



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

MARCH 2022



CITY NEWS
Making it in Carlsbad:
Manufacturing is going strong

4



SCHOOL NEWS
EUSD students diversify their
learning through film

10



REAL ESTATE
Commercial, Residential,
Management Planning,
Financing

18

A woman with a cause

As we enter March and spring emerges, it's a great time to recognize *Women's History Month*. This is a time to explore and honor the



JOSH MAZUR
CHAIRMAN OF
THE BOARD
CARLSBAD CHAMBER
OF COMMERCE

women who have helped make an impact on our lives and community. It is important to note that many women in the world still live in

an oppressed state, unable to utilize many of the freedoms the people in our community have as rights. We bring awareness to these areas in order to improve the ability for those to breakthrough and in turn make an impact on others.

Locally, the Carlsbad Chamber of Commerce awarded a prominent leader, Mia Roseberry and the **Wounded Warrior Homes**, with the People's Choice CBAD Award. In a recent interview Roseberry stated "we do what we do for veterans". For me, this sticks out as a selfless act of putting others first. Their program provides transitional housing for those military members needing assistance with reintegrating in the community after service to the country. Many of these veterans are dealing with PTSD, TBI, and others

› CAUSE Page 3

CARLSBAD *Women* OF IMPACT

Tuesday March 8, 2022 is International Women's Day and in the United States, the month of March is celebrated as Women's History Month. With those two celebrations as a backdrop, we thought it would be great to highlight five amazing women here in Carlsbad who are making an impact.



Diane Proulx,
Women in Business

Diane Proulx has been working at **Grand Pacific Resorts**

as Special Assistant to the President for 17 years. For those few Carlsbadians not familiar with Grand Pacific, they own and operate time share, hotel and resort properties here in Carlsbad. They are one of the largest employers in the city due to the volume of properties they manage. Diane's roll involves active involvement in both the administrative and operational side of the business. She is active in many aspects of development and operations of their properties, which includes proj-



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER
OF COMMERCE

ect management, construction, office management, special projects and design. No two days are ever the same in Diane's world due to the fact that she is involved in so many aspects of the business. Her wide array of responsibilities does lead to some challenges. Diane stated, "While I love a good challenge, multi-tasking is one the biggest challenges. I always thought I was good at it, but realize I was good at thinking I was multi-tasking well, but was not as effective as I could be."

Diane is also engaged in the community. She is on the Board of Directors for the **Agua Hedionda Lagoon Foundation**. She has also served on the Parks and Recreation Commission and Envision Carlsbad Committee. She has participated in the San Diego Water Authority, Carlsbad Chamber Candidate and Carlsbad Citizens Academies. She has served on the **Carlsbad High School** Site Council, and Carlsbad High Touchdown Club and Pop Warner boards, as well as coached basketball, baseball and football.

When asked what her favorite thing about Carlsbad is, she replies, "Everything! I was so fortunate to land here. It was really a bit of luck that I ended up moving two young boys and myself to a place where I knew no one or had any connections. Carlsbad offered us a

› WOMEN Page 16

BUSINESS SPOTLIGHT

Voted Carlsbad's "best place to work" 2021

Thank you to our Team for the nomination and win for Carlsbad Chamber "Best Place to Work" 2021!

We also say thank you to our hometown Carlsbad and its many outstanding businesses!

We are proud of the great services we provide for our clients and what it means to their employees, to each person in **Dynamic Space Solutions** and to our communities. An excerpt from our Mission Statement created over 20 years ago stands today:

"We believe that our greatest resources are the people that we work for and the people on our team. We believe that in this work environment of team support and endeavor, individuals will grow, succeed and in turn contribute to our community, which in turn comes back to our clients and to our families and friends."

Our services are often provided to help companies bridge rapidly changing business needs that affect their use of space. In this



› DYNAMIC, Page 3

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

CARLSBAD
CHAMBER OF COMMERCE
5934 Priestly Drive
Carlsbad, CA 92008

We're Growing!



The Premier Automotive Group is proud to be a part of Carlsbad and our surrounding communities and vow to continue to provide excellent service and convenient hours.

We're bringing the Premier Promise to San Diego, providing for our community through our charity: Giving Hope. Giving Hope provides groceries to the needy, hungry and food insecure.

With over 27 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! Offering hundreds of new and preowned vehicles, we're sure we can help you get into the vehicle of your choice!



CADILLAC ESCALADE



GMC SIERRA



BUICK ENCLAVE

Home of San Diego pitcher Joe Musgrove



PREMIER
CADILLAC OF CARLSBAD



BUICK
GMC

PREMIER
BUICK GMC OF CARLSBAD

5556 Paseo Del Norte, Carlsbad, CA 92008
760-438-5311 - Sales
888-856-8449- Service
Cadillaccarlsbad.com

5556 Paseo Del Norte, Carlsbad, CA 92008
760-571-5110- Sales
888-664-2641- Service
Carlsbadbuickgmc.com





OFFICERS

- CHAIR OF THE BOARD

Josh Mazur

Guide My Finances
- CHAIRMAN ELECT

Adam Jacobs

Fortis Fitness and Strength Training & YOGALUX
- IMMEDIATE PAST CHAIR

Catherine Magaña

WWM Financial
- TREASURER

Deb Beddoe

Your Ops Manager

VICE CHAIRS

- Miguel De Jesus

California State University San Marcos
- Sue Loftin

Loftin | Bedell, P.C.
- Carl Streicher

New Rez
- JR Phillips

The JR Phillips Group Inc.
- Alex Renée Poelstra

All Maven

BOARD OF DIRECTORS

- Trent Andrews

Procopio, Cory, Hargreaves & Savitch, LLP
- Risa Baron

Republic Services
- Aaron Byzak

Tri-City Medical Center
- Lupe Hairston

Freedom Window Cleaning
- Laura Henderson

North County HR
- Rachel Ivanovich

Easy Life Management, Inc.
- Justin Jachura

Señor Grubby's
- Claude Jones

Strava
- Joan Johnson

Carlsbad by the Sea Retirement Community
- Sarah Kim

Callaway Golf
- Kristianne Kurner

New Village Arts
- Samir Marwah

Viasat
- Tommy Morgan

Premier Chevrolet
- Ramon Oseguera

The Shoppes at Carlsbad
- Dave Padgett

Nordson Electronics Solutions
- Chafic Rouhana

Wells Fargo
- Don Sando

Strategic Results Group
- Mark Satuloff

Scratch Media
- Joe Gabaldon

San Diego Gas & Electric
- Liz Sheahan

Girl Scouts San Diego
- Tom Storer

LEGOLAND California
- AJ van de Ven

Calsense
- Bob Westfall

Solatube International
- Darcy Wolfe

Edward Jones

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
- Kim Sidorjak

Visit Carlsbad
- Sandy Wilson

Camp Pendleton

STAFF

- Bret Schanzenbach

President & CEO
- 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
- Len Ganduglia

Business Development Manager
- Gabby Soberon

Administrative Assistant

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

CULTURE BUZZ.....

6

TO YOUR HEALTH.....

8

EDUCATION.....

10

MEMBER DIGEST.....

13-15

REAL ESTATE.....

18

CAUSE

Continued from Page 1

challenges. “Stable housing can do amazing things” says Roseberry. Being a leader in the community and working to improve the quality of life of others is something we all strive for. Congratulations to Wounded Warrior Homes- and thank you!

Women inspire others to bring new elements of perspective, techniques, and ideas. It is incredible to see a shift in the number of women involved in business today. Emerging from a once male dominated area women have now become the ones trailblazing and shaping industries. After attending a recent lecture by Gina Davis, I learned that much of this emergence comes from the ability of women to be shown in TV and movie roles as those leading the charge that creates a space for the current leaders to show our future professionals that women can do anything they put their minds to.

Success in business comes from creativity. Much of the recent creativity comes from a once quiet part of our society, women. An injection of talent from this group of people will help us to rise to our next challenges, overcome adversity and provide a balance of what is best for our community. We chose to celebrate women of history, culture, and society.

To learn more about Wounded Warrior Homes, please go to the Carlsbad Chamber’s YouTube channel: www.youtube.com/watch?v=fmTUnw1fcnA&list=PLf1Y-CYED_d-MBOfeOyhJVC-piubSZ4FV5&index=12



DYNAMIC

Continued from Page 3



arena, people are directly affected in small and big ways which can be overlooked. In our over 20 years of service, we have learned that change management and communication are integral to the budget, schedule and scope strategy. From Fortune 50 companies to the up-and-coming next Fortune 50 companies, our depth of experience brings fresh approaches and important understanding and action to support the employee experience. Anticipating needs, listening, sharing information, providing examples and leading the conversation, all contribute to a well-implemented change management strategy.

As companies are in the midst of resizing to meet remote and rapidly changing business needs, Dynamic offers change management, strategic space planning, lab optimization, business and lab relocation management, facility management support, CAFM and construction coordination services. The best part is that we truly “love what we do!” and we are honored to work alongside.

Thank you again to our Dynamic team, the businesses we get to work for and to the Carlsbad businesses and Chamber!



The Chamber is community.

Whether in times of prosperity or times of crisis, we are with you on the front lines, leading the way and making sure our community emerges stronger than ever.

We are all in this together at carlsbad.org

Carlsbad Chamber of Commerce
Catalyst. Convener. Champion.



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

Making it in Carlsbad: Manufacturing is going strong

Although most of us never actually see it, Carlsbad is home to a bustling manufacturing industry. Our industrial parks are teeming with activity that spans across tech, life sciences and design.

CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT
MANAGER
CITY OF CARLSBAD

What's more, these Carlsbad companies are producing goods that change the way our world works. Take SMAC Moving Coil Actuators (SMAC), for example. You've likely driven by their facilities on Van Allen Way without realizing it. But inside

their 180,000-square-foot campus, their 200 employees are producing all sorts of impressive electronic devices — including robotic fingers with incredible precision that are used to assemble the smartphones in your pocket.

SMAC manufactured about 20,000 devices last year, and is on track to produce 40,000 this year. In fact, President Ed Neff says the company plans to double in size this year, and next year.

"We're able to do that because we can grow in Carlsbad while keeping our costs down," he adds. "By staying cost-competitive, we can beat about 25% of applications in the older pneumatic automation industry with high technology devices that are equal in price. The technology and price allows SMAC to be competitive in Asia. And this is an \$8 to \$10 billion industry."

And not too far down the road, another company, Aethercomm is also going full steam with its manufacturing. Inside their



Inside their collective 97,000 square-foot space, Aethercomm produces electronic hardware used by all branches of the U.S. Government's Armed Forces.

collective 97,000 square-foot space, they produce electronic hardware used by all branches of the U.S. Government's Armed Forces. Their systems are used on battlefields around the world, helping to save the lives of our troops.

Just recently, they dedicated 10,000-square feet to a clean room, where they will build flight hardware for missions to space. This will include state-of-the-art technology capable of powering deep space satellite missions.

Both of these companies underscore the caliber of manufacturing potential here in Carlsbad. And this sector is poised to continue thriving because thankfully, we have

an incredible talent pool ready to fill these manufacturing jobs.

Right here in Carlsbad, **MiraCosta College** Technology Career Institute (TCI) can help manufacturing companies find ideal candidates. They offer accelerated, hands-on skills training programs — which are now coupled with State-funded, paid internships. This talent pipeline is a tremendous asset to local manufacturing companies ready to grow.

TCI also provides low-cost employee training programs at work sites. These programs help upskill the existing workforce,

accelerating management and leadership skills. This is yet another great option for manufacturing companies who want to strategically scale their operations.

No doubt, the horizon for manufacturing in Carlsbad is bright. We have the right facilities, talent and resources for success. And of course, being by our beautiful beaches doesn't hurt, either.

If you're interested in learning more about manufacturing in Carlsbad, I encourage you to reach out to me at matt.sanford@carlsbadca.gov. My team and I are always happy to help.



Let's Rock!

Carlsbad Educational Foundation
Gala to Benefit Students

May 21



Featuring
Super Diamond
The Neil Diamond Tribute



www.CarlsbadEd.org





TUSCANY, ITALY

NOVEMBER 1 - 9, 2022

EARLY-BIRD SPECIAL!

~~\$3,399~~
\$3,299

IF RESERVED
BY APRIL 20, 2022

9 DAYS, 7 NIGHTS INCLUDING HOTELS, MEALS, DAY TRIPS, AND AIRFARE FROM SAN DIEGO, CA

Leave everyday life behind and escape to Tuscany! Known for its beautiful landscapes, its rich artistic legacy and vast influence on high culture, Tuscany is widely regarded as the true birthplace of the Italian Renaissance, and has been home to some of the most influential people in the history of art and science. Visitors to Tuscany come for many reasons. Many come in search of fine art, others to explore the extraordinary countryside with charming medieval hill towns and sweeping hillside full of vineyards. Join us as we explore the endless opportunities that Tuscany has to offer.

Reservations can also be made on our online booking engine www.aventuraworld.com/booking.
Group booking code: **WUZKVH**



For more details and reservations contact:
Kathy Steffen | Carlsbad Chamber of Commerce
kathy@carlsbad.org (760) 931-8400 EXT. 212

Meet the Carlsbad Village Association

Although the **Carlsbad Village Association (CVA)** has been in operation for over 40 years, people are often surprised to

hear how much we do for the benefit of downtown Carlsbad. Now is as good a time as any to introduce you to CVA, if we aren't already good friends!

The Carlsbad Village Association began in the late 1970's as the Village Merchants Association. From the beginning, its

main purpose was to promote and support the businesses located in Carlsbad Village through robust event programming, promotion, stakeholder engagement, advocacy, downtown revitalization, and creating partnerships with other business-related associations and organizations. CVA is an autonomous and completely self-funded 501c6 organization. A volunteer Board of Directors oversees the association's staff.

This year its farmers' market (renamed the State Street Farmers' Market in 2014 when it moved from a parking lot on Roosevelt Street to the heart of the Village) turns 28! That's nearly 30 years of fresh, locally grown produce and artisanal food. It's open-air fine art show, Art in the Village, turns 24. And in March, CVA will host its 10th Makers Market with three more on the schedule for 2022.

In addition to these larger community events, CVA is also proud to give back to the community in other ways. Its annual Heart of the Village Blood Drive, going strong for



five years, has collected, to date, 225 units of blood, saving up to 675 lives. During the pandemic, due to the severe blood supply shortage, CVA added a second drive in the fall and now hosts two each year. The newest community-oriented program kicks off March 20th with what will be the largest, collaborative Village cleanup ever. CVA has

joined forces with **Visit Carlsbad** and other Village businesses and organizations with plans to expand Village cleanups quarterly to keep the downtown looking its best.

In July 2019, CVA became a Main Street America Affiliate program, joining a network of more than 1,200 neighborhoods and communities nationwide, rural and urban,

who share both a commitment to place and to building stronger communities through preservation-based economic development. We are proud to be a Main Street program.

This is just the tip of the iceberg; there's so much more to CVA than this. Please visit our website at www.carlsbad-village.com to learn more about CVA's events and how we support the downtown businesses, residents, and the Village as a destination. We truly hope to see you soon downtown. Come experience the Village!

MARCH HAPPENINGS...

Saturday, March 5th
9:00am to 4:00pm
Carlsbad Village Makers Market

Tuesday, March 8th
8:00am to 9:30am
Village Voices Networking Meeting

Thursday, March 10th
9:00am to 4:00pm
CVA's Open House

Sunday, March 20th
9:00am to 12:00pm
Carlsbad Village Community Clean Up

State Street Farmers' Market
Wednesday's starting 2:30pm

RETIREMENT LIVING · NEW TO CARLSBAD

SANTIANNA Oakmont *Signature* Living

The community you've imagined...

Santianna, opening early 2022, is a luxury senior living community featuring spacious floor plans and elegant design with all of the amenities you've come to expect.

The lifestyle you deserve.

Full-Service Restaurant · Bar & Lounge · Movie Theatre · Wine Cave
Swimming Pool & Spa · BBQ & Firepit · Bocce Ball & Pickleball Courts
Salon & Massage Studio · Resident Gardens & Walking Paths

Call (442) 222-2456 today to schedule a tour!



Arts grants revamped for more inclusiveness

The **City of Carlsbad's** annual Community Arts Grants cycle's guidelines were recently revised to reflect a greater focus on diversity, equity and inclusiveness. The updates

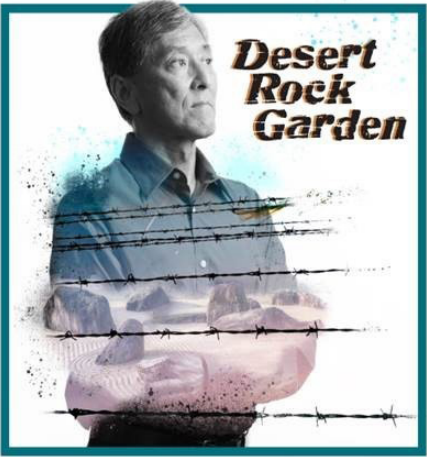


were approved by the City of Carlsbad Arts Commission at their February meeting. Cultural Arts Manager Richard Schultz commented, "Aligning the grants with the goal of greater inclusiveness was a priority and reflect national trends in

grantmaking." Library & Cultural Arts staff drafted the revisions with consulting support from the city's senior program manager in Human Resources, Nancy Magpusao Burke, who is tasked with diversity, equity and inclusiveness.

It has always been the mission of the Community Arts Grants program to support arts and cultural programs that promote the representation and participation of diverse groups of individuals, including and not limited to people of differing abilities, class, generations, ethnicities and races, gender identities, religious or spiritual beliefs, sexual orientations and veteran status. The City of Carlsbad Cultural Arts Office serves to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in the City of Carlsbad and the North San Diego County region.

The most significant change from past guidelines to current is the creation of two new categories designed to encourage and support 1) emerging arts organizations



It has always been the mission of the Community Arts Grants program to support arts and cultural programs that promote the representation and participation of diverse groups of individuals, including and not limited to people of differing abilities, class, generations, ethnicities and races, gender identities, religious or spiritual beliefs, sexual orientations and veteran status.

("Inside Out" - Credit: Dena Meeder)

and 2) emerging artists. Those early in their artistic endeavors are encouraged to apply for city funding to further develop their mis-



sion and talent. In both categories, there is the potential for a grant of up to \$5,000. A stipulation is that the organization or artists must be based in Carlsbad. In the first year of the revisions' implementation, the funding is supporting activities in the following areas of artistic expression:

- Dance
- Original music composition and/or lyrics
- Spoken word and/or poetry
- Visual Arts that utilize sustainable or recycled materials

To qualify as "emerging," arts organizations need to be relatively new with less than three years in existence, while artists need to be 18 years or older. If an organization is not yet incorporated as a 501c3 nonprofit organization, a fiscal sponsor is required, which applies to an emerging artist as well. More information is available on the Community Arts Grants page of the city's website.

The Arts Commission also approved two adjustments to the annual grants program suggested by prior applicants and grantees. With the launch of the next grants cycle on March 7, applicants will see a new two-year award that responds to grantees' feedback related to the time required for program planning. Prior grants were only available for one year. In addition, there will be a new procedure to offer grantees the option to file final reports through an in-person site visit and interview conducted by city staff and Arts Commissioners.

The addition of these new artists categories represents the city's significant efforts to reach more arts entities and artists who are contributing to Carlsbad's artistic reputation and its creative sector. The vision is to continue to create a dynamic and vital arts community in Carlsbad representing many genres, diverse mediums and unique perspectives.

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

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



WEEKEND BRUNCH

AT THE CROSSINGS

EVERY SATURDAY AND SUNDAY | LIVE MUSIC |
BOTTOMLESS DRINKS FOR JUST \$20! | OCEAN VIEWS

Mention Code CBADBRUNCH for 20% off your meal!

***coupon code expires 3.31.22 excludes holidays & alcohol | thecrossingsatcarlsbad.com | 760.444.1800**



book here!



Healthy Catering is Easy with PKG!

When you Cater with us, you will enjoy:



Fresh, simple ingredients you can pronounce

We prepare all food in-house from scratch daily with high-quality ingredients like antibiotic/hormone-free meats that were humanely raised. No artificial flavors, colors, or preservatives here!



Crowd-pleasing options for any event

Our Family Kabob Combos include your choice of 2 kabobs or 4 kabobs, rice, and salad. Ideal for any event, from company lunches to weddings; served family style.



Boxed meals for any group or individual

Perfect for safe, personalized catering. Each KA-BOX includes your choice of protein, rice, spread, and warm pita bread.



VISIT OUR WEBSITE



View Menu

PANINIKABOGRILL.COM

8 tips to beat insomnia and get you sleeping again

Are you having trouble with insomnia? While everyone doesn't need the same amount of sleep, most adults need between seven to nine hours of shut eye per night. As you get older, you may get tired earlier and wake up earlier, but you still need the same amount of sleep.



“Sleep is essential for your physical and mental well-being,” says Michael Pham, DO, an internal medicine physician at Scripps Coastal Medical Center Carlsbad. “Adequate sleep helps restore your energy, boost your mood, lower your blood pressure and produce hormones that help build muscle, repair cells and tissue, fight infection and control appetite.”

Remember that if you sleep better, you'll feel better. Untreated insomnia can lead to significant health issues, including obesity, diabetes, high blood pressure, heart disease and issues with memory.

8 bedtime tips for better rest

Talk to your doctor if you're regularly having trouble sleeping. Sometimes, all it takes is making some simple changes to your lifestyle and daily habits to halt those sleepless nights and help your body get the rest you need.

1. Limit caffeine

Caffeine is a stimulant and can stay in your system for up to eight hours. Limit yourself to one caffeinated drink early in the day.



Difficulty falling or staying asleep can lead to health problems.

2. Avoid alcohol and nicotine

Alcohol can disrupt your sleep at night. Avoid alcohol for at least four hours before going to sleep and limit the amount you consume. The more a person drinks before bed, the stronger the disruption of sleep during the night.

Nicotine is a stimulant that can also interfere with your sleep.

3. Get regular exercise

“Not being active enough during the day can make it harder for you to sleep at night,

regular exercise can help you sleep better,” says Dr. Pham.

Aim to finish your workout about three to four hours before you go to bed, or you may feel too alert to doze off.

4. Eat light at night

Eating a heavy or spicy meal too close to bedtime can cause discomfort from indigestion and make it hard to drift off to sleep.

Have dinner earlier in the evening. “If you are still hungry before bedtime, make your choice mindfully and meaningfully,” Dr. Pham says. “Consider whole food options or

foods that are rich in fiber, protein, vitamins, minerals, and/or healthy fats such as vegetables and hummus or berries and yogurt.”

5. Stick to a consistent sleep schedule

Try to go to bed and get up at the same time every day. While it might be tempting to sleep in on the weekends, this can throw off the body's natural clock, making it more difficult to get to sleep later in the night.

6. Keep it quiet

Noises such as nearby traffic, dogs barking, or a dripping faucet can chip away at your rest. If there are noises you can't avoid during the night, try earplugs, a fan or a white-noise machine.

7. Turn off your phone

Blue wavelength light from digital devices, including phones, tablets and computers, keeps us alert, and inhibits the production of melatonin, the hormone needed for sleep.

“Turn off all your devices about an hour before bedtime,” says Dr. Pham. “If you do choose to use technology during that hour, keep it 14 inches from your face and dim the brightness to reduce the blue light and promote the natural melatonin release.”

8. Relax

Try not to stress or worry about tomorrow's problem before bedtime. During the last hour before bedtime, start winding down and engage in an activity that is relaxing. Try a warm bath, meditating, listening to music or reading.

To Your Health is brought to you by the physicians and staff of Scripps. For more information, please visit www.scripps.org



Local businesses are an integral part of every community, and there's nowhere else I'd rather help them grow and succeed than right here at home in Carlsbad.

- JEFF AT PRIMARY

IS YOUR BUSINESS READY TO GROW IN 2022?

LEARN MORE ABOUT:

FACTORING | ASSET BASED LOANS
PURCHASE ORDER FINANCING | BRIDGE & TERM LOANS



JEFF SEVERSON
(858) 276-8775
jeffseverson@primaryfunding.com
primaryfunding.com



Do you need cash to grow your business?

Primary Funding has been helping businesses with cash flow and working capital solutions for over 25 years. If you're a business owner who needs cash to pay suppliers, meet payroll or pay other expenses, and you've been turned down by a bank, we can help. We've worked with companies in just about every industry, ranging in size from start-up to \$25 million in annual revenue. If you're in a situation where you need short or long-term financing, Primary Funding has different options to help you reach your business goals: Accounts Receivable financing, Purchase Order financing, Lines of Credit, Bridge & Term Loans.

At Primary Funding, we pride ourselves on our ethics and being able to provide straightforward pricing, flexible terms, and excellent customer service for each of our



clients. We're invested in your business's growth and success. Literally!

For more information contact Jeff Severson via email jeffseverson@primaryfunding.com or phone 858-276-8775.

You can also visit www.primaryfunding.com



Schedule
your complimentary
consultation today!

**Filler & Botox • Laser • Skin Tightening • Body Shaping
Chemical Peels • Feminine Rejuvenation**

Moradi MD Vista

2023 W. Vista Way,
Suite F
Vista, CA 92083
760-726-6451

Moradi MD Carlsbad

300 Carlsbad Village Dr.
Suite 124
Carlsbad, CA 92008
760-434-8118

info@moradimd.com

moradimd.com

University Advancement VP embraces opportunity to help students

Jessica Berger wasn't due to start her new job as **Cal State San Marcos'** vice president of University Advancement for two more months when she visited campus for commencement last May.

HIGHER LEARNING



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

The fact that Berger wasn't officially working for CSUSM yet was irrelevant. Like the majority of CSUSM students, Berger is a first-generation college graduate, so the opportunity to see so many students experiencing the same joy she did was one that she wasn't going to miss.

"I had between goosebumps and tears as I saw the expressions of the graduates, and I know what that feeling is like that you've made it," Berger said. "I've always had this mantra that goals have no limit. And just to see how far those students have come, to hear their stories, and then to see their families and the impact that moment has on their families is really special."

Berger officially joined the CSUSM family on July 12 after previously serving as the assistant vice president for development in the Office of College Advancement at Harvey Mudd College in Claremont. She is looking forward to helping more CSUSM students reach commencement day in her role with University Advancement and as the executive director of the CSUSM Foundation,



Jessica Berger began her tenure as the vice president of University Advancement in July. Photo by Andrew Reed

which supports the university's mission by cultivating and promoting charitable investment in the university and encouraging a culture of philanthropy.

"From Jessica's very first visit to campus, she has embraced and connected with our mission of student success, and she truly bleeds Cougar blue," said Steve Wagner, chair of the Foundation Board and the co-founder and president of Stone Brewing Co. "I have

personally been very impressed with the energy and focus she brings to the challenges of her role. I've been thrilled to see her at numerous events in the community, meeting people and starting the important work of building relationships."

An Ohio native, Berger moved to California after earning a master's degree in social work and began working for the MACHAO Orphanage Foundation, which provides

assistance to orphans in Kenya. That led to a position with Polytechnic School in Pasadena to help with a \$93 million campaign. It was also her introduction to educational fundraising.

"Education has always been the most important thing in my life," Berger said. "My parents didn't have the opportunity to attend college, but I knew that it was my ticket to do anything and the key to open any doors for the future."

CSUSM successfully completed its first comprehensive fundraising campaign at the end of 2018, and Berger and her team are already in the planning stages of the university's next campaign. She is looking forward to helping CSUSM continue progress toward being a national leader in social mobility and student success.

As the university rolls out its new strategic plan, Berger and her team will be building an action plan focused on community partnerships and fundraising priorities that will impact the campus and region for decades.

"I hit the jackpot with a University Advancement team that is talented, committed and collaborative," Berger said. "It's been exciting to dive right in and explore areas that we can thoughtfully build and grow in order to be successful and as we strategize the work that will need to take place for the next campaign."

"Every single person at CSUSM is here for our students, to ensure their success. It has been really inspiring that every community constituent I've met with has, unsolicited, shared that they're here because of our students and our important mission."



Film Guild begins with the endless imagination, inquiry, and ingenuity of the student in mind.

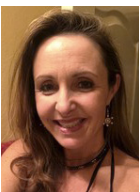


Students enjoy extensive lessons including having industry experts such as film directors, USC film students, TV producers, and camera technicians share their expertise and inspirations during their careers.

EUSD students diversify their learning through film

Launched in 2015, **Encinitas Unified School District's** Film Guild was designed to capture the imaginations and passion of our K-6th grade students through film. By creating a Career Technical program that rivals high school film classes, 4th through 6th-grade students learn and engage in camera work, scriptwriting, production, and storyboarding to build career-ready skills. Students accepted into the Film Guild program attend weekly meetings and work toward creating thought-provoking, inspiring films that

SCHOOL NEWS



HEATHER HULTGREN
MEDIA & COMMUNICATIONS COORDINATOR
EDUCATIONAL TECHNOLOGY
ENCINITAS UNION SCHOOL DISTRICT

cover subject matters appropriate for both school and community distribution.

Film Guild begins with the endless imagination, inquiry, and ingenuity of the student in mind! We want to advance student voice and student empowerment. Film creation provides a powerful voice to the student, and the Guild provides the empowerment to be heard in a way that is meaningful and impactful. One Film Guild mother wrote, "Sienna can't stop gushing about how happy she is. You turned a spark of the imagination into a creative and therapeutic outlet that empowered Sienna and hopefully other girls."

Over the past seven years, Film Guild enrollment has increased to over 350 participants representing each of our 9 EUSD schools. A student who is first accepted into the Film Guild program carries the title of "Apprentice". These students use this first year to learn and develop their film and cin-

ematography skills. Students who have met the requirements and have at least a year of Film Guild participation and instruction are considered "Film Guild Masters." Students enjoy extensive lessons including having industry experts such as film directors, USC film students, TV producers, and camera technicians share their expertise and inspirations during their careers.

EUSD's Film Guild has achieved multiple areas of success including regional and state award winning recognition, advancing many initiatives such as civic engagement and environmental stewardship. EUSD's Film Guild has won the highest percentage of awards for student films three years in a row at the regional Innovate Video In Education (IVIE) Festival. At the state competition, the California Student Media Festival, Film Guild students have won top awards for seven years in a row. In addition to these

external film festivals, each year we hold an EUSD Film Guild Awards night that rivals the Academy Awards, but perhaps the telling examples of success are the many past Film Guild students who come back to share their outstanding accomplishments such as being paid to create films in high school and acceptances to USC Film School.

The structure of the Film Guild is purposeful. As students engage in real-world passions, having opportunities to interact and connect in authentic ways is essential. Students who apply aspire to enhance their learning and abilities in cinematography. It is an honorary, professional film society dedicated to highlighting the unique perspectives and passions of our 4th-6th grade students.

To view a collection of our student films, visit <https://filmguild.eusd.net> for our entire library of topics and educational resources.



LA MAREA

SENIOR LIVING



NOW OPEN!

LEASING OFFICE 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 to learn more.



LA MAREA
SENIOR LIVING

5592 El Camino Real, Carlsbad, CA 92008
(833) 526-2732 • LaMareaSeniorLiving.com



License number pending

RESERVE NOW

Only a few apartments remaining!



Come see why we're the **Platinum Standard** of Senior Living

When you are ready to live within a community dedicated to luxury Independent, Assisted or Memory Care senior living – look no further than Ocean Hills. Your private, beautiful and tranquil home is located on the Southern California coast – a beautiful setting for activities, both within the community and outside.

- Pickle Ball Court
- Outdoor Dining Area
- Bistro
- Fitness Center
- 6 Hole Putting Green
- Convenience Store
- Sports Bar / Restaurant
- Theater
- Pool & Spa
- Art Studio
- Activity Rooms
- Pet Park



Find Out For Yourself - Schedule Your Tour Today

760-330-2871

4500 Cannon Rd • Oceanside, CA 92056
OceanHillsSeniorLiving.com

Scan QR to find out more



OCEAN HILLS
SENIOR LIVING

Independent Living • Assisted Living • Memory Care



RCFE #374604143



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

Grow You SEO, Community Value & Image

Coupons! Get your Coupons here! The Carlsbad Chamber of Commerce launched a new platform for members to post coupons, discounts, and special offers on the website for the public or members-only. This grows each member's visibility, reputation, and opens its doors to a wider audience. Who isn't always interested in a discount? Where do these offers live? On the Carlsbad Chamber's website: www.carlsbad.org

MEMBERSHIP COUNTS

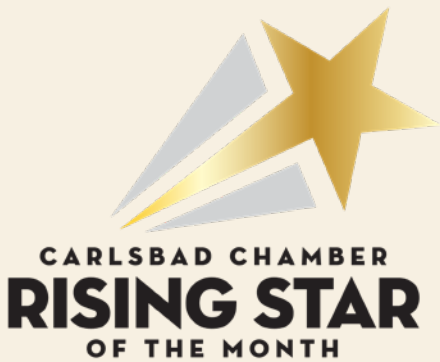


KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

org > Business Directory > Coupons and Discounts
Why Post a Coupon/Deal/News? Make more sales marketing your business in the portal. Don't spend money on advertising these special offers. No minimums, no inventory. Easily use the posted coupons and share on your social media to further spread the news.
There is no charge to participate. For members to post a coupon, simply visit the Members Only portal on our website by clicking "Member Login" at the bottom of any Carlsbad.org page, and once logged in click "Add A Coupon". It's super easy, but I am also more than happy to help! Please feel free to email me with a coupon you would like to post.



Congratulations to our February 2022 Rising Stars of the Month:



Many thanks to the **Carlsbad Charitable Foundation**, the **Carlsbad Educational Foundation** and all the businesses supporting this program, as well as everyone helping these students thrive!!



Rylie McLaren
Sage Creek High School

Charlie Dorsey
Carlsbad High School

CARLSBAD YOUNG PROFESSIONALS

Saving Resources with Aquaponics

WEDNESDAY, MAR 2, 2022 | 9-11 AM

Escondido, CA 92026

web.carlsbad.org/events

HOW TO OPERATE LIKE A CEO

Top Things to Focus On To Grow Your Biz

FRIDAY, MAR 4, 2022 | 7 - 9 AM

The Westin Carlsbad Resort & Spa
5480 Grand Pacific Dr., Carlsbad, CA 92008

web.carlsbad.org/events

SPEAKER:

JESSICA HORNBECK
CEO OF BIG PICTURE RESULTS INC.

IN - PERSON EVENT

CBAD HAPPYHOUR

WEDNESDAY, MAR 16, 2022 | 5 PM - 7 PM

Holiday Inn, Carlsbad
2725 Palomar Airport Rd. Carlsbad, CA 92009

web.carlsbad.org/events

IN - PERSON EVENT

COFFEE CONNECTION

FRIDAY, MAR 18, 2022 | 8 AM - 9 AM

Carlsbad Chamber of Commerce
5934 Priestly Dr., Carlsbad, CA 92008

web.carlsbad.org/events

MEMBERS ON THE MOVE



Jazz Pharmaceuticals acquires GW Pharmaceuticals

In 2021, Jazz Pharmaceuticals acquired **Greenwich Biosciences**, a world leader in the science, development and commercialization of regulatory approved cannabinoid medicines. Jazz Pharmaceuticals is a growing, global biopharmaceutical company with a diverse portfolio of marketed medicines and novel product candidates in two key therapeutic areas: neuroscience and oncology. Jazz’s purpose is to innovate to transform the lives of patients and their families.

Prestigious Honor Award

Congratulations to Carlsbad Chamber Board Member and **MiraCosta College** Superintendent/President Dr. Sunita Cooke for being recognized by Phi Theta Kappa Honor Society with the prestigious honor of the Shirley B. Gordon Award of Distinction. Dr. Cooke will be presented with the award during PTK’s Catalyst 2022, the society’s annual convention in Denver, Colorado, April 7-9, 2022.



MEMBER RENEWALS

- Acosta + Partners
- AlphaGraphics
- Ariniello & Associates
- Batiquitos Lagoon Foundation
- Beissel & Cobb Insurance Services, Inc.
- Bekins Moving Co.
- Boar Cross’n
- Bottom Line Management
- Callaway Golf
- Carlsbad Community Theatre
- Carlsbad Music Festival
- Carlsbad Sister City Ambassadors
- Carlsbad Unified School District
- Coastal Accounting
- Del Mar Integrative & Functional Medicine
- ECOLIFE Conservation
- Ecomaids
- Edward Jones (Peter Susic, CFA, CFP® | Financial Advisor)
- Environmental Innovations, Inc
- Gelson’s Market
- Grant Consulting Services, LLC
- H.G. Fenton
- HM Electronics
- Intelligence Driven Advisers (IDA)
- JC Concessions
- Karma Spa, Inc.
- Keller Williams Realty - The Blair Group
- Kiwanis Club of Carlsbad
- Law Office of Patricia L. Andel, A Professional Corporation
- Melanie Robertson Photography
- MyOffice, Inc.
- OOLY, LLC
- Pathway Health Clinic
- R & D Pest Services, Inc.
- Residence Inn by Marriott
- San Diego Gas & Electric (SDGE)
- Stater Bros. #186 Bressi Ranch
- Striking Statements, LLC
- Sunfresh Flowers
- Tarantino Gourmet Sausage
- Terramar Wealth
- VetCTAP
- Village Faire Shopping Center

MEMBER MARKETPLACE

TOTAL SECURITY, WITHOUT COMPROMISE

SECURITY BY

Rancho Santa Fe

SECURITY SYSTEMS INC

1(800) 303-8877

Security Systems, Inc. Protective Services, Inc.

BURGLAR, FIRE, ACCESS CONTROL, VIDEO, PATROL, GUARD, ALARM RESPONSE, INTERNET VIDEO MONITORING, HOME AUTOMATION

www.RSFsecurity.com • info@rsfsecurity.com

WWM FINANCIAL

LIVE YOUR LIFE...

Catherine M. Magaña
Managing Partner, CFP®
catherine@wwmfinancial.com

Scott McClatchey
Wealth Advisor, CFP®
scott@wwmfinancial.com

- Asset Management
- Financial Planning
- Estate Planning

760.692.5190 office
760.692.5162 fax

2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011
www.wwmfinancial.com

Savvy WWM
SAVVY WOMEN WEALTH MANAGEMENT

Catherine Magaña
CERTIFIED FINANCIAL PLANNER™

Financial Planning
Asset Management
Estate Planning

Get Savvy About Your Finances

www.SAVVYUP.com

760.692.5700
catherine@savvyup.com

2131 Palomar Airport Rd. Suite 330, Carlsbad, Ca 92011
Savvy Women Wealth Management is an SEC Registered Investment Adviser

a business built on your trust + referrals

phillips
+ c o

JR Phillips
866.883.6065
info@phillipsandco-re.com
phillipsandco-re.com

DRE License #01900878

In Our 14th 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
Member SIPC

Edward Jones
MAKING SENSE OF INVESTING

TAKE YOUR BUSINESS FINANCIALS FROM CHAOS TO CLARITY

- A/P, A/R & Payroll
- Monthly Reconciliations
- Sales Tax & W/C Audits
- Year-End Services
- Quickbooks Pro-Advisor

Celebrating **20** years in business!

BOTTOM LINE MANAGEMENT

Contact us today:
760.454.1471
betty@bottomlinemanagement.org
bottomlinemanagement.org

CHS alumni

W E L C O M E N E W M E M B E R S

BARS, TAVERNS
& COCKTAIL LOUNGES

Boar Cross’n
Justin Burnette
(760) 729-2989
390 Grand Ave.
Carlsbad, CA 92008
www.boarcrossn.net
Casual decor, pool tables, multiple TVs & a patio draw locals to this chill watering hole.

BEAUTY SALONS & DAY SPAS

Evolve Skin Spa and Wellness
Holly Della Vedova
(760) 576-1558
3044 Harding St.
Carlsbad, CA 92008
www.evoveskinspa.com
At Evolve Skin Spa, we love all things beauty! We are your North County San Diego beauty experts. Our expert staff provide custom treatments using top-of-the-line products to address any skin care goal.

BUSINESS CONSULTANTS
& SERVICES

SpotOn
Nick DeNinno
(760) 622-0297
Carlsbad, CA 92008
www.spoton.com
We built SpotOn to empower business owners like you to run your business more efficiently, reach more customers, and realize your dreams.

Virtual Workplace Solutions LLC

Jojo Harris
(855) 448-7897
300 Carlsbad Village Dr., Ste. 108A-430
Carlsbad, CA 92008
www.virtualworkplacellc.com
VWS is a business support service agency offering boutique administrative and professional management services that support busy professionals, small and large businesses in San Diego and throughout the US. We provide a cost-effective, efficient, dependable, and professional support service solution to our valued clients.

EDUCATION -
COLLEGES & UNIVERSITIES

Western Sierra Law School
Erika Schoonover
(760) 855-3137
3548 Seagate Way, Ste. 110
Oceanside, CA 92056
www.wslawschool.com
Western Sierra Law School (WSLS) is a private law school located in Oceanside and offers an affordable and accessible option to those looking to study the law, earn a Juris Doctor (J.D.) degree and qualify to sit for the California Bar Exam.

ELDER CARE

Next Step for Downsize Living, LLC
Rose Rugama Inocente
619-942-1989
www.DownsizingSD.com
Downsizing with Care When Only an Expert Will do! The Next Step team of specialists will provide insight on how the transitions can be made, information on helpful services and assurances that a successful transition can be accomplished.

HUMAN RESOURCES
CONSULTANTS & SERVICES

Employees HME
Sandra Estrada
(760) 444-0180
2292 Faraday Ave., Ste. 100
Carlsbad CA 92008
www.employeeeshme.com
This is done through personalized engagement programs for your team. Let’s work together to increase motivation, productivity, and employee retention rate.

MARKETING & CONSULTING

Fashion Copy House & Branding
Marny Bassett
(760) 529-6420
3776 Portland Court
Carlsbad CA 92010
www.fashioncopyhouse.com
I help leading apparel and lifestyle companies define their brand voice through strategic messaging and communications.

NON-PROFIT
ORGANIZATIONS

For Their Thoughts
Betsy Hall
(619) 354-9080
6790 Embarcadero Lane, Ste. 100
Carlsbad CA 92011
www.fortheirthoughts.org
Our mission is to advocate for the dementia community in order to bring HOPE and RELIEF to the families impacted by dementia today.

REAL ESTATE

Pacific Sotheby’s International Realty
Carrie Filla
(760) 710-9951
Carlsbad, CA 92011
www.carriefilla.com
Carrie Filla is a seasoned real estate professional with over 20 years’ experience. She has sold over 700 homes and has managed \$700 million in real estate transactions that have included single-family homes, townhouses, apartments, condominiums, second homes, and investment properties in several of the major US markets, Mexico, and the Caribbean.

REAL ESTATE -
COMMERCIAL

TailoredSpace Carlsbad
Payton Cantrell
(760) 282-4920
2888 Loker Ave. E., Ste. 110
Carlsbad, CA 92010
www.tailoredspace.com
TailoredSpace operates workplaces in sub-urban office markets throughout California. We service companies of all sizes & stages by offering several types of memberships including virtual, desk, office & suites. Plus, all memberships are month-to-month providing maximum flexibility.

RESTAURANTS

Thai One On
Bill Abii
(760) 500-8674
7750 Rancho Santa Fe, Ste. 101
Carlsbad, CA 92009
www.thaioneoncuisine.com
AUTHENTIC. FRESH. Tantalizing dishes. Sure to make your mouth water. Yes, We’re Open With Two Convenient Locations Near You in Carlsbad and Vista! Dine Inside Vista Location with Full Bar Available.

SCREEN PRINTING,
EMBROIDERY & T-SHIRTS

EZPrints
Lisardo Nava
(760)443-5420
2502 S. Santa Fe Ave
Vista, CA 92084
www.ezprints.biz
Ezprints is focused on you and your business needs. We are 1 stop print shop. You can get anything from shirts all the way to business cards.

Lady Luck Print Company

Heather Wilson
(858) 564-0464
3274 Grey Hawk Ct.
Carlsbad, CA 92010
www.sapphirescreenprinting.com
A women owned print shop on a mission to collab with quality brands / businesses / people to spread awareness + raise funds towards valuable causes.

VACATION RENTALS
(MONTHLY & WEEKLY)

Haustay Vacation Rentals
Nick Foster
(858) 522-9127
300 Carlsbad Village Dr., Ste. 108A-248
Carlsbad, CA 92008
www.haustay.com
It makes sense to hire Haustay Vacation Rentals for San Diego vacation rental property management to help make a property owners experience more pleasant and profitable.



Save The Date!

CELEBRATE EARTH DAY!

GREEN BUSINESS

EXPO 2022

WEDNESDAY, APRIL 20, 2022 | 2-7 PM

AT THE FLOWER FIELDS IN CARLSBAD, CA

HAPPY HOUR FROM 5-7 PM (21 AND OLDER)





Nominate a Business!

FRIDAY, MAY 20, 2022

THE WESTIN CARLSBAD RESORT & SPA

AWARD CATEGORIES

- Business of the Year: Large Company/Small Company
- Community Impact: Large Company/Small Company
- Best Place to Work: Large Company/Small Company
- Innovative Business of the Year
- Nonprofit of the Year

*Additional awards in Education, Public Safety, and Healthcare to be announced.

Submit your nominations at carlsbad.org

Nominations Deadline March 31, 2022



WOMEN

Continued from Page 1

wonderful place to be a family and enjoy nature, beaches and offered great schools! We have a lively downtown with so many great places to eat and meet people. To live and work in Carlsbad is a true blessing.”



Arlene Oyagi, Women in Education

Arlene Oyagi knew since she was in middle school that she wanted to be a teacher. And she has been in education here in the Carlsbad area now for over 22 years. At **La Costa Heights Elementary School** in Carlsbad, she has taught 6th grade, 3rd grade and 2nd grade. In 2021, Arlene was honored at our CBAD Awards as our Elementary School Teacher of the Year.

Arlene’s passion for education begins and ends in relationships. She shared, “I love the relationships I have with the students, staff and families at LCH. I get to be with great people, big and small, each day. I look forward to making connections with my students, which is the best foundation for learning in my opinion.” The pandemic certainly brought plenty of challenges to all our dedicated teachers. One silver lining that Arlene has experienced is the “strong emphasis on social-emotional learning and mental health” that has resulted from all the virtual learning challenges. Angelica Lopez, the Assistant Superintendent in **Encinitas Union School District**, share this about Arlene, “One of Arlene’s greatest strengths is her ability to understand and empathize with others. Her communication and compassion are beacons that guide all of us in or work and in our relationships with others. In the classroom, Ms. Oyagi carries these same characteristics and qualities. She knows her students’ strengths and areas of growth individually. Her students each know how much share cares about them as individuals. She is an advocate for every child.”

When she isn’t in the classroom, you may find Arlene out doing stand-up paddle boarding, dabbling in pickleball, brushing up on her golf game or practicing her new hobby, crocheting.



Cindy Anderson, Women in Public Safety

Cindy Anderson has had public service in her blood since an early age. Cindy started her career as a Sergeant in the Marine Corps and served locally at Camp Pendleton. While there, she was awarded a scholarship which paid for her master’s degree. And as part of her degree, Cindy was required to complete an internship. She chose the **Carlsbad Police Department**, which soon led to her being hired as a part-time investigative assistant. Not long later, she applied for the Crime Analyst position when the opportunity arose. Now, fifteen years later, she is supervising the Crime Analysis Unit as a Senior Management Analyst.

Cindy’s unit identifies crime trends in the city and connects them to related crimes in the region. They also assist detectives in identifying criminals and their associates, and provide patrol with information on where crimes are happening in the city, which suspects they should be aware of, and any relevant intelligence information that they should know while policing the city. They often work outside of normal hours to assist with active cases, whether it is to identify a suspect, find victims for stolen property, connect cases that are within or outside of their jurisdiction, or provide information on where to find suspects, as these crimes often occur in the middle of the night and on weekends.

The thing Cindy loves most about her job is making a difference. She shared, “I love making a difference, knowing that because I remembered important details about a case or a suspect, I was able to make a connection that helped solve a case. I love the relationships I’ve established in the community as well as in law enforcement in doing this job. I also love that every day is different, but it is always interesting.”

Cindy loves all things Carlsbad. But when she is not working, she is making her biggest impact by raising her three sons. So if you are out and about in Carlsbad, you might see her with their recently adopted retired police K-9 at a robotics event, lacrosse tournament or Brazilian Jiu-Jitsu competition.



Mary Backer, Women in Nonprofit Leadership

Mary Backer worked in the publishing industry out of college until one of her daughters was born with special needs. After focusing her energy on raising her family for 20 years, Mary started **Beacons, Inc.** with other moms of adults with disabilities who wanted to create lifelong learning opportunities for their adult children in north county. In 2018 Beacons outgrew their kitchen table and in 2021 they moved into a 4,000 sf office space. Beacons works with adult individuals with intellectual disabilities (ID/DD), a traditionally overlooked population. Statistics show 85% of individuals with ID/DD have been unemployed in San Diego County. Mary currently serves as the President of Beacons and loves seeing the difference their programs make every day in lives of the community they serve. Mary shared, “Seeing their self-advocacy and hard work pay off is very meaningful to me. I feel like I learn something new every day. Our clients constantly teach all of us working at Beacons different ways to approach things in order to optimize learning and experiences.”

Beacons offers three programs for their clients: PathFinder, Navigator and Club Beacon. All are aimed at helping their ID/DD clients gain employment. This rewarding work is not without its challenges. Mary stated that, “One of the highest priorities in the State of California under its ‘Employment First’ policy is to help individuals with cognitive disabilities find gainful employment and yet very few employers have offered to work with us to make that happen.” Mary works tirelessly to help employers see the opportunity available in working with their clientele. She commented that, “The state’s paid internship program makes a 3rd party the employer of record and that 3rd party pays the wages, workers comp and insurance. We need employers to recognize that in exchange for giving a worker’s access to their site for training, they can have additional employees available to them at no out-of-pocket cost.”

In addition to advocating tirelessly for special needs adults, Mary loves coastal living in Carlsbad, is a huge college football fan, and now (since Covid) is part of the homemade sourdough bread craze.



Kristina Ray, Women in Civic Service

Kristina Ray is the Communications and Engagement Director for the **City of Carlsbad**. And although Carlsbad is Tina’s home town, her journey to work for the city was anything but direct. Tina started her professional career by working for two former White House press secretaries in Washington, D.C. That experience was every bit as crazy as you might imagine it being if you regularly watch CNN, Fox News or any other major news outlet. Some people enjoy that experience, but for Tina, she shared that “it cured me of my desire to work in politics.” She did spend some time working as a communication consultant to local, state and federal public agencies, but eventually, all road led her back to Carlsbad.

As the Communications and Engagement Director, Tina loves that in her role she gets to work with all city departments. She feels that she serves as a translator of sorts, trying to demystify government processes and jargon so everything the city does is transparent. What Tina really loves about her job is that, “I get to see up close how things work, but I also have a global view of the city as a whole. It makes me really proud to see the caliber of professionals – most of whom are behind the scenes – who work every day to make Carlsbad great. It takes so many different parts moving together to create this wonderful experience we get to have being in Carlsbad.”

Tina does not consider herself a patient person, which sometimes can be a challenge in government work as the speed of change can be slow due to the complexity of rules that are in place to protect the public. Despite that, she relishes the opportunity to raise awareness of all the different programs and services that are available to our residents and businesses.

When she is not behind her computer screen, you may very well find her out on one of Carlsbad’s 67 miles of hiking trails (yep, that’s right, 67 miles...Tina wanted to make sure you knew about that!).

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





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 @

Real Estate

COMMERCIAL | RESIDENTIAL | MANAGEMENT PLANNING | FINANCING

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



Experience... Knowledge... Relationships...Reputation

For over 20 years we have worked at **Phillips + Co.** to build upon each, so that when you ask us to go to work for you, the results we deliver are a forgone conclusion. In this uber competitive market, who you choose to represent your interests has never been more important. Our approach to building rapport with fellow agents and our clients, while employing the latest in technology and understanding of market trends continues to place you, the client, in a position to succeed. Whether buying or selling, navigating today's real estate environment requires a professional with local knowledge, local transactional experience, solid local relationships and an impeccable local reputation both with our clients and our fellow real estate professionals. Receiving multiple offers for your home or successfully winning over multiple offers when buying is not achieved by accident. At Phillips + Co. we methodically work with our clients to assess the best strategy to approach both listing your home or working to help you buy the perfect home, contrary to what we see in the market, this is not a boiler plate approach on either front. Yes our systems and technology ensure our clients an enjoyable experience, however it is our ability and culture in recognizing that each and every client represents a unique set of needs and opportunities that allows us to achieve the maximum success for all of our clients. This approach, that of a fiduciary, is what we never lose sight of and is our guiding light in setting our course to exceed expectations at every turn. We hope to be your trusted advisor in all things San Diego Real Estate related and along the way build relationships that better serve you and all that we encounter in our community, never settling for anything but the very best for clients!



phillips

+ CO

a real estate business built on your trust + referrals



phillips

+ CO

SHOP LOCAL. SUPPORT LOCAL. WORK WITH A LOCAL AGENT.

BUYING OR SELLING?

YOU'LL BENEFIT FROM OUR
LOCAL REAL ESTATE EXPERIENCE



WWW.PHILLIPSANDCO-RE.COM

(760) 402-5321

DRE #01900878

Making a difference in the lives of Carlsbad seniors

Bryan has been serving the real estate needs of his clients for over 18 years. Working with both home buyers and home sellers, he has consistently been in the top 1% of all **Berkshire Hathaway HomeServices** agents nationwide.



BRYAN DEVORE
*Berkshire Hathaway
HomeServices
California Properties*

Bryan specializes in guiding seniors who are transitioning from their homes and into smaller homes or senior communities. Realizing that these clients typically need additional levels of service, Bryan partners with other

professionals who make the process simpler for his clients. He is the Director of the Senior Division of Berkshire Hathaway HomeServices California Properties and currently serves on the boards of two local non-profit organizations dedicated to improving the lives of seniors. He was featured in the first issue of Local Leaders, a new magazine focused on Carlsbad's local business leaders, for his dedication to serving seniors. Bryan also created a reality TV show that presents the myriad of issues seniors face and the solutions



available. Bryan is also a Certified Trust and Probate Specialist. Bryan was born in Los Angeles and attended college at the University of California San Diego. When he is

not serving his clients he enjoys spending time with his fiancé and his two sons (ages 19 and 20), hiking, and watching sports. DRE #01397835.

If you would like to work with Bryan, you can learn more at www.DevoreRealtyGroup.com or call him at 760-908-3838.





Leaders in Carlsbad real estate since 2003

#1 Carlsbad agent in the company

Top ½% nationwide for Berkshire Hathaway Home Services affiliates



Bryan Devore, REALTOR®, SRES
Director of the Senior Division

Free downsizing services



Rancho Carrillo experts



Homes for Hope program



Senior Transition Specialists





BERKSHIRE HATHAWAY
HomeServices
California Properties

Sign up for our weekly **Monday Market Moment** real estate update at DevoreRealtyGroup.com.

Call us: 760.908.3838

DRE# 01397835



DIY Bathtub and shower pan repairs are an option with HIMG's Bathtub and Shower Pan Repair Kits.

Bathtubs can be repaired!

Your bathtub is an essential part of your bathroom, but fixtures are often damaged during shipping, installation, or as a result of an item dropped into the surface. Sometimes damages can be caused by the harsh cleansers we use in order to clean and sanitize our bathroom.

Do you know that a small crack in your shower pan or tub, if unaddressed, can lead to more serious problems? Replacement cost can be over 10-20 times what it would cost to make a simple repair.

DIY Bathtub and shower pan repairs are an option with **HIMG's** Bathtub and Shower Pan Repair Kits. Whether you need to re-touch or repair any damages, we've got you covered. Our DIY Kits are designed to repair damages on: fiberglass, acrylics, cultured

marble, quarryl, enameled steel, porcelain and composites.

They are offered in five color matched options of light cure acrylic: Kohler White, Toto White, Villeroy & Boch Alpin & Star White and American Standard White.

You don't need to be tech-savvy to use our Repairs kits. Now everyone can make professional repairs and fix chips, nicks or deep scratches that have occurred while restoring the beauty of your bathtub or shower.

Our non-toxic kits are easy to use and provide amazing results, at an affordable price.

Check us out online at: www.himgsurface-repair.com
Use code "CBJ22" at checkout and get a 15% off your purchase.



HIMG® has developed the Bathtub and Shower Pan Repair Kit, A quick and easy DIY solution for repairing chips, nicks, cracks and other common blemishes. Kits are non-toxic and odorless.



We have kits that are color matched for TOP manufacturers: Kohler, American Standard, Toto, Villeroy & Boch

WWW.HIMGSURFACEREPAIR.COM



Once you find what appears to be your dream home online, call your real estate agent and schedule a showing.

Top tips for house hunting online

Hunting for a new home online is a great place to start your search, but it should not be your end all be all. Good listing agents are excellent at highlighting the best features of the home, but keep in mind there may be more than meets the eye. To make the most of your time, efforts and to gather a well-rounded picture of home listings online, keep the following three things in mind.

1. Stay up to date. When you start your search, make sure you find a site that pulls up-to-date listings directly from the multiple listing service (MLS). Many online resources fail to remove listings that are off the market.

2. Pictures can be deceiving. Real estate photographers are experts at showing

a home in the best possible light. Many use tools and strategies to boost appeal. Sometimes listings will not contain photos of unappealing parts of the home, like small closets or outdated bathrooms.

3. See it to believe it. Once you find what appears to be your dream home online, call your real estate agent and schedule a showing. You want to take the opportunity to vet the home in person and explore every part of it before beginning the offer process.

Wiegand Realty is here to help you cover all the bases and will be sure all the important questions are answered. Please visit www.wiegandrealty.net/



A Smooth Move From Start To Finish & Beyond



Wendysue Wiegand
Broker / Owner
760-579-9979
Wendy@WiegandRealty.net
DRE#01946136



Lisa Cannon-Rodman
REALTOR
760-271-1356
Lisa@WiegandRealty.net
DRE#01995599



**Serving Carlsbad,
Serving Community,
Serving YOU!**

www.WiegandRealty.net



Multifamily & Newer Homes
Real Estate Brokerage
Masterplanning since 2003



Lily & Kingsley Quan
Owners / Brokers
619-328-7737
LilyLQuan@gmail.com
QHomesCarlsbad.com
bilingual
Mandarin Chinese



Lily Quan and her husband, Kingsley, own Q Homes real estate agency in Carlsbad.

Q Homes offers Coastal North County expertise

When husband and wife team Kingsley and Lily Quan began **Q Homes** in 2019, they set out to do business in a different way. Q Homes is a boutique brokerage firm with expertise in new homes, newer homes in master planned communities, and multi-family housing that offers the latest technology, sustainability, and amenities rich features.

This year marks 19 years in the real estate industry for Lily and Kingsley, making buyer’s dreams of homeownership come true in the San Diego area. Since opening Q Homes, the Quans have focused their real estate savvy on coastal North County where they live, establishing themselves as valued residents and business owners who care about their community.

“We are all about building bridges and supporting residents in all of their real estate needs in North County,” said Lily Quan. “We absolutely love calling North County our place of residence and business, and it’s important to us to give back to our community and keep it special!”

Q Homes is a huge supporter of women in real estate. Lily serves on CEO Council for CREW, a network of women whose mission is to advance the career of all women in commercial real estate.

Q Homes is a minority owned business that support people of all walks of life. Lily is fluent in Mandarin Chinese, which is an asset for the Chinese speaking population who are buying homes in North County.

Give Q Homes a call to help you purchase your dream home in North County. To learn more about Q Homes, visit QhomesCarlsbad.com.

CHAIRMAN’S CIRCLE

THANKS FOR YOUR CONTINUED SUPPORT



We're Growing!



The Premier Automotive Group expands again with our newest family members: Premier Cadillac of Carlsbad and Premier Buick GMC of Carlsbad! We're proud to be a part of Carlsbad and our surrounding communities and vow to continue to provide excellent service and convenient hours. We're bringing the Premier Promise to San Diego; providing for our community through our charity: Giving Hope. Giving Hope provides groceries to the needy, hungry and food insecure. With over 27 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! Offering hundreds of new and preowned vehicles, we're sure we can help you get into the vehicle of your choice!



CHEVROLET CORVETTE



CHEVROLET TAHOE



KIA TELLURIDE



CADILLAC ESCALADE



GMC YUKON



PREMIER
CHEVROLET OF CARLSBAD

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



PREMIER
KIA OF CARLSBAD

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



PREMIER
CADILLAC OF CARLSBAD

5556 Paseo Del Norte, Carlsbad, CA 92008
760-438-5311 - Sales
888-856-8449- Service
Cadillaccarlsbad.com



PREMIER
BUICK GMC OF CARLSBAD

5556 Paseo Del Norte, Carlsbad, CA 92008
760-571-5110- Sales
888-664-2641- Service
Carlsbadbuickgmc.com

Home of San Diego pitcher
Joe Musgrove





AARON YUNG, MD
Interventional Cardiology

IF YOU THINK THE **HEART** IS AN AMAZING MACHINE, JUST WAIT UNTIL YOU SEE **WHAT WE USE TO TREAT IT.**

IT ALL STARTED WITH CARING. Medicine may have changed dramatically since we opened our doors in 1961, but our commitment to excellent patient outcomes has not. Over the years we have evolved into a regional healthcare leader while staying true to our mission of advancing the health and wellness of our community. Our work calls for us to care for the thousands of people who make up our community. But we never forget the individual lives we touch in the process.

tricitymed.org



QUALITY COMPASSIONATE CARE **CLOSE TO HOME.**

Tri-City Medical Center