



# 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

MAY/JUNE 2021



**CITY NEWS**  
Why tourism is part of our secret sauce.

4



**SCHOOL NEWS**  
EUSD adopts regenerative agriculture practices for district-owned Farm Art.

6



**CULTURE BUZZ**  
Quilting Exhibit: Sew on and Sew Forth!

10

## Carlsbad is coming back

There's good news for Carlsbad. It appears that tourism is finally making a comeback.

The tourism and hospitality industries are huge economic drivers for Carlsbad, so after suffering through the COVID pandemic over the last year, things are looking up.

"With the use of some tools, we are seeing an increase in visitation to Carlsbad destinations that looks to be on a good trajectory," said Mark Rudyk, Interim Executive Director for **Visit Carlsbad**. "With us being over the major hump of COVID, cases declining and more and more people getting vaccinated, the outlook is very optimistic." He went on to say, "there is a lot of pent-up demand. So, people are looking to travel, and they are making plans and feeling more comfortable."

According to Matt Sanford, Economic Development Manager at the **City of Carlsbad**, leisure travel could rebound to near normal levels soon, however group travel may take more time to recover. During Sanford's presentation (Economic and Financial Update) at the City of Carlsbad Special City Council Meet-

› CARLSBAD, Page 6

## A kind workplace

Every year in January, kindness takes over the world for a full week as kids from more than 110 different countries celebrate *The Great Kindness Challenge*. This initiative, which started in three Carlsbad schools (Jefferson Elementary, Hope Elementary and Kelly Elementary) back in 2012, is now ready to grow even more. "With the Kindness Certified program being so well received in the education sector, we decided to extend the program to the business sector, expanding the impact of kindness on our entire community," says Jill McManigal, Co-Founder and Executive Director at **Kids for Peace** - the organization behind *The Great Kindness Challenge*. "With our schools, families, community and government partners already driving this kindness movement, we are now thrilled to formally invite, engage and recognize businesses through the *Kindness Certified Company* program."

As the concept of a kindness program for businesses took off, McManigal, together with Program Director at Kids For Peace, Asia Moore, knew that they would need a strong ally in the community to get them started. That's when they reached out to the **Carlsbad Chamber of Commerce**. "As a proud nonprofit member of The Carlsbad Chamber of Commerce, we are very excited to partner to extend the kindness movement to our local business community," says Moore, adding that "thanks to the Chamber's experience and leadership, we will be able to jointly



Jill McManigal and Asia Moore at the 2021 Green Business Expo, soft launching Kids For Peace's Kindness Certified Company program.

provide benefits and opportunities that businesses desire and that truly bring value to our business community."

"Companies are looking for additional ways to support our community, especially in light of this difficult year," says President and CEO of the Carlsbad Chamber of Commerce, Bret Schanzenbach. "As inclusivity, diversity and equity become more and more important in a company's culture, we knew this partnership could provide the opportunity for organizations to act on those values by signing up."

### Becoming a Kindness Certified Company

"A *Kindness Certified Company* is good to their people, community, planet and world," says McManigal. "To become *Kindness Certified*, companies commit to upholding a set of values and aspirations with the goal of having a positive impact on their employees, community and the environment. For example, *Kindness Certified Companies* support the community by volunteering for at least one

› KIND, Page 8

## BUSINESS SPOTLIGHT

## Welcoming summer, welcoming you

Looking to kick off summer in a safe, sunny and cheerful environment? Diane Powers' **Casa de Bandini** in **The Forum Carlsbad** is your next go-to staycation destination. Casa de Bandini brings old-world Mexico to life with authentic cuisine, giant margaritas and a vibrant, glowing atmosphere.

Casa de Bandini has been charming North County residents since relocating from Old Town in 2009, offering a delicious selection of award-winning Mexican cuisine, giant handcrafted margaritas and handmade tortillas served hot-off-the-grill each day. As soon as guests walk in, they feel the excitement of Mexico with authentic décor, fine Mexican folk art, and colorful hand-painted murals.

The menu features authentic dishes made with the freshest ingredients and original regional recipes, including favorites such as the Tequila Lime

Shrimp, shrimp sautéed with tequila, lime and butter; seasoned garlic, crushed chili and cilantro; Carnitas a la Michoacán, slow roasted succulent morsels of pork served with soft hot tortillas, guacamole, salsa and frijoles de la olla; and the Fajitas Supremas, a sizzling platter of shrimp, chicken and beef marinated and combined with sautéed with bell peppers, onions, tomatoes and mushrooms, and served with tortillas, guacamole, Mexican rice and frijoles. Featuring more than a dozen homemade sauces, salsas and dressings, plus handmade tortillas served all day long, Casa de Bandini boasts an extensive menu of delicious flavors amidst a vibrant dining atmosphere reminiscent of Old Mexico.

In addition to its mouth-watering cuisine, Casa de Bandini offers



Casa de Bandini has expanded its outdoor heated patios – already some of the most beautiful in all North County.

› CASA DE BANDINI Page 7

PRESORT STD  
U.S. Postage  
PAID  
Carlsbad, CA  
Permit #67

CARLSBAD  
CHAMBER OF COMMERCE  
5934 Priestly Drive  
Carlsbad, CA 92008



# HELLO SAN SAN DIEGO!



We welcome our newest team member to The Premier Automotive Group: Joe Musgrove! 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.

*Giving*  
**HOPE**



2021 CHEVROLET TAHOE



2021 KIA TELLURIDE



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

5331 Paseo Del Norte, Carlsbad, CA 92008  
877.686.6488 - Sales  
977.629.8464 - Service  
[PremierKiaOfCarlsbad.com](http://PremierKiaOfCarlsbad.com)

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

5335 Paseo Del Norte, Carlsbad, CA 92008  
760. 692.1558 - Sales  
760. 692.1549 - Service  
[PremierChevroletOfCarlsbad.com](http://PremierChevroletOfCarlsbad.com)





OFFICERS

- CHAIR OF THE BOARD

Catherine Magaña

WWM Financial
- CHAIRMAN ELECT

Josh Mazur

Upstream Consulting
- IMMEDIATE PAST CHAIR

Matt Leonard

Edward Jones
- TREASURER

Rich Clark

Fuzion Payments, LLC
- VICE CHAIRS

Paula Anderson

First Citizens Bank
- Adam Jacobs

Fortis Fitness and Strength Training & YOGALUX
- Sue Loftin

Loftin | Bedell, P.C.
- Carl Streicher

Prime Lending

BOARD OF DIRECTORS

- Trent Andrews

Procopio, Cory, Hargreaves & Savitch, LLP
- Deb Beddoe

Your Ops Manager
- Aaron Byzak

Tri-City Medical Center
- Miguel De Jesus

California State University San Marcos
- Geoff Gray

Park Hyatt Aviara Resort, Golf Club & Spa
- Laura Henderson

North County HR
- Brian Hughes

Omni La Coast Resort & Spa
- Rachel Ivanovich

Easy Life Management, Inc.
- Justin Jachura

Señor Grubby's
- Claude Jones

Walmart Global Tech
- Jessica Jones

Poseidon Water LLC
- Joan Jones

Carlsbad by the Sea Retirement Community
- Sarah Kim

Callaway Golf
- Kristianne Kurner

New Village Arts
- Ramon Oseguera

The Shoppes at Carlsbad
- JR Phillips

The JR Phillips Group Inc.
- Chafic Rouhana

Wells Fargo
- Alex Renée Poelstra

All Maven
- Don Sando

Strategic Results Group
- Katie Scanlan

San Diego Gas & Electric
- Liz Sheahan

Girl Scouts San Diego
- Kurt Stocks

LEGOLAND California
- Amber Ter-Vrugt

Scripps Health
- AJ van de Ven

Calsense
- Bob Westfall

Solatube International

DIRECTORS EMERITUS

- Carlton Lund

The Lund Team
- John R. Osborne

AT&T
- Don Schempp

Torrey Pines Bank Carlsbad
- Lou Storrow

Storrow Law, APC
- Tim Stripe

Grand Pacific Resorts, Inc.

ADVISORY COUNCIL

- Scott Chadwick

City Manager
- Dr. Benjamin Churchill

Carlsbad Unified School District
- Dr. Sunita Cooke

MiraCosta College
- Christine Davis

Carlsbad Village Association
- Matt Hall

Mayor, City of Carlsbad
- Mark Rudyk

Visit Carlsbad
- Sandy Wilson

Camp Pendleton

STAFF

- Bret Schanzenbach

President & CEO
- Carolina Alban-Stoughton

Director of Communication and Engagement
- Janine Burke

Office Manager
- Kathleen McNary

VP of Member Relations
- Darryl Reitmeyer

Director of Sales & Marketing
- Edgar Rodriguez

Creative Director
- Kathy Steffen

Director of Fun

ASSOCIATES

- Advanced Web Offset

Carlsbad Business Journal Printing

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.

- 760.931.8400

@carlsbadchamber
- frontdesk@carlsbad.org

@carlsbadchamber
- carlsbad.org

@carlsbadchamber
- 5934 Priestly Dr. Carlsbad, CA 92008

@chambercarlsbad

Published 10 months out of the year by the Carlsbad Chamber of Commerce. Subscription price is deducted from dues of Chamber members.

INDEX

- CITY NEWS.....

4
- VILLAGE BEAT.....

5
- TO YOUR HEALTH.....

5
- SCHOOL NEWS.....

6-7
- CULTURE BUZZ.....

10
- MEMBER DIGEST.....

12-14

# The return of the Carlsbad Village Faire

2019 was a great year for the **Carlsbad Chamber of Commerce** in that we celebrated 45 years of hosting the twice annual Carlsbad Village Faire. 2020, however, was NOT a great year as we all grappled with a global pandemic that took countless lives, destroyed businesses and shuttered events as diverse as March Madness, Comic Con and our Faire. But as another sign that life is starting to return some semblance of 2019 normalcy, we are happy to announce the return of the *Carlsbad Village Faire* on July 25, 2021.

The *Carlsbad Village Faire* was started in 1974 by Keith Kennedy. Keith created an events company called Kennedy and Associates. And while Kennedy and Associates still manages the faire for us today, the torch within the company has passed twice. First in 1994 Keith passed the leadership to his son-in-law, Brian Roth, and in 2016 Brian passed the leadership off to Rick Bauer. And the Faire has done nothing but shine throughout the 45 years of existence as it grew to become the largest single-day street fair in the country.

Of course, 2021 will look a little different. First, the Faire is usually the first Sunday of May and the first Sunday of November. The November date is still set accordingly, but due to COVID restrictions, we knew back in January that a May event was not practical. So we made the decision to postpone to late July with the hopes that the COVID vaccine would assist us all in defeating the virus and getting back to life as we once knew it. Secondly, we will forego a few things that usually create over “gatherings” of crowds at events like these. We hope this will be the only Faire where we have to do this, but we have decided to not host a beer garden, a kids’ zone with carnival rides or a performance stage. Out of an abundance of caution, we want to minimize staging up places that will foster crowding. However, we will still have a food court with some great, delicious food vendors. Lastly, our vendor footprint will be smaller for this first event back. As you can imagine,



Our last Carlsbad Village Faire was held back in November of 2019. After a full year hiatus due to public health orders, the Faire will be back this summer!

CARLSBAD CHAMBER PRESENTS



SAVE THE DATE!

**CARLSBAD VILLAGE STREET FAIRE**

SUNDAY, JULY 25, 2021  
8 A.M. — 5 P.M.

we had to give a lot of refunds in 2020 to vendors when we couldn’t host our events. We still expect a lot of your favorite vendors to be there, but it will most certainly be a bit smaller than we are all used to. This will be our “baby steps” back to our real event (stay tuned for November’s *Village Faire*). We hope you all come out and support this event and these vendors. The event industry took quite a hit last year. The **San Diego Tourism Authority** reported that 77,000 jobs were lost locally due to events that were canceled. Before the pandemic, 1 in 8 San Diegans were employed in some facet of this industry sector. During 2020 there was a \$9.9B loss of revenue in the event industry in San Diego. When I asked Rick Bauer what it will mean to all these vendors and to his team to have the *Carlsbad Village Faire* back up and running, he shared that “it gives those of us in

the event planning industry great hope that our lives and businesses will be restored to normalcy. It has been a long 13 months since **Kennedy and Associates** and its family of entrepreneurial artisans, crafters and businesses have been able to make a living. We are so ready to celebrate the opening of all of our businesses.” We hope you come out and support the event. Because the event is in July instead of May, parking will be even more challenging. With that mind, please use one of our shuttle lots. We have added more shuttle buses so you won’t have to wait to get a ride. Shuttle lots are at **The Shoppes at Carlsbad** and the Poinsettia Train Station. Lastly, unless something changes, we expect that mask-wearing will still be encouraged. So please do your part to stop the spread. Who’s ready to toast the town?! See you on July 25.

# Stay and play with a new car

Baseball is back and here in San Diego, we’re rooting for The Padres! The all new **Premier Chevrolet of Carlsbad** is proud to partner with superstar “No Hitter”, Starting Pitcher: Joe Musgrove! We’re serious about being your hometown Chevrolet dealer and are committed to making sure you receive the finest sales, inventory and service and by partnering with the best, we’re striving to be the best. As the newest members of the Carlsbad Automotive Dealer community, we’re working hard every day to be your choice when it comes to your next car or truck purchase. Thanks to you, our neighbors, we’ve been growing by leaps and bounds! Let’s not forget about the all new **Premier KIA of Carlsbad!** The new KIA’s have hit the ground and are in stock. With a huge inventory that just arrived, you can be sure that we have the KIA you want at the price you’ll love. Plus, with KIA’s incredible 10 year, 100,000 mile warranty, you’ll be covered for years to come. With more 25 locations nationwide, the Premier Automotive Group of dealers has been a leader in innovation and community service to its customers and neighbors. Our mission is to help all 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. Working with over 35 banks allows us to secure fantastic financing for our customers, from Tier-1 perfect credit to folks who have had challenges in their lives such as bank-

ruptcies 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! 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!



HOMETOWN HOSPITALITY:

# Why tourism is part of our secret sauce

A year after devastating economic blows, our tourism industry is on the ropes. But it's by no means a TKO.

The sector is slowly regaining its footing. Every week, attractions and hotels are safely welcoming back more visitors — an encouraging sign of economic recovery.

CITY NEWS



MATT SANFORD  
ECONOMIC DEVELOPMENT  
MANAGER  
CITY OF CARLSBAD

On an average year, Carlsbad attracts about 4 million tourists, the equivalent of the entire state of Oregon. That generates more than \$1.5 billion in local sales and provides about 13,000 jobs, making the sector an economic powerhouse for our community.

What's more, our 42 hotels and resorts generate \$28 million in transient occupancy tax (TOT) revenue, which in part funds the high quality of life we enjoy here in Carlsbad — from our beautiful parks to our well-maintained streets.

Simply put: the hospitality industry is part of our secret sauce.

So, if there's ever been a time to support our local hospitality industry, it's now. Many of our attractions and resorts will have lower-than-normal capacity this summer. That's an opportunity for us locals to pop-in for a meal, a spa treatment or a happy hour. Collectively we can help revive this vital part of our economy.

"This is also probably the safest time ever to enjoy a resort," added Thomas Lee, Area General Manager for **Cape Rey Carlsbad Beach**, a Hilton Resort and Spa. "We're tak-



On an average year, Carlsbad attracts about 4 million tourists, the equivalent of the entire state of Oregon.

ing extra precautions and rolling out the red carpet."

At Cape Rey, they've even pivoted to offer 'elopement packages' as couples opt for small weddings due to COVID. They're also making accommodations for socially distanced private events and business meetings. And of course, they're reinstating their wildly popular beach concierge service.

Over at **Grand Pacific Palisades Resort**

& **Hotel**, staff has used the pandemic downtime to revamp amenities and offerings. Both of its restaurants — Twenty/20 Grill & Bar and 7 Mile Kitchen —have several new menu items. The spa and much of the property have also been spruced up, too.

"Though 2020 was a hard year, we used the opportunity to really step things up," said Tim Stripe, Co-President of **Grand Pacific Resorts**, which owns the property. "This

pandemic has deepened our appreciation for the Carlsbad community, and we want to make everyone feel more welcome than ever."

The way I see it: whether you're a visitor from far away or a visitor for the day, let's go safely support our local attractions and hotels. You'll be helping Carlsbad rebuild its economy while rekindling some of that summertime fun.

Health inside. Welcome in.

**truecare**<sup>TM</sup>

Formerly NCHS

**CO  
VICTORIOUS**

**Join us for our Virtual Annual  
Report Event for the Community!**

Join us to learn how we emerged from  
**COVID victoriously** by working together  
to serve our communities.

**May 13, 2021 / 8:00am - 8:45am**

**RSVP Today! [www.truecare.org](http://www.truecare.org)**



True Care provides extraordinary team-based care from qualified compassionate professionals that understand your needs and truly care about your health and wellbeing.

## Your health in good hands

As we reflect on 2020, we come to understand the heart, commitment and impact of TrueCare<sup>TM</sup> in the community. Throughout the year, we triumphed together showing compassion to those we serve, staying connected to the community, being collaborative and remaining courageous – Together, we were CoVictorious!

We cared for the community for almost 50 years as North County Health Services. In 2020, we transformed to TrueCare. The new brand's vibrant elements reflected across our communities bringing awareness to our enhanced mission. From our humble beginnings as a mobile unit traveling to those in need of health services, we have steadily grown to being one of the premier healthcare providers in San Diego and Riverside counties with open doors for all, no matter your income or insurance status.

As we emerge from 2020 CoVictorious, our plans for continuing to impact lives are bigger than ever. In 2021 and beyond, we remain focused on fighting COVID-19, expanding telehealth services, and prioritizing behavioral health visits. Our recent launch of our TrueCare MyChart patient portal makes us the first federally qualified healthcare center in San Diego County to offer patients easy access and management of their healthcare. Building on these accomplishments we are excited to roll out our brand new Mobile Wellness Unit to bring quality care directly to our communities, combating inequities that exist not only in healthcare, but in other critical areas of life. We look forward to continuing being entrusted with the health of our neighbors for years to come.

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



# Enjoy downtown’s summer harvest

As restrictions start to lift and the light at the end of the tunnel gets brighter, we cannot help but reflect on the *State Street Farmers’ Market* and the role it has played on the business recovery in Carlsbad Village.

Celebrating its 27th summer in downtown Carlsbad, the *State Street Farmers’ Market* has become one of the premier markets in all of San Diego County. With its unique location nestled in the heart of the Village directly adjacent to fantastic shopping and dining, it feels more like an open-air European market than a typical Southern California farmers’ market.

With 52 vendors and growing, as space permits, the *State Street Farmers’ Market* welcomes approximately 2,000 people every Wednesday to the downtown area. Many shoppers are weekly regulars who would not miss the opportunity to stock up on the freshest local produce imaginable or buttery salmon. Some walk to the market from their homes downtown and some



More than 40 artisans display their handmade artistry at the Makers Market.



More than 40 artisans display their handmade artistry at the Makers Market.

wine tasting and a charcuterie plate for two at Witch Creek Winery, followed by a delicious dinner al fresco at **Vigilucci’s Cucina Italiana**, and a decadent double-decker dessert at **Handel’s Ice Cream**? This night-on-the-town for two is valued at \$180. Visit us on Instagram @carlsbadvillage and play along.

And do not forget to make a day of it on Saturday, June 5 and stop by the *Makers Market* at **St. Michael’s by-the-Sea Episcopal Church** with its stunning ocean view campus. More than 40 artisans will have their handmade artistry on display for sale from 9 a.m. to 4 p.m., including jewelry, clothing, leather handbags, pottery, candles, wood-working, glass wear, home décor, artisan sweets, and so much more. It is simply impossible not to fall in love with something at the *Makers Market*. This is an excellent way to support not only the local artists in Carlsbad and North County but the small businesses in the Village as well.

For more information on where to shop, dine and play in Carlsbad Village, please visit the *Carlsbad Village Association website* at [carlsbad-village.com](http://carlsbad-village.com) and don’t forget to sign up for our weekly eNewsletter to always stay informed!

## How to schedule a mammogram during coronavirus pandemic

Scheduling an annual screening mammogram remains the best way to detect any early signs of breast cancer. However, some people have had questions about scheduling a mammogram during the COVID-19 pandemic. How safe are health facilities? Can I postpone my mammogram? Can the COVID-19 vaccine affect my mammo-

gram? Let’s start with what hasn’t changed. Breast cancer is still the second most common cancer among women in the United States according to the Centers for Disease Control and Prevention (CDC). Research shows it is easier to treat breast cancer when it is caught early. A screening mammogram is used to look for signs of breast cancer in women who don’t have any breast symptoms or problems. Health care facilities, like those at **Scripps**, are still safe places for mammograms, with enhanced precautions in place to protect patients, doctors, nurses and staff from potential exposure to the coronavirus.

“If you are overdue for one, we encourage you to schedule your annual screening mammogram and work with your doctor if you have any questions,” says Rebecca Hsu, MD, a diagnostic radiologist at Scripps MD Anderson Cancer Center and Scripps Clinic. “Regular mammograms are the best tests doctors have to find breast cancer early.”

### COVID vaccine and mammograms

If you are unable to schedule your screening mammogram before receiving the COVID-19 vaccine, doctors recommend having your mammogram done a minimum of four weeks after receiving your second vaccine dose. This applies to two-dose vaccines by Moderna and Pfizer. The reason for this recommendation is that some women who receive these vaccines develop swollen lymph nodes, usually

under the arm on the same side of the body where the vaccine was injected. This is a normal immune reaction to the vaccine and generally subsides within four weeks. It’s not yet known if the recently approved Johnson & Johnson vaccine may have a similar effect.

Scripps experts are raising awareness about timing considerations for scheduling screening mammograms and the COVID-19 vaccine.

“Because enlarged lymph nodes can be seen on mammograms, patients due for their annual screening mammograms are encouraged to schedule their mammograms either before they have received the first dose of the vaccine or at least four weeks after they have received the second dose. This will reduce the chances of getting called back for additional imaging due to the enlarged lymph nodes,” Dr. Hsu says. Under normal circumstances, swollen lymph nodes are a sign of breast cancer and would raise concern appearing on a mammogram and would require further testing.

If you get vaccinated first and do not want to miss a scheduled mammogram, make sure to tell your doctor about your vaccination to help get the most accurate mammogram reading.

### Is it safe to delay a screening mammogram?

For patients of average risk, postponing an annual screening mammogram a month or two during the pandemic should not affect the risk of breast cancer.

“If you are significantly overdue for a mammogram, it is especially important to make and keep your mammogram appointment,” Dr. Hsu says.

A delay is only recommended for screening mammograms, where the patient has no breast cancer symptoms. There should be no delay if the patient has symptoms.

A diagnostic mammogram is used to look at a woman’s breast if she has breast symptoms or if a change is seen on a screening mammogram. A diagnostic mammogram may include extra views of the breast that aren’t part of screening mammograms.

You should contact your doctor right away if you notice changes in your breasts



Screening mammograms and COVID-19 vaccines are important preventive healthcare steps.

or are experiencing unusual symptoms. Be on the lookout for the warning signs of breast cancer. Consult with your doctor if you develop any of these symptoms:

- Bloody or clear nipple discharge that occurs without squeezing the nipple
- Breast dimpling or puckering
- Swollen, red or warm breasts
- Changes in size or shape
- A hard knot or thickening in the underarm area or inside the breast
- A scaly, itchy rash or sore on the nipple
- Inversion (pulling inward) of the nipple or breast
- Pain in one spot that doesn’t go away in two to three weeks

### How safe are breast care locations?

If you’re a Scripps patient, don’t hesitate to schedule a doctor’s visit to discuss a medical issue, change of health status or for a preventive visit, including a mammogram, due to concerns about COVID-19.

“We have extensive safety procedures and protocols in place to protect patients, doctors, nurses, staff members and anyone else who enters a Scripps facility,” says Ghazala Sharieff, MD, MBA, Scripps chief medical officer, clinical excellence and experience.

- Those safety precautions include:
- Curbside check-in through the My-Scripps mobile app
  - Asking that patients visit their doctor without a companion, if possible
  - Screening for everyone entering a facility
  - Requiring all physicians, staff members,

- patients and visitors to wear face masks or coverings
- Rigorous cleaning and disinfecting protocols for all facilities and equipment

### Steps you can take to protect yourself from COVID

In addition to wearing a face covering, you can take other steps to reduce your risk when you go to your doctor’s office, including:

- Practice social distancing in waiting rooms.
- Practice proper hygiene by washing your hands frequently with soap and warm water for at least 20 seconds.
- Use hand sanitizer before and after your visit.
- Avoid touching communal surfaces in the office, such as doorknobs and elevator buttons, as much as possible.
- Avoid touching your face, eyes, nose and mouth.
- Do not come in if you are feeling sick or have a fever or cough.

While a mammogram takes only a short while to complete, it does involve close contact between a patient and medical professional.

“We have safety measures in place for every step of your visit and we encourage you to ask questions about how we do breast imaging,” Dr. Hsu says.

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)



# EUSD adopts regenerative agriculture practices for district-owned Farm Art

In the morning sun, farmer Cathryn pulls back a shade cloth to expose rows of romaine, kale, and chard in the main market garden. Strawberries, broccoli, and parsley are ready for harvest. The neighboring field's soil is saturated after last night's spring rain – a gift for the newly planted carrots, tomatoes, and celery that will be incorporated into school lunch offerings and salad bars at all nine elementary school sites.

In 2013, **Encinitas Union School District (EUSD)** became the first district in the nation to manage its own certified organic farm. In addition to transforming school lunch, EUSD's farm-to-school efforts minimized the district's environmental footprint, built student awareness of food systems, and increased student willingness to try new, seasonal foods.

The organic farm is just one component of EUSD's 10-acre sustainability campus, Farm Lab. In addition to growing organic produce, Farm Lab provides

district wide sustainability education at the DREAMS Campus. (Design, Research, Engineering, Art, Math and Science) This innovative indoor/outdoor learning space provides 4PBL (Project, Place, Problem and Phenomena based learning) experiences to all Kindergarten through 6th grade students. Visits integrate Next Generation Science Standards, CA Environmental Principles and Concepts, and UN Sustainability Goals to build student understanding of the interconnectedness of food, wellness, sustainability, and environmental stewardship.

In the past year, thanks to our partnership with The Ecology Center [www.theecologycenter.org](http://www.theecologycenter.org), we have shifted from using conventional organic farming practices to a regenerative organic agriculture model. This purposeful shift has further increased the benefits of our project. We were already using organic pest control measures, and now we are actively improving the soil as we protect it. Why does this matter? Healthy soil is the foundation for a healthy planet.

The regenerative farming practices we've integrated include minimal tillage, use of compost and cover crops, crop rotation, intercrop planting, and integrating native gardens to increase bee and beneficial insect habitat. These practices increase soil fertility, improve water retention capabilities, promote biological diversity, and increase carbon sequestration. Yes, you read that correctly. We are literally mitigating



Organic romaine lettuce grown at Farm Lab will be harvested and served in school lunches at all nine EUSD elementary schools.

climate change by how we are growing produce for our student lunches.

Our shift to regenerative organic agriculture enabled us to become Real Organic Project [www.realorganicproject.org](http://www.realorganicproject.org) certified in September 2020. We are doing our part to ensure organic farming stays rooted in soil health. "One of the best-kept secrets in the world today is that the solution to global warming and the climate crisis...lies right under our feet, and at the end of our knives and forks." - Ronnie Cummins, Regeneration International

Want to know more about how small, regenerative agriculture farms can mitigate climate change? Watch Small Scale Farmers Cool the Planet [www.youtube.com/watch?v=GjD8URaGe88&t=973s](https://www.youtube.com/watch?v=GjD8URaGe88&t=973s).

## › CARLSBAD Continued from Page 1

ing on April 27, Sanford noted that tourism firms may take longer to fully recover.

That's still good news, especially when you compare it to the past year when there were many restaurant and hotel closures, limited capacity, and several event cancellations.

To incentivize staycations, Visit Carlsbad started a campaign back in the middle of the pandemic named *Carlsbad is Calling*. You can learn more about this effort at [Carlsbadiscalling.com](http://Carlsbadiscalling.com) today. This site promotes how you can explore more of Carlsbad, California with links to various hotels, beaches, restaurants, golf, shopping and much more.

"Looking a little further forward," said Brian Hughes, Managing Director for **Omni La Costa Resort and Spa**, "we're a few weeks away from Memorial Day weekend, which is traditionally the beginning of summer for tourism. And we are very bullish on that. And what is really helping us out is that, after June 15, we are able to host meetings again and we have made a decision at La Costa to begin that in July."

There were a lot of changes made this past year due to protocols and creating a safe environment.

"One of the many things we've learned through this experience is the appeal of outdoor dining, Hughes said. "The two main restaurants that we have operating are doing the majority of our business outdoors. We live in this amazing place, with this amazing climate and people have been reminded that you just have to put on another layer of clothing, and you can enjoy the outdoor environment, which has become much more appealing to people than sitting in an indoor environment where we never really thought about the air quality before."

The bottom line is that we are starting to see an increase in business, more people are enjoying the outdoors and the expectation is for a strong second half of the year as California plans to lift most COVID restrictions on June 15.

We hope to see you out and about enjoying Carlsbad's beautiful summer.



## Make Your Old or Damaged Skylights

# BEAUTIFUL



BEFORE



AFTER



How can I brighten your day?

### Voted #1 Skylight Company

Premium Fixed & Fresh Breeze Skylights

- 99% UV blocking
- Sound absorption
- Insulated glass



## 619-493-2021

[SolatubeHome.com/SDUT](http://SolatubeHome.com/SDUT)



Learn more!

©2021 Solatube Home    Lic.# 847890

**FREE Consultations • Fast & Easy Process • 30 Years in Business**





Cal State San Marcos police officer Adam White was the first person vaccinated when the university opened a COVID-19 vaccine clinic for the campus community in late March. Photo by Andrew Reed

# CSUSM opens vaccine clinic for campus community

Since he became eligible to receive the COVID-19 vaccine as part of Phase 1B in late February, Adam White has been trying in vain to book an appointment for his first shot.

So when the **Cal State San Marcos** police officer got an email on March 19 informing him that he could now be vaccinated through the first clinic available exclusively to members of the campus community, he jumped at the opportunity.

HIGHER LEARNING



**DR. PATRICIA L. PRADO-OLMOS**  
VICE PRESIDENT OF COMMUNITY ENGAGEMENT  
CALIFORNIA STATE UNIVERSITY SAN MARCOS

A few days later, White was at the front of the line as CSUSM kicked off its effort to inoculate staff, faculty and students who have not been able

to secure vaccine appointments through their health care provider or San Diego County-run sites around the region.

"It's a huge relief," White, in his 15th year as an officer at CSUSM, said as he sat on a folding chair in the observation zone for 15 minutes after receiving his shot. "I believe the vaccine will allow me to do certain things as life begins to return to normal, like travel and go to concerts."

The opening of the on-campus clinic was the culmination of almost three months of work led by Erin Fullerton, director of Integrated Risk Management, in concert with a team from Safety, Health and Sustainability. CSUSM applied to host a vaccine station on Jan. 5, and the request was approved by the state about a month later. Since early February, the university has applied each week to receive a shipment of vaccine doses from the county, and each week it has been denied.

Until March 19, that is, when CSUSM learned that it would be receiving 100 doses of the Moderna vaccine, which would need

to be administered within a week. The vials arrived the following week at the campus loading dock, where Fullerton was on hand to accept them along with Zachary Nortz, a Master of Public Health student who has been hired as a temporary employee to assist with the logistics of the vaccine clinic. Fullerton then ushered the precious cargo – she even secured the box in her car with a seatbelt – to the Student Health and Counseling Services building, where it was stored in a special freezer before being brought out in a temperature-controlled cooler for use the next day.

Fullerton described the event as the most satisfying thing she has done in the year of the pandemic.

"It's super exciting," Fullerton said. "It's not just getting the shots in arms. It's the emotional and psychological aspect of this. I have felt a lightness around campus, like, 'We're really doing this; this is real. We're not just hearing about other people getting vaccinations.' This is the symbolic beginning of that light at the end of the tunnel."

Fullerton and her team knew only that the vaccines they'd be getting would be in lots of 100, so for the last six weeks they have been planning the nuts and bolts of running a clinic that could have been many multiples larger. For the first three-hour session, they prioritized employees at the highest risk of contracting COVID-19 – in this case, those working on campus and anyone 65 or older.

The shots were given by three CSUSM nursing students, supervised by two nurse practitioners from SHCS. President Ellen Neufeldt stopped by midway through to see the clinic in action and thank the organizers for their efforts.

"It's been a wild ride over the last month, a series of crests and troughs, but this has gone better than I hoped it would. I think we really nailed it," said Nortz, the MPH student. "This is a momentous occasion in the fight against COVID, and I'm so excited to be part of this group."



As soon as guests walk into Casa de Bandini, they feel the excitement of Mexico with authentic décor, fine Mexican folk art, and colorful hand-painted murals.

## CASA DE BANDINI

Continued from Page 1

delicious margaritas in three generous sizes, from 17- to 32-ounce glasses, where various flavor options and a selection of more than 95 of the most popular tequilas join forces to create some of the best and most flavorful margaritas you'll find anywhere in San Diego.

In keeping with the latest mandates, Casa de Bandini has implemented all required health and safety measures, including proper physical distancing throughout the restaurant and seating areas, ongoing cleaning and disinfecting of high-contact areas, required face coverings for guests and staff. The restaurant has also expanded its outdoor heated patios – already some of the most beautiful in all North County.

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



In addition to its mouth-watering cuisine, Casa de Bandini offers delicious margaritas in three generous sizes.

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

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

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

## PALOMAR FORUM BUSINESS PARK

### BUILDING FEATURES

- Unit Sizes from 854 - 4,700 SF
- High Quality New Construction
- High Visible Identity at the Corner of Palomar Airport Road and Melrose Avenue
- Parking Ratio 3.3/1,000
- On-Site Leasing Office
- Flexible Lease Terms Available

Phase II – Now Open

3141 Tiger Run Court, Suite 104, Carlsbad, CA 92010

Shelly Tinder (760) 599-6111



## 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





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

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



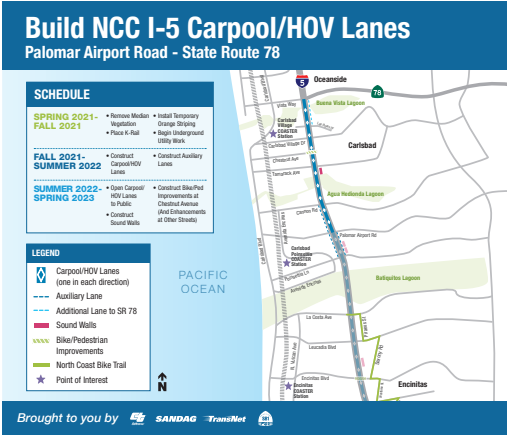
# Final stage of Build NCC I-5 construction begins in early June

In early June, Caltrans and SANDAG construction crews will break ground on the final stretch of Interstate 5 (I-5) improvements as part of the Build NCC program. The Build NCC program is the first phase of construction in the North Coast Corridor Program, a 40-year, \$6 billion package of highway, rail, bike and pedestrian, environmental protection, and coastal access improvements in San Diego.

These improvements will focus on extending a new Carpool/High Occupancy Vehicle (HOV) Lane, one in each direction, between Palomar Airport Road and State Route 78 (SR 78). These new Carpool/HOV Lanes will connect with the lanes currently under construction in south Carlsbad and Encinitas, as well as the existing Carpool/HOV Lanes that begin in Sorrento Valley.

Upon completion of the extended Carpool/HOV Lanes in 2022, commuters and residents will be able to travel approximately 23 miles in continuous Carpool/HOV lanes between San Diego and Oceanside. This construction project will also include new auxiliary lanes, sound walls, and bike and pedestrian improvements throughout several Carlsbad interchanges.

During construction, the public can expect to see temporary concrete barriers placed to protect workers and the traveling public, median vegetation removal, narrowed travel lanes, noise, dust, and heavy equipment. The final phase of construction will also employ new orange freeway lane striping, a technique designed to improve traveler and worker safety and increase construction work zone awareness. Additionally, to ensure safety for both motorists and the construction crews, the 55 MPH reduced speed limit will be enforced.



Build NCC construction map

To learn more and to sign up for project email updates, visit [KeepSanDiegoMoving.com/BuildNCC](http://KeepSanDiegoMoving.com/BuildNCC).

About Build NCC:  
The Build NCC program is the first phase of construction in the North Coast Corridor Program, a 40-year, \$6 billion package of highway, rail, bike and pedestrian, environmental protection, and coastal access improvements in San Diego. Build NCC is \$869 million program and includes extending Carpool/HOV Lanes on I-5, double tracking the rail line, restoring and preserving coastal habitat, and constructing bike and pedestrian improvements. Build NCC construction began in early 2017 and will be complete by 2023.  
Build NCC has received \$195 million in funding from Senate Bill 1 (SB 1), the Road Repair and Accountability Act of 2017. For more information about SB 1, please visit [www.rebuildingca.gov](http://www.rebuildingca.gov)

## > KIND Continued from Page 1

community service project a year and donating to a nonprofit organization serving our Carlsbad community. Overall, the commitment is aspirational and allows businesses to either start considering their social and environmental impact, advance it and receive well-deserved recognition for it.”

The program resonated immediately with **Coldwell Banker Realty** realtor Cheryl Collins, who signed up during the program’s soft launch at the *Green Business Expo* (which took place in April at the **Flower Fields**). “I signed up at the Expo because timing is everything! Right place at the right time!” says Collins, enthusiastically. For her, being associated with a kindness program was extremely important, personally and for her business. “Realtors can get a reputation for not being kind. I strive to change this thought process one client at a time. Kindness, ethics and fiduciary duty to my clients are the backbone of my business.”

**Target River** CEO Brian Epperson, also signed up at the *Green Business Expo*. “I was previously aware of Kids for Peace and their work. I came upon their booth at the Green Business Expo, where they were promoting the *Kindness Certified Company* program.” After a short conversation with McManigal and Moore, he was hooked. “As an organization, we are proponents of giving back and serving in our community as well as spreading kindness internally and externally with our clients. This was a natural fit to enroll!” He hopes this commitment will help him create an even better working environment. “Our expectation is simply that our involvement will help positively impact our interaction among our team members as well as those we work with and serve.”

McManigal and Moore believe that becoming *Kindness Certified* is a wonderful way for companies to formalize their commitment to kindness, build credibility and gain recognition. “Today, people buy, invest in or decide to work for companies based on their shared beliefs and values. Who wouldn’t want to work for a Kindness Certified Company?,” says McManigal. Moore says the benefits of joining the program go even further. “Kindness Certified Companies will join a community of like-minded companies and receive newsletters with helpful resources and employee engagement opportunities. They will also be invited to an annual community-wide service project, our annual *Great Kindness Challenge* and much more.”

For more information about the program and how to join, register for our official *Kindness Certified Company* official Virtual Launch Celebration on Thursday, May 13 at 4pm. See ad on Page 12. Can’t wait for the 13 or can’t attend the event? You can also visit [kidsforpeaceglobal.org/kindnesscertifiedcompany](http://kidsforpeaceglobal.org/kindnesscertifiedcompany)

## CALTRANS AND SANDAG TO BEGIN NEW I-5 CARPOOL / HOV LANE CONSTRUCTION IN CARLSBAD IN JUNE!

### Build NCC I-5 Carpool/HOV Lanes - Palomar Airport Road - State Route 78

Build NCC crews expect to break ground on new Carpool/High Occupancy Vehicle (HOV) lanes, auxiliary lanes, sound walls, and bike/pedestrian improvements between Palomar Airport Road and State Route 78 in June 2021.

Residents and travelers can expect to see or experience the following during construction:

- Median vegetation removal
- Temporary concrete barriers and narrowed travel lanes
- Orange travel lane striping – new pilot program for work zone awareness!
- Heavy equipment
- Noise and night construction

Upon completion of the Build NCC program in 2023, there will be 23 miles of I-5 Carpool/HOV Lanes between La Jolla and Oceanside! Learn more at [KeepSanDiegoMoving.com/BuildNCC](http://KeepSanDiegoMoving.com/BuildNCC).

#### LEGEND

- Carpool/HOV Lanes (one in each direction)
- Auxiliary Lane
- Additional Lane to SR 78
- Sound Walls
- Bike/Pedestrian Improvements
- North Coast Bike Trail
- Point of Interest

@SANDAG | @SDCaltrans
 @SANDAGregion | @SDCaltrans
 @SANDAGregion | @SDCaltrans





# LA MAREA

SENIOR LIVING

**NOW OPEN!**



**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



# Quilting exhibit: Sew on and sew forth!

Quilting extends beyond the notion as just folk art. For many, it's a passion that expresses their creativity and embodies special memories and messages. Quilting is a \$3.58 billion industry in the United States with 21.3 million quilters nationwide. Fourteen percent of U.S. households are home to at least one active quilter. But quilting is also popular worldwide, and Quilt Market attendees come from countries all over the world. If you chat with a quilter, don't be surprised if you hear mantras like "quilt until you wilt," "any time is stitchin' time" or "quilting is a scrap of happiness."



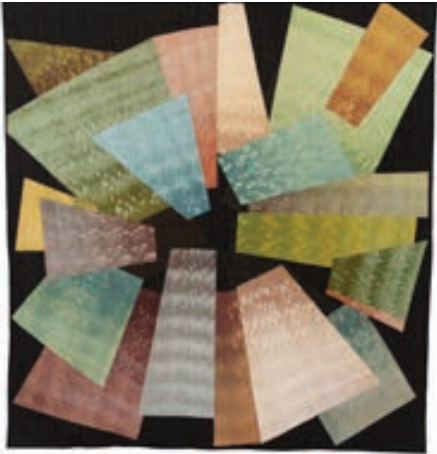
**KAREN MCGUIRE**  
WILLIAM D. CANNON GALLERY CURATOR  
CITY OF CARLSBAD

The newest exhibition at the William D. Cannon Art Gallery celebrates this art form and highlights the creativity of this industry with *Material Pulses: Seven Viewpoints*. This national touring exhibition focuses on the art of quilt-making by presenting 17 works by seven fiber artists representing the United States, Canada and the United Kingdom. The William D. Cannon Art Gallery is the only California venue to host this nationally traveling exhibition.

Curated by internationally renowned artist and teacher Nancy Crow, *Material Pulses* contributes to the dialogue of contemporary textile arts. For Crow, the pull of quilting lies in its large, forceful presence and the freedom to use color joyously. Making a quilt is a physical activity, involving piecing fabric parts on working spaces that can span entire walls.



Mary Lou Alexander  
*Things Fall Apart #6*  
2015



Mary Lou Alexander  
*Things Fall Apart #5*  
2015



Denise L. Roberts  
*Mitote #7*  
2015

of up to 100 inches high are featured, for dramatic scale of an art form that is often referred to its functional qualities. The exhibition artists investigate color, pattern, and size through traditional and experimental quilt-making applications. The curator balances a focus on shapes with oversized works, exploring excellence in machine quilting and surface design. The exhibition's artists bring their techniques and vision to realizing this celebration of contemporary textile arts.

Curator Nancy Crow has taught quilt-making as an art form in Australia, Austria, Belgium, Canada, Denmark, England, Finland, Germany, Ireland, Japan, New Zealand, South Africa, Spain, Switzerland, and the United States. She is the co-founder of Quilt Surface Design and Quilt National.

Experienced quilters and those quilting-curious are encouraged to participate in the upcoming live Virtual Family Open Studios to create an abstract work of art inspired by quilt artist Barb Wills, on Saturday, May 8 at 11 a.m. This free event showcases the art of Wills, an Arizona artist whose work is being displayed in *Material Pulses*. Registration is now open and includes a free art kit. Register at [carlsbad-connect.org](http://carlsbad-connect.org) (It's the Library & Cultural Arts tab in pink).

With the opening of *Material Pulses*, the Cannon Art Gallery is launching a queue management software called QLess. Gallery guests may now save their place in line through the app, eliminating wait times and allowing for social distancing. Guests are encouraged to visit the city website for a reservation and Gallery hours. Onsite staff will register walk-in guests based on availability. The exhibition runs through May 23. *Material Pulses* is organized by Mid-America Arts Alliance and ExhibitsUSA.



The right advice at the right time. Right now.



At Torrey Pines Bank, you'll get the right advice, at the right time, right now. Our local team of business banking professionals help businesses of all sizes reach their goals. Contact us today to get started.

Bank on Accountability®

[torreypinesbank.com](http://torreypinesbank.com) | (760) 444-8400

One of Forbes' Best Banks in America Year After Year | Torrey Pines Bank, a division of Western Alliance Bank. Member FDIC. Western Alliance Bank ranks high on the Forbes "Best Banks in America" list year after year.



Team JLab celebrates its first gaming product launch in 2019.

## JLab brings on new equity partner

JLab, after years of growth and documented innovation, has found a new equity owner to help take them even further. Tokyo-based Noritsu Koki Co., Ltd. (TSE:7744) (Noritsu Koki) will provide JLab with additional resources to continue its forward progression, including product innovation and further retail expansion worldwide. Noritsu Koki has agreed to acquire JLab for \$370 million from its previous private equity owner and the transaction is expected to close in the second quarter of 2021. JLab is the No. 1 True Wireless under \$100\* and has received significant worldwide attention as of late due to its recent product innovations, as well as accolades stemming from new product releases at CES.

As a part of this new equity ownership, JLab will continue to operate as an independent company under the JLab name, with its sales, marketing, product development, finance, support and operations teams remaining intact in its San Diego, California headquarters. Win Cramer will continue to hold the position of CEO for JLab and the management team will remain intact.

"We're incredibly excited to have found a partner such as Noritsu Koki. They have a proven track record of being one of the best equity partners for growing brands. If you look at their previous investments, it's

easy to see how their approach has helped brands continue to see success by providing the extra capital needed for expansion while at the same time allowing the brands to focus on the core competencies that brought them success in the first place," commented Cramer.



JLab CEO Win Cramer has led the growth of JLab for almost a decade.

JLab is a leading personal audio company and #1 accessible True Wireless brand in America. JLab was founded in 2005 with the mission to enhance an active lifestyle through incredible sound, inspired design and innovative technology without the rock star price. No matter your passion, JLab keeps you GOing with high-quality gear; inspired designs and world-class, hassle-free customer support. Go to [stellarsolar.net](http://stellarsolar.net) for more information or call (866) 787-6527.

\*Source: The NPD Group, Inc., U.S. Retail Tracking Service, Stereo Headphones, Full Year 2020.

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





# EXCEPTIONAL CARE IN A *familiar setting.*

*Our senior care services are personalized for each of our community members to enhance their quality of life and to provide you, their family, with peace of mind.*

With firsthand knowledge of how family members and friends are affected by memory issues (including Alzheimer's, Parkinson's-related dementia, and mild cognitive impairment), Vista Gardens is a special and unique community that treats everyone with the highest respect and dignity.

Our mission is to provide quality service and comfort in a caring, compassionate, and innovative community... through personalized care in an environment that feels like home and enhances the quality of life for our residents.

Our care program and community are based on the most current research and education in the field of aging. We specialize in:

- Alzheimer's and other forms of dementia, including mild cognitive impairment
- Parkinson's disease

Our senior care services are personalized for each of our community members to enhance their quality of life and to provide you, their family, with peace of mind.

**Call our team today to inquire about our two new pricing structures to choose from!**

**VISTA GARDENS MEMORY CARE COMMUNITY**

1863 Devon Place, Vista, California 92084

(760) 295-3900 • VistaGardensMemoryCare.com • f @





# 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

## Congratulations!



APRIL



**BIRGEN GRUESKIN**  
Carlsbad High School



**JAYDEN LUCIAN**  
La Costa Canyon



**KAMI ZABLAN**  
Sage Creek High School

PRESENTED BY:



## Flexible membership options

With more than 1,100 member organizations, the Carlsbad Chamber of Commerce represents thousands of individuals and staff, each one having specific goals and needs. While the Chamber has existed for 98 years, the format of membership options has not changed much with the times. With ever changing new technology, new types of businesses and industries, remote working becoming essential following/during a pandemic, among other things, we have created an opportunity to find the right package for you.

As a business and community development organization, the Carlsbad Chamber is dedicated to aiding our members to grow, profit, and expand their positive impact in the community. As we adapt to better meet the needs of our members today, new options are available for you to choose what best suits you and your organization.

This new membership structure allows members to choose how they would like to invest in the Chamber, rather than being told how you must. It provides all businesses and nonprofits the opportunity to market themselves regardless of how many employees or the type of business.



Whether you are a manufacturer with needs for certificates of origin on international shipments; a business the size of a city; a growing business looking to expand its footprint; an individual starting a new career from home; a nonprofit, the list goes on, you will utilize the Chamber to meet your needs. We have a plethora of ways to help you grow personally, professional and to grow your business.

As the rollout of the new Carlsbad Chamber opportunity begins, we will be in contact with you. The graphic above presents a high level view of the new options. If you would like additional information, please call or email me at [kathleen@carlsbad.org](mailto:kathleen@carlsbad.org).



## MEET OUR TEAM!



**KATHLEEN MCNARY**

VICE PRESIDENT,  
MEMBER RELATIONS  
[KATHLEEN@CARLSBAD.ORG](mailto:kathleen@carlsbad.org)

7 YEARS WITH THE CARLSBAD CHAMBER!

FAVORITE OUTDOOR SPOT IN NORTH COUNTY:	CARDIFF BEACH
BIRTHPLACE:	TUCSON, AZ
FOOD:	PIZZA!
DRINK:	WATERLOO (EVERY FLAVOR)
MOVIE:	ROYAL TENENBAUMS
BOOK:	THE HANDMAID’S TALE
MUSIC:	90’S HIP HOP & R&B
HOLIDAY:	DEAN’S BIRTHDAY (MY SON) WHICH IS SOMETIMES THANKSGIVING
WORST FEAR:	SNAKES
HOBBIES:	CLEANING, CLEANING, CLEANING, BAKING & BIKE RIDING

Is your company good to your people, community, planet and world?

Do you believe that Kindness Matters?  
If so...

You’re Invited to the  
**Kindness Certified Company**  
Virtual Launch Celebration



Thursday May 13, 2021  
4:00–5:00  
Zoom

Register

Join together with business leaders, community members and nonprofit partners.

Discover the benefits & learn how to become a Kindness Certified Company.




Celebrate our community’s commitment to kindness!

Hosted by




Questions? Contact Jill McManigal at 760-730-3320 or [jill@kidsforpeaceglobal.org](mailto:jill@kidsforpeaceglobal.org)





IN - PERSON EVENT!



# CBAD HAPPYHOUR



WEDNESDAY, MAY 19, 2021 | 5PM - 7PM


**CARLSBAD JET CENTER**  
2016 Palomar Airport Rd | Carlsbad, CA 92016  
Reservations Required | Member only event | \$20 (Includes 2 drink tickets and 5 raffle tickets)

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



CARLSBAD YOUNG PROFESSIONALS

# CYP Trivia Happy Hour



THURSDAY, MAY 20, 2021 | 4:30 PM - 5:30 PM


Come meet, drink, and trivia it up with fellow North County Young Professionals. at no cost, on Zoom!

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



VIRTUAL EVENT

# Stop Wasting Money on Marketing:



A Step-by-Step Guide for Any Business.

FRIDAY, JUNE 4, 2021 | 7 - 9 AM

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

**SPEAKER:**



**JODI COLE**  
EASY LIFE MANAGEMENT



IN - PERSON EVENT!

# CBAD HAPPYHOUR



WEDNESDAY, JUNE 16, 2021 | 5PM - 7PM

**SEAS Productions**  
2081 Faraday Ave. | Carlsbad, CA 92008

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

BIOTECHNOLOGY

Intelligent Bioenergetics

Susan Madden  
(858) 539-6111  
317 N. El Camino Real, Ste. 407  
Encinitas, CA 92024  
[www.intellbio.com](http://www.intellbio.com)  
*Intelligent Bioenergetics, Inc. was established to distribute advanced micro-current technologies. It is the exclusive international distributor of the Electro-Equiscope. We are located in North County San Diego where patients and practitioners can experience the technology in a clinical setting.*

ELECTRONICS

Automations

Cole Ivanovich  
(760) 815-3682  
3676 Harding Street  
Carlsbad, CA 92008  
[www.automations.biz](http://www.automations.biz)  
*Automations is your complete source for all your Home Theater, surveillance and other electronics needs. Sales, Installation & Automation - we've got you covered.*

FOODS - SPECIALTY

Ageis Coastal Provisions Inc.

Anthony DeRosa  
(760) 814-2148  
6211 Yarrow Dr., Ste. E  
Carlsbad, CA 92011  
*Authorized purveyor for Boars Head brand products (sales & service to customer).*

MANUFACTURERS

Subrex LLC

Karen Whited  
(760) 436-1521  
PO Box 130520  
Carlsbad, CA 92013  
[www.subrex.com](http://www.subrex.com)  
*Subrex, LLC is an engineering company that designs and manufactures innovative products targeted for the fluid dispensing industry. It is a privately held company that started in 2009 and established as an LLC in 2014.*

MEDICAL CLINICS & GROUPS

World of Wellness, Healing Care

Tina Edwards  
(619) 227-8774  
2125 S El Camino Real, Ste. 200  
Oceanside, CA 92054  
[www.wowhealingcare.com](http://www.wowhealingcare.com)  
*A Direct Primary Care Practice (DPC). DPC is a great option for small businesses that want to keep employees healthy, offer an amazing benefit, but can't afford the exorbitant costs of health insurance.*

MEDICAL SPA SERVICES

True Radiance Aesthetics PC

Lisa Molnar  
(760) 822-3411  
1297 Carlsbad Village Dr.  
Carlsbad, CA 92008  
[www.trueradianceaesthetics.com](http://www.trueradianceaesthetics.com)  
*At True Radiance we are passionate about help-*

*ing boost your confidence by providing beautiful, natural results that give you a refreshed look. We create a professional, safe environment where you feel confident that you are receiving top of the line products in the hands of our expert team.*

REAL ESTATE - COMMERCIAL

Lee & Associates Commercial Real Estate NSDC

Al Apuzzo  
(760) 929-9700  
1900 Wright Pl., Ste. 200  
Carlsbad, CA 92008  
[www.lee-associates.com](http://www.lee-associates.com)  
*Lee & Associates North San Diego in Carlsbad is known for its commitment to providing superior market intelligence and professional service from true experts in commercial real estate.*

RETIREMENT & LIFE CARE COMMUNITIES

Vista Gardens Memory Care

Melissa Kramer  
(760) 295-3900  
1863 Devon Pl.  
Vista, CA 92081  
[www.vistagardensmemorycare.com](http://www.vistagardensmemorycare.com)  
*Here at Vista Gardens Memory Care and Guest Services Senior Living, we are committed to providing our residents with the highest caliber of care and safety.*

TELECOMMUNICATIONS

Spectrum Enterprise

Bryan Howard  
(858) 635-8284  
10450 Pacific Center Ct.  
San Diego, CA 92121  
*We're committed to helping you reach your boldest ambitions. And it takes more than great technology, it takes a great partner. It all starts with understanding your unique technology needs, then building a plan to meet them.*

TOUR OPERATORS

Carlsbad Aquafarm

Matthew Steinke  
(760) 438-2444  
4600 Carlsbad Blvd.  
Carlsbad, CA 92008-4301  
[www.CarlsbadAquafarm.com](http://www.CarlsbadAquafarm.com)  
*Carlsbad Aquafarm is Southern California's only shellfish farm growing Pacific oysters and Mediterranean mussels and since 1990. We are committed to pursuing a balance between producing seafood of unsurpassed quality and conserving our ocean's resources.*

TRAVEL AGENCIES SERVICES & TOURS

Wheelie Fun Cruise and Travel

Dawn OBrien  
(760) 994-0712  
800 Grand Ave., Ste. 105  
Carlsbad, CA 92008  
[www.BOOKITDAWNO.com](http://www.BOOKITDAWNO.com)  
*Full service travel agency specializing in cruises, all-inclusive resorts, Hawaii and customized vacation itineraries. I have over 20 years in the travel industry and I am ready to get people traveling again--Let me help you plan that long-awaited dream vacation!*

UTILITY COMPANIES

Clean Energy Alliance

Barbara Boswell  
(833) 232-3110  
1200 Carlsbad Village Dr.  
Carlsbad, CA 92008  
[www.thecleanenergyalliance.org](http://www.thecleanenergyalliance.org)  
*Launching in May 2021, Clean Energy Alliance will be the new default power provider for the cities of Carlsbad, Del Mar and Solana Beach, bringing residents and businesses clean power at competitive rates clean power at competitive rates.*

WASTE & REFUSE REMOVAL

The Compost Group

Naomi Wentworth  
(925) 203-0070  
1232 Los Vallecitos Blvd., Ste. A  
San Marcos, CA 92069  
[www.thecompostgroup.com](http://www.thecompostgroup.com)  
*The Compost Group collects food scraps from commercial entities and composts them locally into a high-quality, aerobic soil amendment with quantifiable active good biology to revive depleted soils.*



# Can Do.

Recycling gives new life to old materials. For example, the aluminum can you recycle today could be back on the shelf as a new can in 60 days. By doing your part, you can help save raw materials which also saves time, energy and expense.

Learn more and become a Recycling Ambassador at:  
[RecycleOftenRecycleRight.com](http://RecycleOftenRecycleRight.com)

**RECYCLE RIGHT:**

- Recycle all bottles, cans and paper
- Keep items clean and dry
- No plastic bags





MEMBER RENEWALS

AARC Consultants	Hennessey's
Agua Hedionda Lagoon Foundation	Hilton Garden Inn Carlsbad Beach
- Discovery Center	Independent Actuaries
American Cancer Society	International Floral Trade Center
Assistance League of North Coast	La Costa Animal Hospital
AtWork Personnel Services	Larry Dahl Chiropractic
BKK Thai Kitchen	Law Office of Patricia L. Andel,
Bottom Line Management	A Professional Corporation
Brightstar Care of Carlsbad	LEGOLAND California Resort
Calder Eames Design	Lugo & Associates, LLC
Caring Transitions of Carlsbad & La Jolla	Major League Comfort Systems
Carlsbad Dance Centre	Marisol Apartments
Carlsbad Ranch Market	Mary Kay Cosmetics (Carol Fehr)
Carlsbad Troop 748 Boy Scouts	Milestone House
of America	North Coast Calvary Chapel
Carlsbad Village Association	Optimist Club of Carlsbad 'The Achievers'
Cassara Carlsbad, Tapestry Collection by	P.F. Chang's
Hilton	PBK-WLC Architects
Chamberlain Property Management, Inc.	Pocial
Coastal Therapy Group	Pollos Maria
Community HousingWorks	Poseidon Water LLC
E.P.I.C. North County Conscious	Premierehire Executive Search & Leader-
Living Magazine	ship Strategies
Edward Jones (Peter Susic, CFA	Prontos' Gourmet Market
Financial Advisor)	Real Property Management (RPM)
Enact Partners, LLC	San Diego Analytics
Encinitas Ballet	San Diego County Credit Union
Executive Compass	Senor Grubby's
Executive Compass	Solutions for Change, Inc.
Futures Academy	Southwest Strategies, LLC
Futures Academy	Sparkle Freshness Commercial Cleaning
Fuzion Payments, Inc.	TCO Appraisals
GIA (Gemological Institute of America)	The Goods
Goosehead Insurance	TJ Crossman's Auto Repair, Inc.



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)

MEMBER MARKETPLACE

# CHAIRMAN'S CIRCLE

THANKS FOR YOUR CONTINUED SUPPORT

CHS alumni

## BOTTOM LINE MANAGEMENT

- Bookkeeping
- PPP Loan processing
- Year End

Contact us today:  
760.310.7919  
[betty@bottomlinemanagement.org](mailto:betty@bottomlinemanagement.org)  
[bottomlinemanagement.org](http://bottomlinemanagement.org)

## WWM FINANCIAL

**LIVE YOUR LIFE...**

**Catherine M. Magaña**  
Managing Partner, CFP®  
[catherine@wwmfinancial.com](mailto:catherine@wwmfinancial.com)

- Asset Management
- Financial Planning
- Estate Planning

**Scott McClatchey**  
Wealth Advisor, CFP®  
[scott@wwmfinancial.com](mailto:scott@wwmfinancial.com)

760.692.5190 office  
760.692.5162 fax

2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011  
[www.wwmfinancial.com](http://www.wwmfinancial.com)

**Catherine Magaña**  
CERTIFIED FINANCIAL PLANNER™

Financial Planning  
Asset Management  
Estate Planning

Get Savvy About Your Finances

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

760.692.5700  
[catherine@savvyup.com](mailto:catherine@savvyup.com)  
2131 Palomar Airport Rd, Suite 330, Carlsbad, CA 92011  
Savvy Wealth Advisors Management is an SEC Registered Investment Advisor

**TOTAL SECURITY, WITHOUT COMPROMISE**

**SECURITY BY**  
**Rancho Santa Fe**  
**SECURITY SYSTEMS INC.**  
**1(800) 303-8877**

BURGLAR, FIRE, ACCESS CONTROL, VIDEO, PATROL, GUARD, ALARM RESPONSE, INTERNET VIDEO MONITORING, HOME AUTOMATION  
[www.RSFsecurity.com](http://www.RSFsecurity.com) • [info@rsfsecurity.com](mailto:info@rsfsecurity.com)

a business built on your trust + referrals

# phillips + co

JR Phillips  
866.883.6065  
[info@phillipsandco-re.com](mailto:info@phillipsandco-re.com)  
[phillipsandco-re.com](http://phillipsandco-re.com)

DRE License #01900878

## Connect With Your Customers Using Video Marketing

Corporate Brand Story • Product Demonstrations  
Customer Testimonials • Speaker/Training Videos

[RyanVideoProductions.com](http://RyanVideoProductions.com)  
760.410.4443

**In Our 14<sup>th</sup> Year Serving North County San Diego Helping Families:**

- Planning for a dignified retirement.
- Educating their children and grandchildren.
- Creating a legacy strategy.

**Let us help you with what is important to your family!**

**Matt Leonard, AAMS®**  
Financial Advisor  
2121 Palomar Airport Rd  
Suite 100  
Carlsbad, CA 92011  
760-438-1037

[www.edwardjones.com](http://www.edwardjones.com)  
Member SIPC

**Edward Jones**  
MAKING SENSE OF INVESTING



# 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!

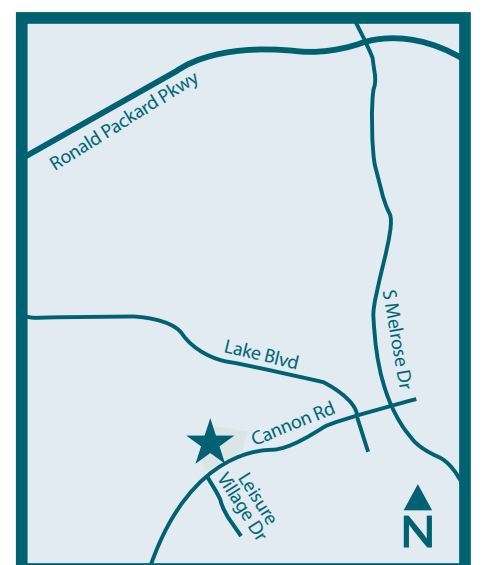
Ocean Hills is dedicated to your health, wellness, and an intellectually stimulating future. Your private, beautiful and tranquil home is located on the Southern California coast – a beautiful setting for activities, both within the community and outside.

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







# 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)