



SEE SPECIAL SECTION INSIDE!

Carlsbad Business Journal

AWARD WINNING PUBLICATION

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FROM THE CHAIR
ADAM JACOBS
CHAIR OF THE BOARD
FORTIS FITNESS & YOGALUX
THE JACOBS SCHERIFF GROUP

As we celebrate the influential women of Carlsbad it allows me to reflect and think about how thankful I am to have had so many influential women in my life. I am proud to say these individuals and many others have had a profound impact on

and encouraging others to join in the cause shows the type of role model and leader she is. Her generosity is unmatched. She always remembers her upbringing and the values she was taught and makes sure to pass those lessons to the generations to come.

My mother, Jerri-Ann Jacobs, has never been one to take the easy road. Amid raising four children, she still always found time to volunteer within our schools, help with projects we were working on, perform as a musician in our plays, and even coach our sports teams. Never being one to shy away from a position where the social norm didn't allow for female participation; like the time where a few parents would not allow their sons to play on my tee-ball team because it was coached by a woman; my mom took it as a challenge to prove that she was as good if not better of a coach than the men in the league were.

My wife, Amy Jacobs, always dives right into whatever project or passion she has committed to, she shares in my belief that if you are going to do something, you give

it your all. One example is when San Diego hosted the 2022 JCC Maccabi Games, Amy took on the chair position for the JCC Cares program, where she organized the over 2,500 athletes in community service projects all over the county; all while caring for our, at the time, 6-month-old daughter.

My sister, Sara Jacobs, continues to prove that young women are the future of our country and world. She became the youngest US Congressperson to ever represent California and continues to fight for women's rights including healthcare and childcare reform.

My two younger siblings who I want to take the opportunity to recognize and acknowledge are my trans-brother and gender fluid sibling, whose bravery and toughness continues to have a profound influence on my life.

My business partner and friend, Erin Scheriff, has been a thriving example of leadership. In addition to proving she and other

› WOMEN Page 1

CELEBRATE EARTH DAY! GREEN BUSINESS EXPO 2023

It pays to be Green!

In April, Earth Month, we will host our Annual Green Business EXPO! This year we are holding it a little differently, in partnership with the City of Carlsbad's Shred and Recycle It event. And, on a Saturday. The event will be held

on Saturday, April 8 from 8 AM – 12 PM at the Carlsbad Chamber of Commerce office and large open lot. Organized by the Carlsbad Chamber of Commerce and the Chamber's Green Business Committee, the Expo is the ultimate celebration of the 53rd Anniversary of Earth Day in North County.

The event will showcase the area's businesses that make the Carlsbad and the San Diego region one of the most sustainable areas in the world. We get to learn about green business practices you can implement in your own businesses, at home, and how it pays to be green.

The City's Shred and Recycle event will be alongside the Chamber office where thousands of Carlsbad residents will be... shredding and recycling! In addition to the EXPO booths, there will be educational presentations held inside the Chamber's offices.

Admission will be free to the public,



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

MEMBERSHIP COUNTS

› GREEN Page 9

BUSINESS SPOTLIGHT

Living like a La Marean

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 homestyle 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. And two of our associates have received awards from the California Assisted Living Association (CALA) for their outstanding commitment to senior living. Executive Director Launa Moore, RN was awarded Outstanding Executive Director, and Medication Aide Glen Cruz was awarded Outstanding Caregiver.

Our families will tell you why we are the premier destination for senior living! We'd love to welcome you home.

"As a registered nurse, when I searched for a senior living community for my mother, I set a

› LA MAREA, Page 3



Culinary Services Director, Jon Samus produces innovative dining experiences for residents.

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CHAMBER PURPOSE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership network 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.

- 761.51.1488
@carlsbadchamber
carlsbadchamber.org
carlsbad.org
384 Peach St. Carlsbad, CA 92008

Published bi-monthly and also available in Carlsbad Member's Digest. Subscribe to get a detailed breakdown of Chamber members.

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The Encina Power Plant (our long-standing smoke stack) was the flash point that pushed our community to incorporate.

The Birth of a City

This is part II of a series on the impact of the Carlsbad Chamber of Commerce over its 100 years of service to the Carlsbad community.

As the community of Carlsbad grew through the 1940's and into the 1950's, the Chamber was there to assist all the residents and businesses in need along the way. In the early 1950's, something happened that spurred Carlsbad to take the next step as

a community and actually incorporate. And it was our neighbors to north that provided the needed motivation.

In 1952, the City of Oceanside made a concerted effort to annex a significant stretch of coastal Carlsbad. The reason that Oceanside started this pursuit was that Oceanside wanted the Encina Power Plant (our long-standing smoke stack) to be built in "Oceanside". As you can imagine, there were financial motivations behind this ini-

tiative. But on May 2, 1952 the annexation vote failed because it resulted in a deadlock: 45-45. With the annexation successfully defeated the Chamber jumped into action.

R.R. "Red" Robinson was the President of the Carlsbad Chamber Board of Directors in 1950 and 1951. He owned Anderson & Robinson Plumbing in town. After the annexation attempt failed, he lead a charge to incorporate Carlsbad. This was not an easy process and had both supporters and detractors. A vote was held on June 24, 1952 and the proposal was approved by a narrow margin: 781-714. And thus, the "city" of Carlsbad was born.

At the time of its incorporation the city of Carlsbad was 7.5 square miles and 6,963 residents.

Once the city was officially established, leadership had to be elected. City Council members were quickly elected and from that group of council members, they themselves determined who would serve as Mayor. The first Mayor of Carlsbad was

Dewey McClellan. Dewey had significant chamber connections as he was a former President of the Board (he served as President twice, in 1932 and 1946). Dewey's father-in-law was Roy Chase, the founder and first President of the Carlsbad Chamber back in 1923.

In 1966 the city had its first community-wide election to select a Mayor. The first truly "elected" Mayor for our city was Bill Atkinson Jr., former Board Member at the Chamber. He was elected to city council in 1964 and then elected Mayor in 1966. Bill had a lifelong affiliation with the Army and Navy Academy in Carlsbad.

The Chamber's role in elevating the community of Carlsbad into the thriving city it is today has been consistent over the past 100 years. We were there at the official birth of the "city" 70 years ago and we are still here today.

Next month we will discuss the Chamber's role in bringing world-class healthcare to our community.



BRET SCHANZENBACH PRESIDENT & CEO CARLSBAD CHAMBER OF COMMERCE

LA MAREA

Continued from Page 3

high bar for an environment that would nurture her mind, body, and spirit. La Marea exceeded my expectations in every way." - Terry

"I have complete confidence that my mother is being cared for with love and compassion." - Cheryl

"The community itself is brand new and gorgeous, the food is delicious, and the living units are top notch. I would highly recommend La Marea without hesitation!" - Kevin

"The residents look happy and seem genuinely interested to socialize with the friendly staff and other residents." - Brandon



La Marea offers residents with a variety of onsite activities.

Carlsbad events worth the hype

Imagine Louisville without the Kentucky Derby. Or New Orleans without Mardi Gras. Or even Indio without Coachella.

Sure, you can picture it. But arguably, these events are part of the fabric of these cities.

They've helped put these places on the map.

Here in Carlsbad, we have several events that have done that for us. Year after year, they serve as a critical way to generate tourism—and the many economic benefits that come

from that. They're also a great reminder of why we're so lucky to call Carlsbad home.

Carlsbad offers a steady stream of top-notch events, but springtime is one of my favorite times to soak them in. Here's a round-up of some of the not-to-be missed events happening soon:



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD



The Carlsbad Village Street Faire, put on by the Carlsbad Chamber is coming up on May 7, 2023 where more than 100,000 graze the streets of downtown Carlsbad Village.

CARLSBAD MUSIC FESTIVAL APRIL 22, 2023

Now in its 19th year, the Carlsbad Music Festival has long been billed as 'adventurous music by the sea,' and proclaimed "one of the area's most innovative music showcases" by KPBS. Not so surprisingly, the event draws thousands every year. After this April, the next festival won't be until this fall, however the organizers are offering Eclectic Lawn concerts throughout the year.

The next Eclectic Lawn concert is slated for April 22 from noon to 6 p.m. While organizers haven't announced who will be

featured, you can bet it'll be something that makes you want to move. For example, last year's Carlsbad Music Festival featured a New Orleans-style brass band, Latin orchestra, and psychedelic-soul group.

CARLSBAD 5000 APRIL 23, 2023

Dubbed the 'world's fastest 5K,' the Carlsbad 5000 is perhaps one of the region's most loved races—thanks to a largely flat course and dazzling ocean views most of the way.

The event attracts about 11,500 spectators and 8,000 runners, including world-class international athletes. In fact, past champions

have included marathon gold medalist Eluid Kipchoge and former American marathon record holder Deena Kastor, just to name a few.

CARLSBAD VILLAGE STREET FAIRE MAY 7, 2023

Twice per year, this sprawling event draws more than 100,000 people to Carlsbad—and with good reason. The bi-annual event features more than 900 vendors offering a variety of local and international artisan-crafted goods, clothing, accessories, art, jewelry and antiques. There's also a beer garden with live entertainment, children's rides and activities, and an international

food court.

The 48th annual event has become so popular, in fact, that people come from other states to enjoy it. Some even plan their vacations around it, according to the Carlsbad Chamber of Commerce, which hosts the event. Remarkably, this Carlsbad event has grown to become the "largest one-day street faire in the nation," according to its website.

No doubt, when you consider the collective impact of these events, it's tremendous. Not only do they enrich our local culture, but they keep our local economy strong.

Get Green Certified for Earth Day 2023!

Do you want to save money while being more environmentally friendly? The California Green Business Network can help your business thrive through a Green Business Certification. How about joining businesses across the state to get certified in time for Earth Day 2023?

NOTE: For a limited time only, businesses that participate will get priority support of free environmental consulting and a minimum \$500 rebate for approved purchases. Don't wait! These \$500 incentives are limited to just 100 challengers! Learn more at greenbusinessca.org/cityofcarlsbad

Save The Date!

CELEBRATE EARTH DAY!

GREEN BUSINESS EXPO 2023

SATURDAY, APRIL 8, 2023 | 8 AM — NOON
IN CARLSBAD CHAMBER OF COMMERCE PARKING LOT

Organized by the Carlsbad Chamber of Commerce and the Chamber's Green Business Committee in partnership with City of Carlsbad, the Expo is the ultimate celebration of the 53rd Anniversary of Earth Day in North County.

The event will showcase the area's businesses that make the Carlsbad – San Diego region one of the most sustainable areas in the world. Learn about green business practices you can implement in your own businesses and at home, and how it pays to be green.

Admission is FREE to the public.

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People shaping places

The Carlsbad Village Association (CVA) is most commonly known as the team that puts on great events in downtown Carlsbad including the State Street Farmers Market,

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

Art in the Village, Taste of Carlsbad Village, Flicks at the Fountain, and others. They are also known as the team that hosts the bi-monthly Village Voices business and resident networking meetings and the ones who regularly advocate for the small down-

town businesses at city council and through city staff. CVA also helps businesses find space to rent in the Village, navigate the permitting process, secure county grants, and more. Central to its mission is to incorporate best practices to help lead the continual improvement of Carlsbad Village to make it a premier destination.

In an effort to stay connected and be smart leaders for the downtown businesses, CVA's Executive Director, Christine Davis, and Program Manager, Tish Gehringer, recently attended the California Main Street Conference called "A Vision For Success" in downtown Oceanside. CVA is proud to be a member of both California Main Street and Main Street America, two collaborative programs designed to revitalize downtowns and commercial districts through place-based economic development.

Since its inception over 30 years ago, California Main Street (CAMS) has worked with communities across the state that have col-



PEOPLE SHAPING PLACES

lectively secured over \$7.4 billion in public and private reinvestment, added 31,979 jobs, created 6,666 new businesses, and rehabilitated over 1,500 buildings since 1986.

CAMS is a diverse network of communities supported by Main Street Approach practitioners, working to revitalize historic commercial districts through a place-based model that fosters inclusive transformation strategies. They do this by providing training, access to resources, partnership opportunities, and best practices to its members and affiliates.

CAMS currently serves 31 member commercial districts in California and is part of Main Street America, a coast-to-coast network of organizations and individuals working to bring vitality and prosperity to more than 1,200 downtowns across the country through the framework of the Main Street Approach.

"This conference brought us together with other California main street association staff members and board members from Colorado to Richmond, for two days of training," said Davis. "Topics ranging from California Cultural Districts to state policy and funding opportunities to housing and homelessness strategies was covered in 15 different sessions, all with the goal of advancing and enhancing our downtown business communities. Hearing from California State Assembly policy advisors, the Small Business Majority, Small Business Development Center directors, and networking with other main street associations will help us continue to fulfill



(L-R) Tish Gehringer, CVA Program Manager, Amanda Elliott, Senior Program Officer and Director of California Programs, Christine Davis, CVA Executive Director, Gumaro Escarcega, California Main Street Board President

our mission in downtown Carlsbad."

CVA looks forward to traveling to Boston for the 2023 Main Street Now Conference later this month and sharing with the Carls-

bad Village businesses the transformative strategies, practices, and methodologies it learns to help their businesses and downtown Carlsbad thrive.

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Harvesting imagination at Jefferson Elementary

Imagine: Students rolling up their sleeves and chopping celery, sauteing zucchini, seasoning with herbs, and serving up a delicious and nutritious meal fresh from the garden.

Guest experts demonstrating their favorite healthy recipes. Dieticians, scientists, and nutritionists teaching students about the science of food, from growing, to preparing, to enjoying, and to sustainably disposing of leftovers.

The imagination of facilities designers, grant writers, community partners, and educators is now coming to fruition in the Culinary Lab at **Jefferson Elementary School**.

Measure HH, Carlsbad Unified's voter-approved school facilities bond, has funded the construction of this innovative Culinary Lab. After years of planning and building, the final touches have been completed. New appliances have been installed in the cooking stations, the furniture is arriving, and students will soon be working and learning in their new Culinary Lab.

Jefferson Elementary is entering its fourth year as a California Green Ribbon School, growing vegetables and fruit—and even raising chickens—in a sustainable environment, in a facility that strives to reduce its environmental impact, whether by saving water, power or by recycling efficiently. The school can now take its next step, bringing the harvests from its gardens into the kitchen, where students may study the science of cooking and nutrition. This new state-of-the-art facility will now encourage tomorrow's cooks, nutritionists, and chefs.

Tied to State curriculum standards, the Culinary Lab will foster the development

of a variety of skills in students. For example, through the City of Carlsbad's STEAM Project, the lab will introduce culinary skills, and information about culinary careers, in the elementary school. In partnership with the Sage Garden Project, which believes that "every child deserves the opportunity to plant a seed, watch it grow, taste it fresh, prepare it as part of a delicious meal and compost the scraps to continue the cycle of life," the Lab will support hands-on lessons in science, math, and healthy living.



Culinary Innovation Lab at Jefferson Elementary

Other partnerships also have developed to further important goals: preparing and serving healthy and delicious foods straight from the garden; health and wellness for students and staff; and environmental sustainability. It truly took a village of supportive community businesses and foundations, and their expertise and financial assistance, to realize the opening of the school's Culinary Lab and its Green Ribbon undertakings.

Lowes, Kellogg, San Diego Master Gardeners, the Urban Youth Collaborative, Storm Water Pollution Prevention Program (SWPPP), EmPowered, San Diego County Air Pollution Control District, (San Diego County APCD), San Diego Association of Governments (SANDAG), Green Schoolyards America, Healthy Kids, Happy Planet, Whole Foods Kids Foundation, the Go Green Initiative, San Diego Ag in the Classroom, and Fork Farms are all supporting the school's efforts to Go Green and celebrate healthy cooking.

We truly appreciate the efforts of the staff of Jefferson Elementary, our facilities staff, and our numerous community partners, who have worked tirelessly for the good of our students. **Carlsbad Unified** looks forward to the Culinary Lab ribbon-cutting in late March.

Carlsbad Unified looks forward to the Culinary Lab ribbon-cutting in late March.



Crop Garden

CSUSM History Professor wins award for top teaching faculty in state

Cal State San Marcos history professor Dr. Alyssa Goldstein Sepinwall has been honored with the most prestigious award that faculty can receive in the California State University system.

Sepinwall was announced in January as one of five winners

of the Wang Family Excellence Award. Each year, the CSU recognizes four faculty and one staff member for their "unwavering commitment to student achievement and advancing the CSU mission through excellence in teaching, scholarship and service."

Sepinwall received the Wang Family Excellence Award for Outstanding Faculty Teaching. The other awards are for outstanding faculty service, outstanding faculty scholarship, outstanding faculty innovator for student success and outstanding staff performance.

Sepinwall is the fifth CSUSM faculty member to win a Wang award since it was introduced in 1998.

"I'm incredibly grateful for this recognition of my teaching from the CSU," Sepinwall said. "I love to bring history alive for students and build critical thinking skills that help them be successful, no matter their career. When students understand history as lived experience rather than as a dry subject based on



CSUSM history professor Alyssa Sepinwall has been honored by the CSU system for outstanding faculty teaching. Photo by Alicia Lores

names and dates, then I feel like I've done my job."

Sepinwall has been teaching at CSUSM since 1999. During her time at the university, she has won its top teaching awards – the President's Award for Innovation in Teaching in 2004 and the Brakebill Distinguished Professor Award for overall excellence in 2014.

She is well known across campus for her creative and innovative approaches to teaching. She has held cookoffs to explore changes in eating habits for her course Women and Jewish History and gamified

the French Revolution for the class Revolutionary Europe. She incorporates first-hand historical accounts like diaries, plans surprise "field trips" to campus locations such as the White Rose Memorial (which commemorates German students killed for resisting Adolf Hitler) and invites diverse guest speakers like Holocaust survivors and recent refugees. Her research on topics including the history of gender discrimination in France and early Haitian intellectuals became the foundation for a host of new courses.

"I strive to get to know my students and help them toward 'aha' moments, when they realize how history connects to their lives," Sepinwall said. "I love bringing them information from the cutting edge of my field, where I publish on topics from the history of racism to historical video games. My classes challenge conventional expectations about history, recovering stories that have been pushed to the margins and allowing students to see themselves in historical narratives."

Sepinwall extends her passion for history and teaching beyond the classroom, as she has organized more than 30 special lecture, performance and film events for students and the community; given more than 30 guest lectures and panel presentations for campus colleagues; and done more than 50 community talks, including a live interview with famed Holocaust survivor Elie Wiesel.

Sometimes interactions with students end up informing her research. After students expressed interest in the subject of depictions of history in video games, Sepinwall became one of the first historians to write about it, and that work eventually became the basis for her 2021 book "Slave Revolt on Screen: The Haitian Revolution in Film and Video Games."

As part of the award, Sepinwall received a \$20,000 prize that is provided through a gift from CSU Trustee Emeritus Stanley T. Wang and administered through the CSU Foundation.

Sepinwall holds bachelor's degrees in history and political science from the University of Pennsylvania, and a master's degree and Ph.D. in history from Stanford University.

HIGHER LEARNING



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

SCHOOL NEWS



DR. BEN CHURCHILL
SUPERINTENDENT
CARLSBAD UNIFIED SCHOOL DISTRICT

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- Kiwanis Club of Carlsbad
- La Costa Chiropractic & Wellness Center
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- SnapADU
- State of California Department of Rehabilitation
- Stater Bros. #186 Bressi Ranch
- Strategic Business Alliance, LLC
- Tarantino Gourmet Sausage
- The Pickleball Club
- The San Diego Union-Tribune

GREEN

Continued from Page 1

and everyone is invited to come learn a few ways to green up life.

Major thank you to those active on the Green Business Committee. Part of their Mission Statement is, "The Green Business Committee aims to assist businesses with education, support and recognition on sustainability through workshops and events." It is not simply about the stellar companies operating green; it is about helping educate our community how we can make simple steps to operate more eco-friendly.

If you are a green business, a non-profit or business that operates with some green procedures or products, you can register for a booth today in the "Events" tab at carlsbad.org. The cost is \$149 for Carlsbad Chamber Members and \$199 for non-members. Please contact Kathy Steffen for more information.



The Expo will be located in the business parking of our office.

MEMBERS ON THE MOVE



BrightStar Care of Carlsbad recognized as one of the 100 Best Home Care Agencies in North America

Congratulations to **BrightStar Care of Carlsbad** for receiving four 2023 "Best of Home Care" awards: Leader in Excellence, Provider of Choice, Employer of Choice and Top 100 Leader in Experience. These awards are based on customer and employee satisfaction scores gathered by Home Care Pulse (HCP), an independent satisfaction research firm



\$6.5 million renovation for Marriott Courtyard San Diego Carlsbad

Congratulations to **Courtyard by Marriott San Diego Carlsbad** on their \$6.5 million-dollar full renovation! Their brand-new rooms feature an updated look, style, and furniture, located at 5835 Owens Ave, Carlsbad, CA 92008

CARLSBAD CHAMBER OF COMMERCE | 100 Years | Hilton Garden Inn Carlsbad Beach

NETWORKING EVENT

CBAD HAPPY HOUR & RIBBON CUTTING

Wednesday, Mar. 15, 2023 | 5 - 7 PM

Hilton Garden Inn Carlsbad Beach
6450 Carlsbad Blvd., Carlsbad, CA 92011

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | 100 Years | DEVELOP YOUR TEAM Peak Team Performance

COFFEE CONNECTION

FRIDAY, MAR 24, 2023 | 8 - 9 AM

HOSTED BY:

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

web.carlsbad.org/events

JANI JACKSON
Develop Your Team

CARLSBAD CHAMBER OF COMMERCE | 100 Years | CYP CARLSBAD YOUNG PROFESSIONALS

NETWORKING EVENT

HOW TO BUY A HOUSE FOR FUTURE FIRST TIME HOMEOWNERS

Thursday, Mar. 30, 2023 | 4:30 - 6:30 PM

Carlsbad Chamber of Commerce \$15 per person
5934 Priestly Dr., Carlsbad, CA 92008

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | 100 Years | FIRST FRIDAY BREAKFAST | INSPIRED LIVING

LIGHTS, CAMERA, INSPIRE

How to grow & scale your business with video

FRIDAY, APR 14, 2023 | 7 - 9 AM

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

web.carlsbad.org/events

KERI MURPHY
VIDEO MARKETING EXPERT & CEO, THE INSPIRED COMPANY

A hundred thank-yous from our Centennial Birthday Party

Thank you, merci, danke, do jeh, grazie, gracias! Across languages, we simply cannot express how truly special it was to share in this special moment together. As the Carlsbad Chamber of Commerce celebrated its centennial year as an organization, past staff and board members, current and new members, and community leaders came together to celebrate this huge milestone on Wednesday, February 8, 2023.



100 cupcakes and over 200 attendees mingling with the past, present, and future of the Chamber brought the magic. There were so many passionate people in one space, the energy was how a Birthday should be. Impactful board members from over a decade ago, political representatives, local government leaders and our Mayor, a 1970s Miss Carlsbad Princess, and past CEOs graced our office to join in on the occasion. We heard from attendees how great it was to be able to catch up with the nostalgia of Carlsbad Chamber decades past, and connect with the future of our cherished community.

The event wouldn't have been possible without our gracious food vendors: **Lourdes Mexican, Señor**

Grubby's, Via Vai Cucina Italiana, Holiday Inn Staybridge Hotels, Sunset Bay Candy Company, and Little Cakes Cupcakes. Thank you from everyone at the Carlsbad Chamber for making our event so generously delicious and festive.

On behalf of the entire staff, we wanted to take a moment to express gratitude for each and every one of you for your individual support on our Birthday and every day. Our members are truly the fuel that power the community and region. We wouldn't be where we are today, thriving as the second largest chamber in San Diego County and the 10th largest in the state, without you all!



President and CEO, Bret Schanzenbach congratulating former Mayor Matt Hall on over 50 years of Chamber membership.



Anita Bennett, Founder of Sunset Bay Candy Company congratulating the raffle drawing winner, Chuck Moore of JDog.



Mayor Keith Blackburn congratulating the Chamber on 100 years of impact.



We had over 200 people in attendance. Thank you for a wonderful group shot and helping us celebrate our centennial birthday we'll remember for another decade!



We couldn't do what we do without the help and care of our staff. Thank you to our current and past staff members.



Representatives from Tasha Boerner Horvath's office sharing a proclamation congratulating the Chamber on 100 years of impact.



Bret Schanzenbach capturing a moment in our new podcast studio with former Chamber CEO Ted Owen and Don Schemp, former Board Chair.



WELCOME NEW MEMBERS

ATTORNEYS

Skolnick Law, APLC

Suzanne C Skolnick
(760) 405-4397
2170 S. El Camino Real, Ste. 215
Oceanside, CA 92054
skolnicklawgroup.com
Skolnick Law Group is a preeminent Oceanside with a proven track record of success in protecting the rights of individuals and families injured by the negligence of others. Ms. Suzanne Skolnick, Attorney At Law, has earned a reputation for unparalleled excellence in the legal arena.

CHILD CARE

Kids Care Finder

Olivia Rutman
(858) 449-0897
Carlsbad, CA 92011
We are a website that connects families with all forms of childcare. From nannies and babysitters, to daycares and preschools, to summer camps, music teachers and tutors, sports and rec, special needs programs, and more!

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Eva Biernacka
(760) 390-0091
2173 Salk Ave., Ste. 250
Carlsbad, CA 92008
sdcompassionatecare.com
San Diego Compassionate Caregivers, Inc. is an independent, non-medical, in-home care agency, founded on over twenty years of experience in working with people of all ages, who require compassionate care.

FINANCIAL PLANNING & INVESTMENT SERVICES

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Vista, CA 92084
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Stephani Rose
(760) 729-1702
2588 El Camino Real, Suite D
Carlsbad, CA 92008
hearinglife.com/hearing-aids-centers/california/carlsbad
At HearingLife, we are constantly evaluating how to best serve your hearing healthcare needs in changing times. We offer several options for you to choose from, including in-office visits with a hearing care provider, Remote Care and self-help.

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courtyardhotelcarlsbad.com

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Carlsbad, CA 92010
thecarballoagency.com
The Carballo Agency specializes in life insurance, health insurance, annuities, and debt management for our clients.

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708 Casita Lane
San Marcos, CA 92078
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1932 Kellogg Ave.
Carlsbad, CA 92008
dgfunding.com
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NON-PROFIT ORGANIZATIONS

Association for Creatine Deficiencies (ACD)

Kim Tuminello
(760) 688-8032
6965 El Camino Real, Ste. 105-598
Carlsbad, CA 92009
creatineinfo.org
We are a non-profit, based out of Carlsbad, that supports children and families around the world who suffer from a Cerebral Creatine Deficiency Syndromes (CCDS). Our mission is to promote and fund medical research for treatments and cures, provide patient, family and public education, and advocate for early intervention through newborn screening for CCDS.

+BOX

Wesley Burt
(213) 952-2074
5671 Palmer Way, Ste. K
Carlsbad, CA 92010
plus-box.org
+BOX is a high growth, early-stage nonprofit having a significant impact on food insecurity in North County. +BOX makes it easier for children and families to consistently access the nutritious foods they need to live healthier lives.

North County African American Women's Association

Linda Berry
(760) 586-3695
4140 Oceanside Blvd., Ste. 159 - 161
Oceanside, CA 92056
ncaawa.org
NCAAWA is dedicated to providing a support network through education, health awareness, and life skills programs for women and girls in San Diego North County to increase their self-sufficiency.

RETIREMENT & LIFE CARE COMMUNITIES

Aegis Living at Shadowridge

Teri Hanson
(760) 806-3600
1440 S. Melrose Dr.
Oceanside, CA 92056
aegisliving.com

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REVERSE MORTGAGES

Longbridge Financial LLC

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1132 San Marino Dr., Ste. 214
San Marcos, CA 92078
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Ally Services, Inc./Partner of Sedona Staffing

Karen Hanna
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2888 Loker Ave. E., Ste. 110
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sedonacarlsbad.com
Staffing firm located in Carlsbad that provides valuable employees on a temporary, full-time, or direct hire basis. We service administration, Biotech, Pharma, Manufacturing, Professional and Executive staff.

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2023 | LUNCHEON

Commemorate. Celebrate. Inspire.

Monday, April 24, 2023 | *The Westin Carlsbad Resort & Spa*

AWARD CATEGORIES

- Business of the year
- Best place to work
- Innovator of the year
- Nonprofit of the year
- Community Impact of the year
- Teacher of the year
- School Administrator of the year

KEYNOTE SPEAKER



Aaron Byzak
*Chief External Affairs Officer
Tri-City Medical Center*

carlsbad.org



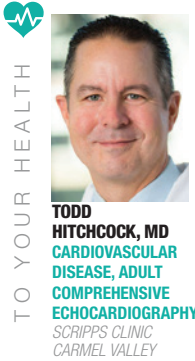
Heart Attack, Panic Attack, Anxiety and Indigestion:

What is the Difference?

Learn why symptoms feel so similar, how to tell them apart and when to seek care

Chest pain or tightness, burning sensations, shortness of breath, sudden sweating – any of these can be heart attack symptoms, but they also may indicate something less serious. Other common causes of chest pain

include a panic attack, anxiety attack and indigestion. Learn how to tell these symptoms apart and when to seek care.



TODD HITCHCOCK, MD
CARDIOVASCULAR DISEASE, ADULT COMPREHENSIVE ECHOCARDIOGRAPHY
SCRIPPS CLINIC CARMEL VALLEY

HEART ATTACK

The most well-known heart attack symptoms include chest pain and tightness, pain

in the jaw, shoulder or arm, sweating and shortness of breath. In women, heart attack symptoms may be more subtle.

“Both men and women may have chest pain and shortness of breath during a heart attack, but women also may have nausea, significant fatigue, lightheadedness or an upset stomach that starts up to a month before,” says Todd Hitchcock, MD, a cardiologist at Scripps Clinic Carmel Valley.

Chest pain from a heart attack is severe and sudden and typically happens with other symptoms like shortness of breath, profuse sweating and nausea. If you experience these symptoms, call 911 or go the emergency department. Don't wait to see if you



Both men and women may have chest pain during a heart attack, but women also may have nausea, significant fatigue, lightheadedness or an upset stomach.

feel better or if the symptoms go away. Even if it is not a heart attack, emergency medical professionals would prefer that you be safe than sorry.

PANIC ATTACK

A panic attack is an unexpected, sudden and often overwhelming feeling of fear, impending danger or loss of control that often seems to come out of nowhere. Panic attack symptoms can feel very similar to a heart attack and may include chest tightness, difficulty breathing, a pounding or racing heart, nausea, sweating and trembling. However, unlike heart attack symptoms, panic attack symptoms usually do not include severe chest pain or pain in the neck or arms. Panic attack symptoms may last for 10 to 20 minutes or go away as quickly as they came.

Panic attacks tend to happen more than once and can occur a few times a year or

several times a week; people who experience frequent panic attacks often have panic disorder. If you experience symptoms of a panic attack and have never had one before, it is a good idea to go to an emergency room to make sure it is not something more serious. Despite their similar symptoms, it can be reassuring to know that a panic attack cannot lead to heart attack.

If panic attacks happen often, learning calming techniques to manage them can be very helpful. Counseling and behavior changes can help control frequent panic attacks; sometimes, simply acknowledging what is happening and taking deep, focused breaths can reduce symptoms. Other treatments for panic attacks include therapy or medication.

ANXIETY ATTACK

An anxiety attack may feel much like a panic attack, but there are differences. Both

panic and anxiety attack symptoms may include a rapid heart rate, shallow breathing, nervousness, sweating and trembling, but panic attack symptoms tend to be more intense and pass more quickly. Symptoms of an anxiety attack typically last longer – often for days or weeks.

Panic attacks usually seem to happen for no reason, while anxiety attacks generally occur in response to a specific threat or stressful event. Also, unlike a panic attack, feelings of anxiety tend to increase slowly over time, ultimately leading to an anxiety attack.

Treatments for anxiety attacks are similar to those for panic attacks. Recognizing and acknowledging that you are having an anxiety attack can help reduce nervousness, as can relaxation techniques. Therapy or medication may help treat recurring anxiety attacks.

INDIGESTION

Indigestion symptoms include pain, burning or discomfort in your upper abdomen, so they may feel like they're in your chest. Also called heartburn or acid reflux, indigestion usually occurs after a meal, especially if you are sensitive to rich or spicy foods or eat more than usual. Indigestion may respond to changes diet and activity after eating.

“However, some symptoms of a heart attack may feel like indigestion, especially among women,” says Dr. Hitchcock. “If your acid reflux symptoms seem associated with activity or exertion rather than food or drink, you should get checked for cardiac issues just to be on the safe side.”

If you develop new or concerning chest pain, adds Dr. Hitchcock, always go to the emergency department – it's best to get checked out when your symptoms are active.



The Chamber is connection.

The Chamber excels at bringing together leaders and influencers from throughout the community to build the teams that make things happen.

Build strong business relationships at carlsbad.org



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Revamping Underway....

This project will transform our community with more open areas and a fresh new look. All of our renovations will roll out in phases through 2023. All creating a more cohesive community of today.

We invite you to come see us.

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go.sunriseseniorliving.com

What is Your Financial Personality?

We all have financial habits, beliefs, strengths and weaknesses – but do you know what yours are? The decisions you make in relation to your finances are largely linked to your financial personality...but, what are financial personalities and how do you know what your personality is?

FINANCE



JACKIE MAZUR, CFP®, CDFA®, MSBA
PRESIDENT
GUIDE MY FINANCES

The Financial Behavior Institute™ has determined that there are 8 key financial personality types. Most people have a primary personality and a secondary personality that define how and why they make

certain financial choices. Financial personalities go beyond saving and spending. They also factor in risk tolerance, money mindset (abundance vs scarcity), tendencies with debt, and other factors.

Let's explore the 8 personality types.

The Protector is focused on saving and often forgoes pleasure today for security later. They are conservative investors and fear volatility and the unknown.

The Consumer spends freely - often for immediate gratification. No matter how much they earn, it always seems to disappear before the blink of an eye.

The Explorer is great at saving when they have a short-term goal in mind. They save to spend prioritizing their wants today over their future needs.



Jackie Mazur, President of Guide My Finances recommends taking the financial personality quiz through The Financial Behavior Institute™ to determine your financial personality type.

The Mogul is focused on building wealth, will work hard to keep the money coming in, and are open to exploring riskier strategies to get there.

The Avoider prefers not to talk about or think about money and as a result have no plan or set goals.

The Architect is a planner. They often have set goals and a plan to reach them.

The Altruist puts other's needs ahead of their own and as a result are off track for their own goals and needs.

The Analyst likes to research different investment options and strategies, but once they have the information are unable to make a decision in fear, they might make the wrong choice.

You may know immediately which of these personalities you most closely relate to, but if you aren't sure, you can take the financial personality quiz by visiting www.financialpersonality.com.

Once you are clear on your financial personality, it is important to ensure that your values and needs are aligned with your advisor. Some advisors say they only work with high-net worth clients.

But, do they specialize in working with "PROTECTORS" or "MOGULS"? These two personality types are widely different and may both be high-net worth but have different needs, risk-profiles, and beliefs. Ensuring your advisor is aligned with your needs could be the difference between reaching your financial goals, and being invested in a portfolio that does not meet your needs.

Visit www.financialpersonality.com to find your financial personality and request an appointment with an advisor best aligned with you!

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Investing in Carlsbad's arts ecosystem

The City of Carlsbad Cultural Arts continues its investment in the arts with the latest round of Community Arts Grants focused on advancing Carlsbad's arts ecosystem.



In the last ten years, Carlsbad has increased its support of the arts by 165%. Traditionally, the arts have been recognized as architecture, sculpture, painting, literature, music, performance (theatre, dance, etc.)

and film. Yet, advertising, culinary, computer games, electronic publishing, and TV/radio are now also recognized as the lifeblood of the 21st century creative economy. In essence, all of these creative industries are defined as "businesses with creativity at their heart," whether for-profit or nonprofit creative industries. Ultimately, as displayed in the chart, it all begins with the artist with support and resources provided by the community in numerous roles to ultimately foster the art of creation in society.

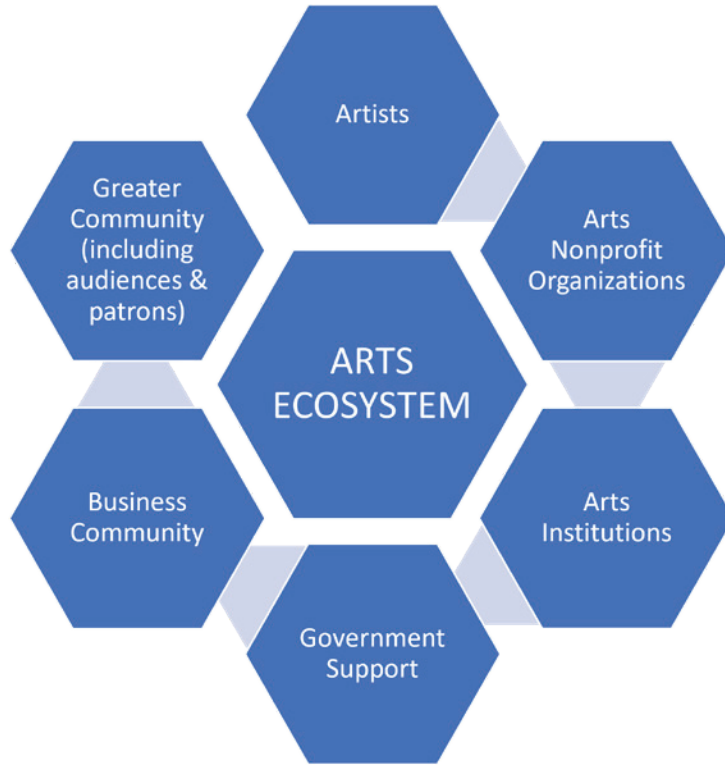
For a thriving arts ecosystem, Cultural Arts acknowledges the need to encourage artistic activity at all levels: emerging, mid-sized and well-established entities. At the same time, a greater emphasis on reaching out to underrepresented groups to share their culture, vision and talents promises a more diverse and vital local arts community in the future. Also, a commitment to the creative sector as an economic engine is essential. Currently, to foster greater understanding of its economic impact, Cultural Arts is participating in the Arts & Economic Prosperity 6

For a thriving arts ecosystem, Cultural Arts acknowledges the need to encourage artistic activity at all levels: emerging, mid-sized and well-established entities.

(AEP6), the Americans for the Arts' sixth national study of the economic impact of the nonprofit arts and culture industry. Building on its 25-year legacy, the highly regarded Arts & Economic Prosperity® series will once again document in unprecedented scope and detail the economic power that the arts and culture wield in 400 participating communities representing all 50 states, Puerto Rico, and the District of Columbia—communities ranging in geography (Alaska to Florida to Maine to Hawaii), population

(1,400 to 4.7 million), and population density (rural to large urban). Cultural Arts is coordinating efforts to survey audiences at city and local arts events. You may be asked to take the survey at an upcoming arts event; you'll be contributing information to a national effort. So, please say "yes."

The current cycle of Community Arts Grants is open until March 20. These grants for FY2023-24 encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in the City of



Carlsbad. The Cultural Arts Office manages funding programs to provide financial support to organizations, schools and individuals for various projects through a competitive application and review process. Designed to benefit the community through an array of arts experiences, the Community Arts Grants program was identified for continued and increasing support by the Carlsbad City Council through the 2018 Arts & Culture Master Plan. For information, visit www.carlsbadca.gov/artsgrants.

Finally, if you are interested in furthering Carlsbad's arts ecosystem, you might consider joining the Business Outreach Committee, facilitated by the Carlsbad Arts Commission. In collaboration with the Carlsbad Chamber of Commerce, the recently revitalized Business Outreach Committee will foster greater dialogue and cooperation between the business and arts sectors. If interested, just send me an email for more details at richard.schultz@carlsbadca.gov.

2022 ANNUAL IMPACT REPORT

ECONOMIC CATALYST



6,123

TWITTER FOLLOWERS



5,964

FACEBOOK FOLLOWERS



3,253

INSTAGRAM FOLLOWERS



2,316

LINKEDIN FOLLOWERS



160

NEW MEMBERS



88,000

NEWSPAPERS PUBLISHED



40,000

MAPS PUBLISHED



2,500

BUSINESS DIRECTORIES PUBLISHED

WEB PAGES VISITED **3,956,096**

WEBSITE VISITORS **685,697**

UNIQUE WEBSITE VISITORS **226,688**



672

SOCIAL POSTS ABOUT MEMBER BUSINESSES



41,300

VIDEOS WATCHED



12

CARLSBAD YOUNG PROFESSIONAL EVENTS



DEFEATED
SAN DIEGO COUNTY VEHICLES MILES TRAVELED TAX



DEFEATED
SINGLE-PAYER HEALTH CARE



95

COMMITTEE MEETINGS



672

SOCIAL POSTS ABOUT MEMBER BUSINESSES



25

RIBBON CUTTINGS



178

NETWORKING EVENTS HOSTED



225

PRINTED ARTICLES ON MEMBER BUSINESSES



30

WEBINARS HOSTED



HELPED DEFEAT
18 OF 20
JOB KILLER BILLS
IN SACRAMENTO!



40

PODCAST EPISODES PUBLISHED

LEADERSHIP CONVENER

State of the Community

450 ATTENDEES

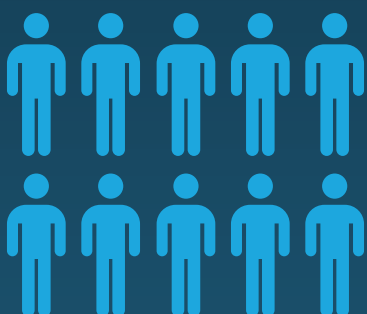


345

ATTENDEES

8

COMMITTEES



COMMUNITY CHAMPION

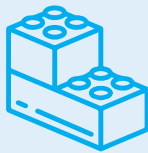


\$13,500

SCHOLARSHIPS GIVEN

36

HIGH SCHOOL STUDENTS HONORED



300

TOYS WRAPPED FOR BOYS & GIRLS CLUB OF CBAD BY CYP



JOB FAIR

1

JOB POSTS

52



\$2,100

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2

BLOOD DRIVES

50+

UNITS



HONORED

8

BUSINESSES

4

EDUCATORS

1

POLICE OFFICER



RECOGNIZED

40

EMERGING LEADERS



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FOR NC FOOD BANK



3

CANDIDATE FORUMS HOSTED

600

ATTENDEES

2,600 YOU TUBE VIEWS



200,000 -

PEOPLE BROUGHT TO CARLSBAD VILLAGE VIA THE CARLSBAD VILLAGE STREET FAIRE.

Build the future of learning, business and the workforce with the Education Committee



EDUCATION COMMITTEE
CAROLYN REINMILLER,
MICHAEL ECKER, AND CHRISTIE KAY
Co-Chairs

The **Education Committee** at the Carlsbad Chamber provides a dynamic opportunity for business leaders and educators to collaborate on ways to deliver relevant learning opportunities and experiences for students in support of the preparation of young people to excel following their graduation from high school or post high school education. We meet on the fourth Wednesdays of the month at 8:00 a.m. for 90 minutes January through May and in September and October. Our attendees include school principals and superintendents; educators/marketers from area colleges, charter or private schools; nonprofits along with businesses which have an educational component or are simply interested in learning about education and/or business practices in our community.

Our monthly meetings differ from other committees in that we meet at various local businesses and sometimes schools. At our meetings, you will hear inspirational community leaders discuss ways to deliver

positive results for students and businesses.

Every meeting includes a "School for Breakfast" and a "Business for Breakfast" presentation. The latter is usually the business at which we are meeting. This format encourages an open dialog between educators and businesses. By exploring what businesses need in terms of workforce skills for the future and what educators are doing to provide that workforce, we support career readiness for our children. The meeting concludes with "asks" and announcements that a school district or business might have. After the meeting, we often take interesting tours of the business where we are meeting to learn more about their operations, business development and marketing.

The pathway to supporting a young person's successful career starts at a young age with career exploration/awareness and continues throughout their schooling with simulations, mentorship, and practicing job specific tasks. The Education Committee helps to connect young people to mentors and opportunities that align with their interests and strengths. The committee is designed to provide exemplary career development through the efforts of community business leaders and educators.

We are always looking for more passionate community members and educators! Join the committee! Be part of the effort to help plan bright futures for businesses, our students and our community!



Education Committee meets at various businesses around town and recently enjoyed a trip to Quidel.

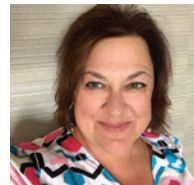
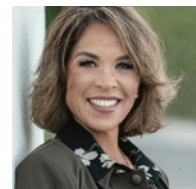
WOMEN

Continued from Page 18

women belong in the business world, she has become a leader in her role on the Century Club, where she works tirelessly to make sure women and other minorities are represented in the game of golf and beyond.

My 1-year-old daughter, Aylana Jacobs, continues to be my reminder of what we are all working towards: ensuring she and future generations continue to have a better, healthier, and more equitable future.

The women of our community deserve our praise and admiration for the people that they are. While an article doesn't even come close to recognizing all of their achievements, my hope is that we can inspire others to identify and thank the influential women in their life.



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