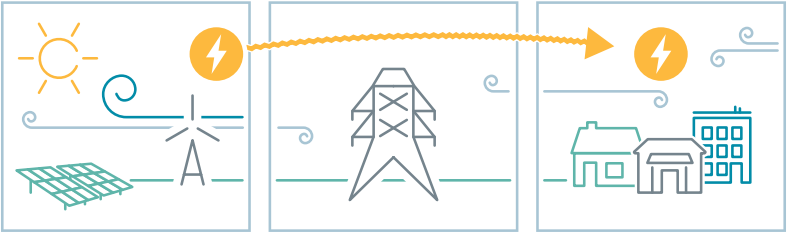


## CLEAN ENERGY ALLIANCE

### POWERFUL BENEFITS

- |                                     |                         |
|-------------------------------------|-------------------------|
| ✓ Clean Energy                      | ✓ Community Investment  |
| ✓ Achieve Climate Action Plan Goals | ✓ Increase Transparency |
| ✓ Reduce GHG Emissions              | ✓ Choice                |
| ✓ Local Control                     | ✓ Quality Service       |

### HOW IT WORKS



- 1 CEA purchases power directly from power providers and/or builds energy generation sources.
- 2 SDG&E delivers energy, handles billing and serves customers.
- 3 Customers receive energy at competitive rates.

(833) 232-3110 | TheCleanEnergyAlliance.org



Because CEA is a locally managed, not-for-profit entity, any excess revenue generated by CEA will be reinvested in the community through innovative energy projects, rebate programs and other incentives.

## Clean energy, more choices, locally controlled

On May 1, 2021, residents and businesses of Carlsbad, Del Mar and Solana Beach will have a new default energy provider: **Clean Energy Alliance (CEA)**. CEA, a locally controlled not-for-profit entity also known as a Community Choice Energy program, will offer clean power at competitive rates.

CEA was formed by the cities of Carlsbad, Del Mar and Solana Beach to help meet the goals of each municipality’s *Climate Action Plan*. The program will be locally managed and available exclusively to residents and businesses within the three cities. The program is governed by the CEA Board of Directors, made up of elected officials from each city.

### How it works

CEA buys electricity and **San Diego Gas and Electric (SDG&E)** continues to deliver it to your home. Local control over buying energy allows CEA to make better investments in clean power. SDG&E will continue to handle billing and delivery to homes and businesses.

### Benefits

CEA’s default power supply, Clean Impact Plus, comes from 50% renewable/75% carbon free sources, at a lower cost than SDG&E’s 39% renewable power supply (per SDG&E 2019 Power Content Label).

Because CEA is a locally managed, not-for-profit entity, any excess revenue generated by CEA will be reinvested in the community through innovative energy projects, rebate programs and other incentives.

CEA is designed to empower the local community through local control, clean power, competitive rates, reduced greenhouse gas emissions and more.

By default, customers have the option to opt up to a Green Impact, 100% renewable energy plan or opt down to Clean Impact 50% renewable energy. Customers may also choose to opt out and remain with SDG&E.

*For more information on how to opt up or opt out, please visit thecleanenergyalliance.org or call 1-833-232-3110.*

# Hello San Diego!



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

2021 CHEVROLET TAHOE



2021 KIA TELLURIDE

**PREMIER**  
**CHEVROLET OF CARLSBAD**

5335 Paseo Del Norte, Carlsbad, CA 92008  
760-692-1558 - Sales  
760-692-1549 - Service  
[PremierChevroletOfCarlsbad.com](http://PremierChevroletOfCarlsbad.com)



**PREMIER**  
**KIA OF CARLSBAD**

5331 Paseo Del Norte, Carlsbad, CA 92008  
877-686-6488 - Sales  
877-629-8464 - Service  
[PremierKiaOfCarlsbad.com](http://PremierKiaOfCarlsbad.com)



# Tri-City Medical Center

Proudly serving our community  
since 1961.



## Celebrating 60 years of quality service to our community

As a full-service, acute care hospital with over 500 physicians practicing in over 60 specialties, Tri-City is vital to the well-being of our community and serves as a healthcare safety net for many of our citizens.

Tri-City 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 Medical Center



1961-2021

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