



# BUSINESS JOURNAL

CARLSBAD.ORG

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

APRIL 2022



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## Keeping It Cleantech: Sustainability sector going strong in Carlsbad

From next-gen batteries to compostable cups, it's clear that sustainability is here to stay — and Carlsbad is leading the way.

Our cleantech sector — which includes renewable energy, electric motors, green transportation, green chemistry, graywater reuse, and energy-efficient goods — is thriving.

Its job share grew 22.2% from 2018 to 2020, according to our 2022 Carlsbad Business Report. That's 872 jobs across 48 companies. For context, our cleantech sector is nearly five times more concentrated than the national average.

That's attracting groundbreaking companies, like **Aptera**, which makes solar-electric vehicles that can travel 1,000 miles off a single charge. The fast-growing company has over 110,000 square-feet of space for research, development and production. And it's adding another 60,000 square-feet soon. It employs 160 people, with plans to

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CITY NEWS

**MATT SANFORD**  
ECONOMIC DEVELOPMENT MANAGER  
CITY OF CARLSBAD

# GREENING UP

## YOUR BUSINESS

In 2019, the City of Carlsbad joined the California Green Business Network with the hopes of encouraging Carlsbad businesses to become more eco-friendly. The Carlsbad Chamber of Commerce was proud to be one

of the first five businesses certified here in Carlsbad. The Carlsbad Chamber has been committed to sustainable, eco-friendly business practices for many years. In 2008,

we started our Sustainable Business Committee (now the "Green" Business Committee). That committee took on initiatives to showcase best practices to our members via our annual Eco-Tour and our annual Green Business Expo. The Eco-Tour takes place each fall and our Green Business Expo will take place April 20, 2022 from 2:00pm to 7:00pm at the **Flower Fields** in Carlsbad. The Green Business Expo will feature 40 booths from local businesses who want to showcase their sustainable goods and services. We will also feature 12-15 electric cars that you can come learn about. All are welcome to join us. With gas prices continuing to skyrocket, now might be the time to learn more about electric vehicles.

Thankfully, the Carlsbad Chamber was not the only local business to get certified by the California Green Business Network. **Microscope World** is a small, woman-owned business here in Carlsbad that works really hard to provide their customers



**Charisa Clarkson and Ken Bauer from Microscope World with their commuter vehicles.**

with high quality microscopes that fit their budget. They sell microscopes and microscope accessories, including everything from student microscopes up to ZEISS professional level microscopes. Charisa Clarkson is the Owner and Managing Director at Microscope World. She heard about the Green Certification process from a Tweet put out by the City of Carlsbad. When asked why she decided to engage in the process, Charisa stated, "Going green and trying to save our planet is important to me personally as I have a great love for our planet and the outdoors. As a business owner I am in a unique position to not just help our planet personally, but to try to reduce our footprint through our business as well." Charisa's passion for the outdoors has caught on with her team as well. She shared that several employees bike to work regularly. When asked about a "unique" sustainable

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## BUSINESS SPOTLIGHT

# Committed to making global changes to our planet

### Who we are

Locally owned and operated, **Sparkle Freshness** is also a women-owned business. We are hands-on in the day-to-day activities, provide a true partnership, and are known to treat you like family. When describing our service and work, we are often referred to as the silent team member you really appreciate and never get to see. We're not in business just to be in business, our business is a catalyst for leadership, connection, purpose, and developing the mindset to live our best life. We wholeheartedly love people and love what we do! We say elevating your environment and the environment profoundly contributes to your own experience of well-being and living your best life. Our mission is to connect, inspire and empower people in living their best life! What we see are businesses giving and contributing more to their community, the environment, society, and the world than they take. We see a global awakening where all of humanity is



› **SPARKLE**, Page 3

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

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**CHAMBER PURPOSE**

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

**CHAMBER MISSION**

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

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# CBAD Awards and going green

One of the areas our community is focused on today is sustainability and responsibility. During the month of April, we celebrate Earth Day and honor the green



FROM THE CHAIR

**JOSH MAZUR**  
CHAIRMAN OF THE BOARD  
CARLSBAD CHAMBER OF COMMERCE

businesses making an impact today. The chamber works to support green industries leaders through its daily efforts as well as annual recognition. The **2022 CBAD Awards** are around the corner when the chamber awards businesses, educators, nonprofits and those community members who elevate those around them.

Green business represents more than just agriculture and companies who care about the trees. Sustainable businesses have a minimal negative impact or a potentially positive effect on the global or local environment, community, society, or economy. How can you accomplish something like this? Business can start by reviewing basics such as use of water, energy, and raw materials. It includes the use of renewables, reduction of the carbon footprint we create. Start with something as simple like using Eco-friendly cleaning products around the office and making sure lights and HVAC are off during non-occupancy times.

Why do businesses focus on these areas? Aside from the obvious answer of taking



Photo by Marcy Browe

care of the place we live for future generations there is a business advantage. Green businesses experience an enhanced brand image. They will often experience increases in productivity, reduction of costs, and unique growth opportunities. It can have a tremendous team building effect as well, resulting in improved recruitment, retention of high-quality employees and a healthier work environment.

The Carlsbad Chamber of Commerce is dedicated to leading these areas. We host

monthly member meetings with our Green Business Committee. We offer regular workshops on green business topics. The chamber also organizes vendor events to act as a catalyst of business development in this area, such as our Green Business Expo (April 20 at the Flower Fields). We recognize those in the community with our 2022 CBAD Awards. If you haven't registered yet, please contact the chamber to learn more about the event May 20, 2022 at the **Westin Carlsbad**. I hope to see you there.

## SPARKLE

Continued from Page 1

making their unique difference and changing the world. We are leaders in a movement of significant change that impacts companies and the way we do business with love, joy, connection, inclusion, sustainability, care, and power. We promise to always put ourselves in our client's shoes and do the right thing, and that our mission is the heartbeat of our company. We are uncompromising about living true and when working with us you'll experience the Sparkle Effect!

### Why Green Products

"Many Carlsbad businesses are drawn to us because we use clean ingredients. Naturally, we have those who are worried about the level of clean you can get being green," Barneburg said. "To help inform, on the proven power of using non-toxic materials, we offer insight on how these small and sustainable cleaning substitutes stand up to harsh chemicals, so we're not only helping them ensure a clean and safe working environment, we're educating people on how easy it is to adopt these changes in their businesses and their homes. Many cleaning products and conventional cleaners are extremely toxic. Using Eco-friendly products can help to improve your overall indoor air quality and thus contribute to reducing certain health risks, such as: chemical poisoning, skin irritations, and eye and respiratory infections. Green cleaning products reduce the unnecessary use of harmful "antibacterial" agents and are safer for our clients, employees, animals, and the environment. Green cleaning products are made using sustainable manufacturing practices and naturally derived, safe, non-toxic, and biodegradable ingredients that don't negatively impact the environment. On the other hand, some conventional cleaning products contain ingredients that are toxic, hazardous, non-biodegradable, and nonrenewable resources like petroleum, so they adversely affect the earth's ecosystems.

We only use the highest quality, non-toxic,



From our initial walk-through, we will tailor and perform cleanings to your specific needs and requests.

environmentally friendly cleaning products to avoid exposing our customers to harmful cleaning chemicals. Green cleaning is much more than using a few chemicals that have been labeled as "green". Green cleaning is also a system of cleaning that is less detrimental to the environment and also promotes a healthy environment for where we live and work. By using our green solutions, we provide safer cleaning methods, non-toxic cleaning products, and more efficient cleaning equipment and we reduce our waste. There are many health benefits to using non-toxic chemicals that can make a difference in your wellbeing.

### How we reduce our carbon footprint and help make the world better.

Being consciously aware of our environment is not enough. Sparkle Freshness is committed to making global changes to our planet and our local communities and not just using green products, recycling properly, and reducing waste. Participating in our local beach clean-up and preventing toxic chemicals from landing in our oceans is a no-brainer. We also offset our carbon footprint. We have trees planted in our clients' names. We have had over seven thousand



trees planted by The Canopy Project and The San Diego River Park Foundation. Giving back to our community and other non-profit organizations is a big part of what we do. We encourage our employees and their families to volunteer their time and efforts in projects they care about that help their local community and causes.

Visit us at [www.sparklefreshness.com](http://www.sparklefreshness.com) for more information.



Aptera Co-CEO's Steve Fambro (left) and Chris Anthony.

**“The City of Carlsbad is forward-thinking when it comes to environmental stewardship and addressing climate change. Being a climate action leader and embracing innovative cleantech companies makes our economy more competitive.”**

— DAVID GRAHAM,  
CHIEF INNOVATION OFFICER

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Continued from Page 1

add another 300 to 400 jobs in Carlsbad. “Aptera’s development and growth could only happen in Carlsbad, where talent is plentiful and support for world-shaping ideas is abundant,” Aptera Co-CEO Chris Anthony says. “The city and its people have been overwhelmingly supportive of our vision for a more efficient future. And it’s resulted in another

amazing California startup story.” In addition to empowering cleantech companies, we’re walking the walk as a green leader. Carlsbad was one of the first cities in San Diego County to adopt a qualified Climate Action Plan (CAP) in 2015. It outlines the many ways we’re working to reduce greenhouse gas emissions. And in 2019, Carlsbad was named one of the nation’s most sustainable cities by the U.S. Cities Sustainable Development Report. “The City of Carlsbad is forward-thinking when it comes to environmental steward-

ship and addressing climate change,” says Chief Innovation Officer David Graham. Being a climate action leader and embracing innovative cleantech companies makes our economy more competitive.” As a member of CleanTech San Diego, the city is also helping to build a stronger, more sustainable region. Carlsbad is one of the leading cities actively engaged in helping this organization grow San Diego and Imperial counties’ cleantech — which accounts for 38,000 jobs and counting. “We’re thankful the City of Carlsbad con-

tinues to step-up as a valuable cleantech partner,” President & CEO Jason Anderson says. “Our more than 120 members are collectively working to make our region a global sustainability leader and Carlsbad is accelerating that work through its own policies and impressive cleantech cluster.” No doubt, the City of Carlsbad has plenty of green success to celebrate this Earth Day, and every day. We are committed more than ever to sustainability. That’s a win for our environment, our economy and everyone lucky enough to call this region home.

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Western Association of Chamber Executives

# Carlsbad Village growing greener by the day

April ranks right up there as one of the most popular months of the year due to the longer daylight hours and the hint of warmer weather as Spring comes into full bloom.

It is also a favorite because it celebrates our planet during a 30-day world-wide celebration called Earth Month including a day devoted to protecting the environment and improving sustainability on April 22nd.



VILLAGE BEAT

**CHRISTINE DAVIS**  
EXECUTIVE DIRECTOR  
CARLSBAD VILLAGE ASSOCIATION

Carlsbad Village is not new to the importance of being environmentally aware. Looking back on the past six years, the **Carlsbad Village Association (CVA)** has been making efforts towards being “eco-friendly” in a variety of ways. And its efforts continue to gain momentum as it does its part.

Starting in 2016, the State Street Farmers’ Market began a reusable bag program to help eliminate single use plastic bags. To date, it has handed out more than 3,000 free, reusable, washable canvas tote bags that staff sees back at the market week after week, year after year. Most recently, thanks to the collaboration of the City of Carlsbad’s Sustainable Materials Management Division (SMMD), it was able to hand out an additional 100 reusable bags, designed by the city, that began life as a plastic bottle.

In 2018 the association’s annual “foodie” event, Taste of Carlsbad Village, went green to eliminate tens of thousands of plastic plates, forks, and cups that are common to



In 2018 the association’s annual “foodie” event, Taste of Carlsbad Village, went green to eliminate tens of thousands of plastic plates, forks, and cups that are common to dining events like these.

dining events like these. CVA was awarded a community enhancement grant from the County of San Diego that enabled it to provide compostable plates, napkins, flatware, and even trash liners, most of which were plant-based, to every restaurant and beverage provider on the route for two of its annual events. CVA started using reusable cups during its 2019 event, and in 2021 when the grant had completed, (after taking a Covid break in 2020), it purchased all serve ware items itself to keep the eco-focused practice going strong.

Through a program created with SMMD

and city contractor Re-Earth Consulting, a food waste management plan was also initiated for the past three events with 30% of food waste being composted after each annual event.

To address new state environmental laws, including Senate Bill 1383 which requires organic waste recycling starting July 2022, CVA was pleased to have Alyssa Wagner, Environmental Specialist with the City of Carlsbad, and two recycling coordinators with **Republic Services** (the city’s new waste hauling contractor starting July 2022), speak at its business networking meeting in March. Restaurateurs, who will be partic-

ularly impacted by this initiative, were able to ask questions and arrange for an on-site waste analysis to better prepare for the changes coming this summer.

In addition to education, CVA is getting even more hands-on. On March 20th it collaborated with Richness of Giving, run by Andy Davis, owner of **Mas Fina Cantina, Visit Carlsbad**, and several other Carlsbad Village businesses on what is sure to have been the single biggest downtown cleanup to date. Over 200 volunteers collected 623 pounds of trash! Routine downtown cleanups are planned as CVA continues its commitment to taking care of the environment.

If you would like to make an impact this April, there are a variety of local cleanups, and your presence would be so welcome. Think of what we can do together!

- C3 Club (**Carlsbad High School** student-run initiative) meets every Sunday at different locations. Connect with them via Instagram @carlsbadcleanups and download their new app to stay involved.
- Richness of Giving meets every 3rd Sunday at Mas Fina Cantina
- April 9th – Carlsbad Bucket Drive Fundraiser for Creek to Bay Clean Up ([www.cleansd.org](http://www.cleansd.org))
- April 16th - CVA Member Hosted Clean Up by **Pure Project** and **Handel’s Ice Cream**. This clean-up is supported by SDSU Tobacco Product Waste Reduction Project and Tobacco Control Program.
- April 23rd – **I Love A Clean San Diego** – 20th Anniversary Creek to Bay Clean Up Day ([www.cleansd.org](http://www.cleansd.org))

For information on any of these programs, please email [info@carlsbad-village.com](mailto:info@carlsbad-village.com). Aces

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# The arts excel at offering healing

As we traverse the post-pandemic and it evolves into an endemic, healing remains foremost for many of us. We seek out ways to feel better, reconnect with others and discover new energy to keep moving forward. The arts excel at offering healing.



**RICHARD L. SCHULTZ**  
CULTURAL ARTS  
MANAGER  
CITY OF CARLSBAD

The city's Cultural Arts Office will present a unique dance troupe from Los Angeles that suggests insights to foster healing and comfort for grief. Known as the Tap Dance

Widows Club, this vibrant troupe brings their talent and unique outlook to Carlsbad on Saturday, April 9 for a daytime workshop at the Senior Center and an interactive media and dance performance at 7:30 p.m. in the Schulman Auditorium. Tap Dance Widows Club is joyous in sharing stories on how dance illuminated so many lives based on their own experience with their well-known tap dance husbands. Los Angeles Choreographers & Dancers is led by the dynamic Louise Reichlin, the troupe's Founding Managing and Artistic Director. Her husband Alfred Desio was a director, choreographer, composer and inventor of electronic tap called Tap-Tronics™, a system that allows a tap dancer to play electronic instruments using the sound of the taps as a source.

This dance troupe has been reviewed as "wildly theatrical & fun" and "wonderfully spirited with a zest for life." In advance of their visit to Carlsbad, Ms. Reichlin chatted about the troupe and its distinctive mission.



Images provided courtesy of Los Angeles Choreographers & Dancers



### Please tell us about your famous husband.

Alfred Desio, who died in 2007, was a Broadway veteran of the original productions of West Side Story, Man of La Mancha, Zorba, Coco and She Loves Me. We met when we were both in the first national company of Fiddler on the Roof, where we were married on stage between shows. Alfred was invited by the Smithsonian Institute in Washington D.C. to perform his Zapped Taps at the opening of their new Experimental Gallery.

### What is the Baggage Project and its inspiration?

The experience of death of a loved one is something we rarely talk about, and yet the experience and richness of their lives

is something that should continue to feel and enriches and adds to the world, and our place in it. Since the loss of my own husband, I have become aware that perhaps half of our culture shares this kind of presence after their personal losses, although death and this common bond are rarely mentioned. I think the last few years with COVID-19 has brought this up much more. One of the goals of the production is to encourage the audience to think about how a lost loved one has enhanced their life and changed their outlook and perceptions.

### How did Tap Dance Widows support your transition to a dance troupe?

I saw on Facebook that Loretta Zerby's husband, Jon, had died. When I called her

to offer my condolences, she said that when he had first died, many had sent cards or called, but then no one mentioned it. Yet, to her, it was still a major life event. When I told her, I wanted to do a tribute to my own husband and was creating a dance multimedia piece, I asked her if she would like to contribute to the work. She enthusiastically said, "Yes." She then asked Katherine Hopkins-Nicholas, widow of Fayard Nicholas, Kennedy Center Awardee, to join us. The result was The Baggage Project suite that includes live dance combined with artist-generated multimedia that explores the positive baggage we carry with us from a loved one.

For more information, visit the City of Carlsbad Cultural Arts Office.

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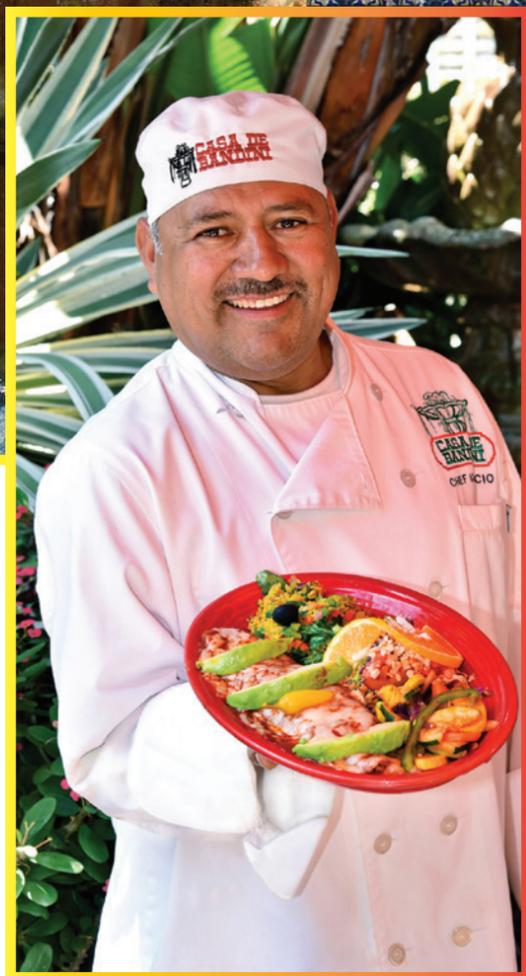
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**NEVILLE ALLEYNE, MD**  
TRI-CITY MEDICAL CENTER.

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based on each person's anatomy.

"Mako is the gold standard for robotic platforms for knee replacement surgery," said Morgan Silldorff, MD, a board-certified orthopedic surgeon at Orthopedic Specialists of North County (OSNC), one of Tri-City's affiliated clinics, who performed Tri-City's first Mako surgery in early March. "Once the patient's 3D model is uploaded to the computer system, I can register the patient's knee and virtually modify the surgical plan intra-operatively in real time, if needed. This gives me the ability to make any adjustments before I make an incision, so that when I do, there is a high degree of precision."

Dr. Silldorff uses another component of the Mako System, AccuStop™ haptic technology, to control the robotic arm

and make the incision precisely where it was planned, which may help to preserve soft tissue and healthy bone for some individuals. This minimally invasive approach offers benefits such as less post-operative pain, less need for pain medication and inpatient physical therapy, smaller scars and improved knee flexion.

"An additional benefit of having knee and joint replacement surgery at Tri-City, is that this hospital has one floor



**DR. MORGAN SILLDORFF, MD**  
BOARD-CERTIFIED ORTHOPEDIC SURGEON AT ORTHOPEDIC SPECIALISTS OF NORTH COUNTY (OSNC).

dedicated solely to post-operative orthopedic patients, unlike other hospitals in San Diego County," said Andrew Cooperman, MD who is also a board-certified orthopedic surgeon at OSNC. "Every day on this unit, we have several orthopedic-certified nurses who specialize in treating patients recovering from orthopedic surgery and because of this, our patients often have a shorter hospital stay and quicker recovery."

Depending upon their health and the extent of their knee replacement surgery using the Mako System, some patients may be able to walk within days afterwards and return to activities of daily living anywhere between two to five weeks; physical therapy

will also be needed for six to eight weeks.

"It's exciting that Tri-City now offers this transformative technology to the community," said Dr. Silldorff. "When I see patients for follow-up visits several weeks and months after surgery, they give me high fives and hugs and tell me that the pain they lived with for years is completely gone and that they feel like they have their lives back. That's an extremely rewarding thing to hear."

Call Tri-City Medical Center today at 760.724.9000 to schedule a consultation with one of their orthopedic surgeons or visit [tricitymed.org/mako](http://tricitymed.org/mako) to learn more.

# CHAIRMAN'S CIRCLE

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# MiraCosta College Superintendent/President Dr. Sunita Cooke receives 2022 Shirley B. Gordon Award

Phi Theta Kappa Honor Society (PTK) recognized Dr. Sunita “Sunny” Cooke, Superintendent/President of **MiraCosta College** 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.

The award recognizes college presidents who have shown support for student success initiatives leading to stronger pathways to completion, transfer, and employment; and have taken an active interest in supporting high-achieving students and developing student leaders on campus. “These college presidents have made it a priority to keep students engaged throughout the pandemic,” says Phi Theta Kappa President and CEO Dr. Lynn Tincher-Ladner. “Their nomination is evidence of the gratitude their PTK students feel for supporting them and students like them—even during the most difficult times.”

Dr. Cooke is one of 13 recipients selected from among 617 college presidents eligible

**“I am inspired by our students who are working hard to succeed amid increasingly difficult circumstances. This award touches my heart knowing that MiraCosta students recognize our commitment to their success.”**

— DR. SUNITA “SUNNY” COOKE  
SUPERINTENDENT/PRESIDENT  
OF MIRACOSTA COLLEGE

to receive this award. Recipients are nominated by students on their campus and are only eligible to receive the award once over the course of their career. “I am inspired by our students who are working hard to succeed amid increasingly difficult circumstances,” remarked Dr. Cooke. “This award touches my heart knowing that MiraCosta students recognize our commitment to their success.”

During her tenure as superintendent/



Dr. Sunita Cooke gives her Report to the Region in the fall of 2019.

president of MiraCosta College, Dr. Cooke has been instrumental in the implementation of new degrees and certificates, including a unique biomanufacturing bachelor’s degree. Additionally, under the leadership of Dr. Cooke, graduation and transfer rates have significantly improved, and the college has received recognition as an *Achieving the Dream Leader College* and *Aspen Prize for Excellence* nominee. In addition, MiraCosta is proud to be a *Hispanic Serving Institution*

and is listed in the Top 100 Associate Degree Granting Colleges by *Diverse Issues in Higher Education* magazine’s December 2021 issue.

The Shirley B. Gordon Award is Phi Theta Kappa’s most prestigious award for community college presidents and is named in honor of the late Dr. Shirley B. Gordon, Phi Theta Kappa’s longest-serving Board of Directors Chair and a founder and long-time president of Highline Community College in Washington.

## Measure HH facilities enhancing education for students

**Carlsbad Unified** is grateful to its supportive community for voting to approve Measure HH, the district’s \$265M facilities bond measure, in 2018. With that commitment to modern, appropriate school facilities, and with Mello-Roos CFD funds and developer fees generated by new construction in our service area, we have been able to undertake innovative construction and modernization projects that will serve the educational needs of our students today and into the future.

educational needs of our students today and into the future.

### Students are already benefiting from Measure HH Phase 1 projects.

Three of our oldest elementary schools—**Magnolia**, **Hope**, and **Kelly**—underwent extensive campus-wide renovations and, thanks to the extraordinary efforts of our construction partners, they were ready to welcome students when schools reopened for the Fall 2021 semester. Work continues on Kelly’s new kitchen and its beautiful new Multipurpose Room – a signature Phase 1 project – scheduled to be completed by the end of summer.

**Carlsbad High School** students are experimenting and researching in new state-of-the-art classrooms in their science building. Elementary students are exploring hands-on learning activities in their new STEAM (Science, Technology, Engineering, Art, and Math) Labs at **Hope**, **Magnolia**, **Poinsettia**, **Kelly**, and **Pacific Rim** schools. Staff and students are parking under energy-saving solar panels across the district. And new security measures – fencing, security cameras, and visitor check-in systems – are keeping our campuses safe.



Hope Elementary School went through a campus-wide renovation recently.

These projects were necessarily affected by pandemic labor shortages, supply-chain challenges, and the unpredictability of the past two years. But our professional teams of architects, contractors, construction managers, and district staff made all of them happen.

We are currently embarking on the final design, engineering, and permitting process for Phase 2. The upcoming projects include:

- Campus-wide renovations at **Valley Middle School** and at **Jefferson**, **Buena Vista**, and **Aviara Oaks Elementary Schools**;
- STEAM Labs at **Aviara Oaks** Elementary and Middle Schools; at Buena Vista,

**Calavera Hills**, and Jefferson Elementary Schools; and at Valley Middle School.

Buena Vista will see the replacement of old portables with new modular classrooms, a new STEAM building, a redesigned preschool area, and new landscaping. At Jefferson, two classrooms will be converted into a Culinary Arts Room and a STEAM Lab, and ten classrooms will be modernized. Aviara Oaks will get remodeled Kindergarten classrooms, a STEAM Lab, a new quad to replace older portables, and other interior modifications. Valley will undergo a campus-wide interior modernization with new STEAM collaboration rooms, a new Special Education classroom located to promote inclusion, and renovated restrooms.

All of these projects still must be submitted for review by a number of agencies. But construction at Jefferson may begin as soon as this summer, and we estimate that the other Phase 2 projects will begin in the summer of 2023.

Our goals for Phase 2 are to integrate stakeholder input into our plans; to maximize and prioritize the impact of limited dollars in these times of rising costs; and to ensure parity, to the extent possible, among all of our campuses.

It is exciting to see the visions of 2018 begin to come to fruition in 2022. We are building the facilities we need so we can continue to “provide every student an extraordinary education in an inspiring environment.”



# LA MAREA

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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<sup>®</sup> 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<sup>®</sup>, 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.

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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.



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



VISIT OUR WEBSITE



View Menu



# MEMBER DIGEST

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

## Give blood, save a life

Though the Carlsbad Chamber is coming up on our 100th birthday, there will never be a time where new opportunities aren't welcome here. The Chamber is constantly looking for new ways to utilize our location, community connections, and ability to reach just about all of Carlsbad to help others and make our community stronger.

MEMBERSHIP COUNTS



**KATHLEEN MCNARY**  
VP OF MEMBER RELATIONS  
CARLSBAD CHAMBER OF COMMERCE

As many know, beginning this past January there has been a blood shortage while every two seconds someone in the U.S. needs blood. It is essential for surgeries, cancer treatment, chronic illnesses, and traumatic injuries. We immediately thought "How can we help? Why don't we set-up blood drives here?"

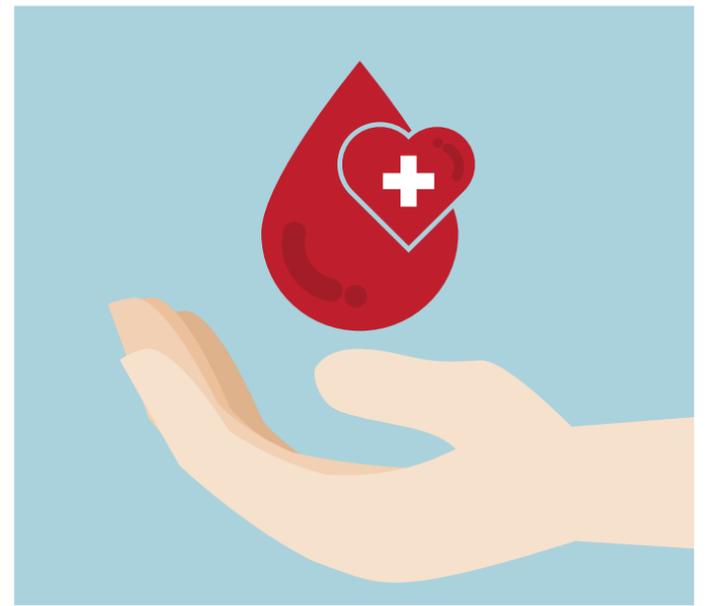
The Carlsbad Chamber has a large real estate property

centrally located in the community.

Once brought up internally, I then contacted the blood bank and was so surprised to learn we had not ever done a Carlsbad Chamber blood drive before! We have allowed others to use our space to host a blood drive on their own, but now we would like to host our own and best use our abilities to aid the community.

To get started we gauged the interest of just a few of our active members to ensure we would have enough interest. Thank goodness for you members! We went above and beyond how many people the Red Cross will typically start a blood drive partnership with, and we were able to expand our scheduling with them this month. Essentially, the more the merrier...and bloodier! We will be setting up the next date for more blood drives soon.

We are thrilled to use our space in a new way to benefit the community. Our space is not known as well as we'd like it. We have a lot of space and we are open to ideas, so please reach out to me anytime at [kathleen@carlsbad.org](mailto:kathleen@carlsbad.org).



Carlsbad Chamber's first blood drive will be hosted on Monday April 11, 2022. Pre-registration required.

## Congratulations to our March 2022 Rising Stars of the Month:



CARLSBAD CHAMBER  
**RISING STAR**  
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!!



**Hector Jeronimo**  
Carlsbad High School

**Christian Dorsey-McQueen**  
Sage Creek High School

**Kaia Finn**  
La Costa Canyon High School

**Ian West**  
La Costa Canyon High School

**CARLSBAD CHAMBER OF COMMERCE**

VIRTUAL EVENT

### Own Your Social Media Leads in 3 Steps™

**TUESDAY, APR 5, 2022 | 8:15 AM - 9 AM**

This workshop will teach you: What to post, Why to post Benefits of Posting.

**LUCY KELLEHER**  
Keep Them Loyal

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

**CARLSBAD CHAMBER OF COMMERCE**

IN-PERSON EVENT

### COFFEE CONNECTION

**FRIDAY, APR 15, 2022 | 8 AM - 9 AM**

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

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

**CARLSBAD CHAMBER OF COMMERCE** | **FIRST FRIDAY BREAKFAST** | **dch**

IN-PERSON EVENT

### Real World Leadership Strategies

Build Authentic & Inclusive Workplaces that Reflect Our World, Not Our Biases

**FRIDAY, MAY 6, 2022 | 7 - 9 AM**

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

**SPEAKER:**

**DEVIN C. HUGHES**

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

**CARLSBAD CHAMBER OF COMMERCE** | **CYP** | **YOGA YOUR WAY**

CARLSBAD YOUNG PROFESSIONALS

### SunSet SUP Yoga & Smores

**THURSDAY, MAY 19, 2022 | 4:45 PM**

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*My San Diego North County is a community channel dedicated to sharing the best of San Diego North County and the over 20 cities and communities.*

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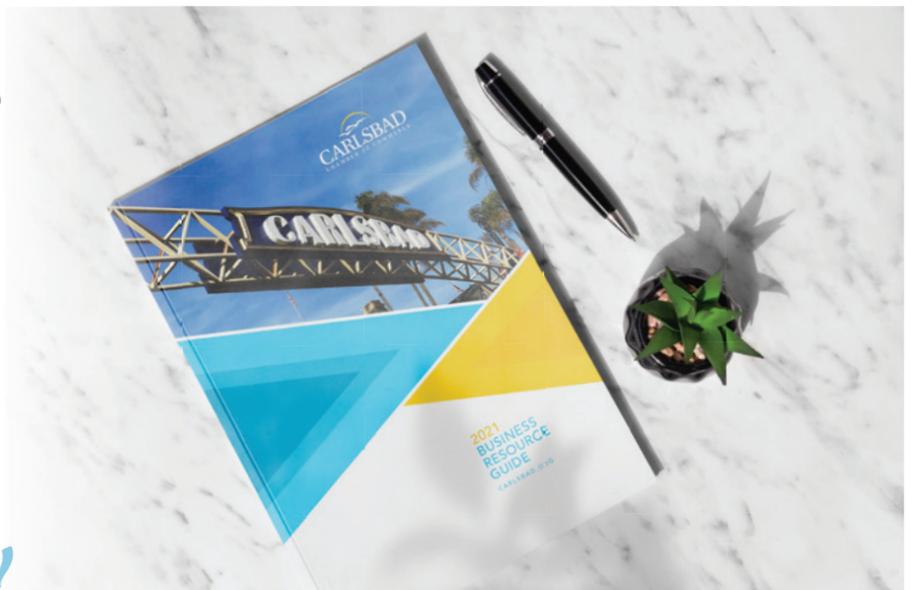
- ASM Affiliates
- B&B Medical Technologies
- Beyond Revenue, Inc.
- Bitchin' Sauce, LLC
- BKK Thai Kitchen
- Coherence Associates, Inc.
- Edward Jones (Mark Mertsoc, Financial Advisor)
- Emerge Diagnostics
- Encinitas Union School District
- GIA (Gemological Institute of America)
- Green Dragon Tavern & Museum
- Hilton Garden Inn Carlsbad Beach
- Jazz Pharmaceuticals
- La Costa Chiropractic & Wellness Center
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- prAna Living, LLC
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- Q Homes
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- Visit Carlsbad
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**BECOME A MEMBER!**

**Join today to be listed in our 2022 Business Resource Guide**

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion. We promote business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.



*Let's Connect!*

[KATHLEEN@CARLSBAD.ORG](mailto:KATHLEEN@CARLSBAD.ORG)

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Reservations can also be made on our online booking engine [www.aventuraworld.com/booking](http://www.aventuraworld.com/booking).  
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**For more details and reservations contact:**

**KATHY STEFFEN**  
Carlsbad Chamber of Commerce

kathy@carlsbad.org  
(760) 931-8400 EXT. 212

MEMBERS ON THE MOVE



FEATURING:  
**IRRIGATION MANAGEMENT  
AS A SERVICE™**

Calsense launches Irrigation Management as a Service

Last month, Carlsbad-based **Calsense** announced the launch of its latest innovation called Irrigation Management as a Service™, or IMaaS™. IMaaS is a unique and highly valuable solution to irrigation management, eliminating the need for customers to secure capital funds to purchase smart irrigation controllers, sensors and/or software. Instead, it provides access to the latest smart irrigation technology, services and support as a comprehensive, all-in-one service.

One of The 50 Most Influential Women in Construction



Rebekah May started with **Dempsey Construction** in 2017 and currently serves as Director of Business Acquisition. She is an instrumental part to the company's culture and growth. One of her skills is the ability to utilize her vast network of connections to help cultivate and maintain relationships with clients, potential clients and industry professionals. This opens doors to create the best opportunities that align with Dempsey's process. May and her team of seasoned professionals at Dempsey Construction have completed over 26 million square feet of construction improvements and are able to deliver a truly unique blend of large-company experience, process and quality of finished product, with the "hands on" approach of a boutique company. May was honored by CREW (Commercial Real Estate Women) as the Outstanding Committee Member of the year in 2021. She serves as Co-Chair for CREW's Special Events Committee and is active in other industry and civic organizations. She can be reached at [rmay@dempseyconstruction.com](mailto:rmay@dempseyconstruction.com).

RIBBON CUTTING



*Congratulations to True Radiance on their Grand Opening in Carlsbad! True Radiance boosts confidence by enhancing natural beauty. Stop by their shop in the Village and check them out Today! See more at [www.trueradianceaesthetics.com](http://www.trueradianceaesthetics.com)*

GREEN BUSINESS

Continued from Page 1

practice they have created, Charisa stated, "I actually made cloth reusable napkins for use in our office, not sure if anyone would want to use them. I am happy to report that our employees use them daily, reducing paper towel waste." Charisa appreciates that the city has brought the California Green Business Network to Carlsbad and she wants to remind everyone to shop local the next time that they need a microscope for a student or for their work.

Marcy Browe is the Owner of **Marcy Browe Photography** in Oceanside. Marcy has been an active member of our Green Business Committee for many years, serving as Co-Chair of the committee. Marcy provides branding photography for entrepreneurs and teams, specifically for people who care about the impression they make and the impact they create in the world. Marcy heard about the Green Certification Process through the Chamber's Green Business Committee. Marcy has always had a passion for sustainability. She shared, "It's meaningful for me to show other small businesses and solopreneurs that you don't have to be a massive corporation to go green. I have a small photo studio and a small team, but we are able to make a big impact by using our voices for eco-friendly initiatives and choosing where we spend our money." Marcy believes there a business case to be made for sharing your passion for sustainability with potential customers. "I'm extremely proud to give a portion of my proceeds to two earth-friendly organizations: Natural Resources Defense Council and Greenpeace. It's important for me to say to my clients 'when you work with me, a portion of that money supports sustainable causes.'"

If you'd like to learn more about the Green Certification process here in Carlsbad, go to [GreenBusinessCA.org/cityofcarlsbad](http://GreenBusinessCA.org/cityofcarlsbad). We hope many more businesses join us on this journey of going green. And we hope to see you at the Flower Fields on April 20, 2022 for our EXPO. Tickets are \$12.00 to attend the Expo (and yes, you get to visit the Flower Fields as well for that low price). The proceeds for those ticket sales are donated to the Flower Fields' fund that brings school children out each year for field trips. Go to [www.carlsbad.org](http://www.carlsbad.org) to get your tickets today!



*The Carlsbad Chamber of Commerce Green Business Expo will be hosted at the Flower Fields on Wednesday April 20, 2022 from 2 p.m. - 7 p.m.*



*Marcy provides branding photography for entrepreneurs and teams, specifically for people who care about the impression they make and the impact they create in the world.*



*There will be 12-15 different electric cars on display at the Chamber's Green Business Expo on April 20.*



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2022 | LUNCHEON

# EL-EVATE

## *You're Invited!*

**FRIDAY, MAY 20, 2022 | 11 AM - 2 PM**

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.

**REGISTER AT:** [carlsbad.org](http://carlsbad.org)



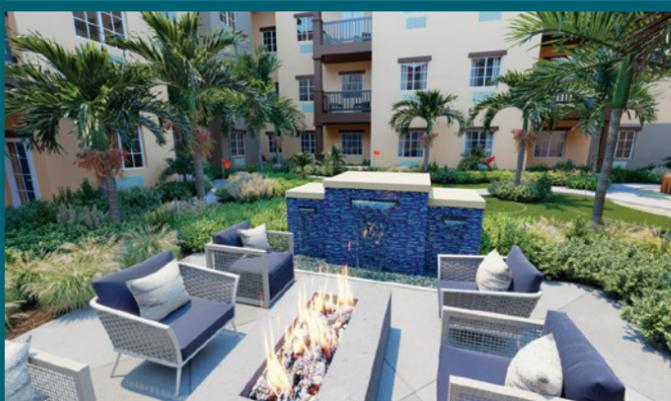
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CARLSBAD CHAMBER OF COMMERCE



# CARLSBAD

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# GREEN BUSINESS

Earth Day was created 51 years ago with the mission to empower support for the protection of the environment. Since then, every April 22, people, businesses and organizations around the world celebrate Earth Day and schedule events around this time of the year, to create awareness about protecting the planet and to recognize those who are turning to green practices both in their businesses and in their everyday lives.



SPECIAL SECTION SPONSORED BY:



# Renewable energy products for residential and commercial applications

**EcoDirect**, Inc. is a solar and storage supplier based in Carlsbad, CA. We specialize in the design, integration, and delivery of renewable energy products for residential and commercial applications. Our business began in 2009, when solar e-commerce was still in its infancy and over the past decade we grew from an online solar retailer to a leading distributor of ESS (Energy Storage Systems). We work with both large and small installers, OEM's (Original Equipment Manufacturers) and the "DIY-Solar" consumer market. Our goal is to provide information to help educate, promote, and support the transition to independent clean energy within our community and abroad.

Prior to 2014 most solar installations were grid-tie only and were designed primarily to off-set monthly kWh consumption for about \$4-watt for the components. An estimated all-in cost for a grid-tie system was close to \$6/\$7-watt and a 7kW system would cost grid-tie systems anywhere from \$40k-\$50k. Strong federal and state incentives provided early adopters an ROI (Return on Investment) made "going solar" a workable and economical endeavor. Without these tax and cash incentives from the state and our federal government the adoption rate would have been much lower.

Utility rates this year have increased over 10% in some areas of California and with gas prices on the rise solar energy is more economical than ever before. With inflation at an all-time high both consumers and businesses are looking to cut down expenses by producing their own power. Our technical sales and design team can determine the size

system you need, provide cost analysis, permit plans and pricing based on your current or future kWh consumption. Net-metering agreements from the utility companies are subject to change and if you are considering a solar grid-tie or solar plus storage system, the best time to get your NEM agreement is now.

Solar and storage systems have become the go-to for residential solar applications as TOU (Time of Use) rate increases have spiked and utility disruptions become more common. Whether your goal is to lower your monthly utility bills, have security for when the power goes out, or want to be more energy independent there are options for every budget. There are several manufacturers that offer ESS solutions. It can be challenging to decide what the best option would be for your system. This is where EcoDirect, Inc. comes in!

With direct support from manufacturers, our team of experts offer an unparalleled level of service from start to finish. Every home is as different and diverse as the community we serve and so are the systems that we recommend. We are blessed to continue to grow our business here in Carlsbad, CA and look forward to the opportunity to meet with you!

For additional details on the products and services we offer please visit our website [www.ecodirect.com](http://www.ecodirect.com) or give us a call at 760.597.0498.

Cheers to Sunny Days!  
Renee Donaldson, CEO  
& EcoDirect Team



EcoDirect Team Photo



Solar and storage systems have become the go-to for residential solar application.



*We're doing the impossible - something no other automaker has been brave enough to do. We're harnessing the power of the sun to make life off the grid a reality for everyone.*

## Transforming transportation for everyone for generations to come

What if we told you that you could charge your vehicle just by parking it in the sun? This idea is no longer just on the pages of science fiction— we're making this a reality.

At **Aptera**, our solar electric vehicles are leading a movement towards the most efficient forms of mobility on the planet. This movement, or our Solar Revolution, is rooted in the idea that we must be the future, now. Through continuous innovation, we are working tirelessly to change the status quo of how the world thinks of energy, mobility, and even what a vehicle looks like.

With 180 solar cells (or 700 watts of solar power) and a sleek aerodynamic design, driving your Aptera means that you are conserving 3x the power of a typical EV. Our top battery range also gives drivers up to 1,000

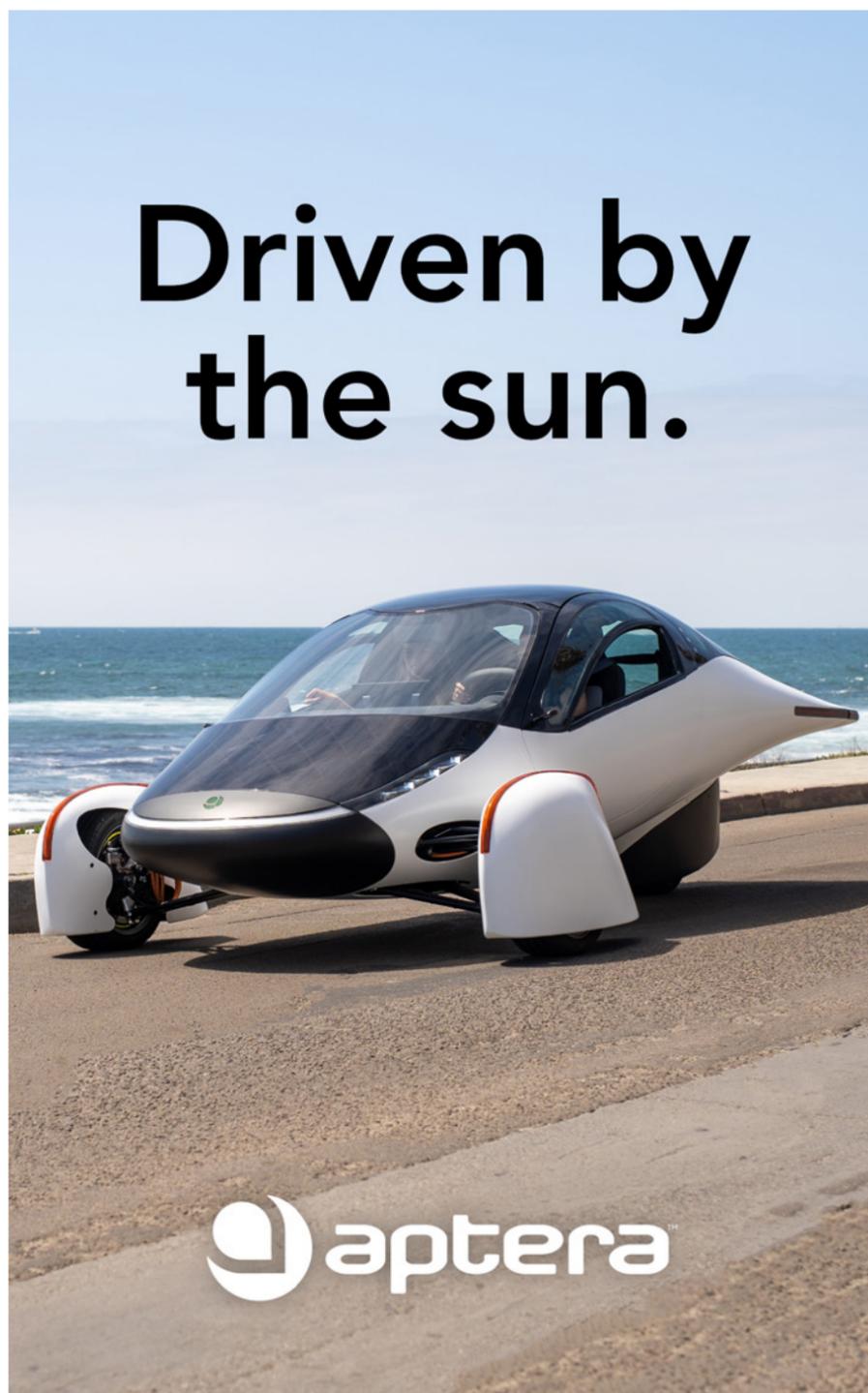
miles per charge— and that's on top of the 40 miles per day from solar charging.

What does this mean for people and the planet? Each Aptera member can reduce their carbon footprint by 14,000 pounds of CO2 per year. With a less prohibitive price point and freedom from electric chargers, we're starting a revolution, transforming transportation for everyone—for generations to come.

We are on the earth, for the earth, and we want you to join our movement.

Aptera is thrilled to be in the Carlsbad community, and we're looking forward to seeing you soon.

Visit us at [Aptera.us](http://Aptera.us)





**EVA Green Power**  
+1 858 344 4293



**The Tenant Solar Program: We provide landlord negotiations, take on the full investment, and manage your solar array until you're ready to vacate.**

- No investment required
- Power at a fixed lower price
- No obligation when you vacate

[evagreenpower.com/carlsbad](http://evagreenpower.com/carlsbad)



*The Tenant Solar Program simplifies solar installations for commercial tenants.*

## Rooftop solar for commercial tenants? Solving the problem of building ownership

The solar boom is here. Panel technology, high utility rates, and tax credits are fueling the trend. But not everything is going smoothly for companies wanting to make the switch to solar. And the reason is building ownership.

The problem is simple. Building owners won't invest in solar when tenants pay their own electricity bill, and tenants won't pay for solar when leasing a building. Plus, financial agreements complicate important issues like when tenants vacate.

In Carlsbad, one solar company has made it their mission to solve this dilemma.

For the last six years, **EVA** has test marketed their Tenant Solar Program, a model which shortcuts tenant-landlord negotiations and deals directly with the problem of ownership. Under the program, EVA commits to the full investment, a solar system is installed, and power is

sold at a lower price. More importantly, the program does not penalize tenants if they vacate the building and panels can be geared up for future tenants without hassle.

Local companies have been benefiting from the program for years, and EVA sees tenant interest growing as utility rates rise and sustainability plans become the norm. Owners are seeing results too. Solar attracts tenants and building owners who choose to buy the solar system can also enjoy tax credits for a great ROI.

The problem of building ownership has, in the past, hampered access to commercial solar. But for companies committed to sustainability and clean energy, the Tenant Solar Program may be the right move.

*To find out more, call 858 344 4293 or visit [evagreenpower.com/carlsbad](http://evagreenpower.com/carlsbad)*

## SKYLIGHT REPLACEMENT

Quick Turnaround • Quality Service



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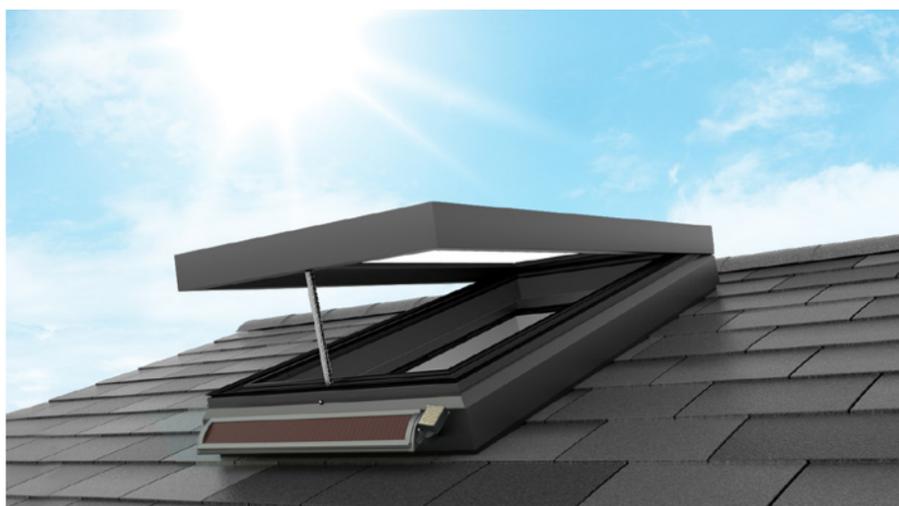
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FREE Consultations • #1 Skylight Company in Southern California



*These skylights don't just increase the overall aesthetic of your home but have UV-blocking, noise-reducing capabilities that most skylights cannot provide.*

## Sustainable ways to brighten your space

Can you imagine harnessing the sun's light to transform your home? Well, that's exactly what our team at **Solatube Home** has achieved over the last 31 years. Since then, we have gone on to install over a million Solatube natural lighting systems into homes around the world.

What is natural lighting? Unlike traditional skylights, our tubular skylights capture the sun's abundant light and deliver it indoors where sunlight was previously unheard of. Spaces like hallways, closets, and other areas of your home that lack lighting can now come alive with vibrant, natural light. Only Solatube Daylighting Systems use breakthrough technology and decorative fixtures to transform virtually any room.

Speaking of traditional skylights, Solatube Home is now replacing your outdated, cracked, or leaking skylights with our HSE Performance

Series Skylights. These skylights don't just increase the overall aesthetic of your home but have UV-blocking, noise-reducing capabilities that most skylights cannot provide. The new Solar-Powered Fresh Breeze Skylight operates by remote and is equipped with a built-in rain sensor for unexpected weather.

When it comes to your home, installing natural lighting is one of the easiest, most cost-effective, and sustainable ways to brighten your space. And because many of our products operate using solar energy, they reduce your reliance on electricity, lessen the environmental impact, and cost little to nothing to operate. That's the brightest idea yet if we do say so ourselves.

*To view our products or to set up a free in-home consultation, call (619) 361-6151 or visit [www.solatubehome.com](http://www.solatubehome.com).*



# ecodirect™

## ABOUT US

Ecodirect designs and distributes efficient clean energy solutions for residential, commercial, and industrial battery based applications. Founded in 2009, Ecodirect's mission is to facilitate the transition to clean energy. We provide products and services that enable our customers to use energy more efficiently and generate clean, renewable power. We assist homeowners and business worldwide with the design, logistics, and implementation of energy projects.

GET IN TOUCH  
(888) 800-3500

OR VISIT  
[ECODIRECT.COM](http://ECODIRECT.COM)



*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)**



# Republic Services proud to begin serving Carlsbad in July

## A leader in environmental services and sustainability

The big blue trucks are coming! **Republic Services** is proud to be the City of Carlsbad's new recycling, organics and waste services provider, offering sustainable environmental services and a superior customer experience for residents and businesses beginning July 1.

GOING GREEN



**RISA BARON**  
MUNICIPAL  
MANAGER  
REPUBLIC  
SERVICES

"At Republic Services, we recognize that we play a vital role in keeping our communities clean and safe, and helping to preserve the environment," said Jim Groen, Republic Services general manager. "We are excited about our partnership with

the City of Carlsbad and look forward to delivering services and solutions that will help us all enjoy a more sustainable world."

Republic Services is an industry leader in sustainability, with 2030 goals focused on reducing greenhouse gas emissions, increasing the recycling and circularity of key materials, and positively impacting communities through charitable giving.

### Sustainability in Action

Republic Services partners with more than 90 municipalities across California and is one of the largest recyclers and composters in the state. Service in Carlsbad will include food and yard waste recycling at the



*The big blue trucks are coming! Republic Services is proud to be the City of Carlsbad's new recycling, organics and waste services provider,*

company's newly opened Otay Compost Facility in Chula Vista. The Otay facility is California's first fully solar-powered compost facility, with complete energy independence from the public utility grid.

Recycling food and yard waste has a number of benefits. Diverting this organic material from landfills helps reduce emissions. At the same time, food and yard waste can be turned into nutrient-rich compost and returned to the community to benefit plants

and agriculture. Organics recycling is one of many ways Republic Services is putting sustainability in action.

### Committed to Serve

As an essential workforce, Republic Services employees are committed to serve customers and the communities in which they live and work.

Company representatives began meeting with Carlsbad businesses in December to

conduct commercial waste assessments and discuss service needs. Commercial container delivery will begin in May. For Carlsbad residents, cart exchanges began in late March with completion by mid-June. Residents will receive three containers: recycling (blue), organics (green) and trash (black).

*For more information about the upcoming transition, visit [RepublicServices.com/CarlsbadCA](https://RepublicServices.com/CarlsbadCA).*



## Republic Services is Proud to Serve Carlsbad Starting July 1

Our big clean blue trucks are coming! Republic Services is proud to be Carlsbad's recycling, organics and waste services provider, offering sustainable environmental services and a superior customer experience for residents and businesses.

### Sustainability in Action

Service in Carlsbad includes food and yard waste recycling at the company's newly opened Otay Compost Facility in Chula Vista. The Otay facility is California's first fully solar-powered compost facility, with complete energy independence from the public utility grid. Organics recycling is one of many ways Republic Services is putting sustainability in action.

Visit us at [RepublicServices.com/CarlsbadCA](https://RepublicServices.com/CarlsbadCA)



**REPUBLIC**  
SERVICES

# Air Purification Equipment RENTALS & PURCHASES

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Proven to  
reduce up to  
**99.99%**  
of pathogens including  
the virus that causes  
COVID-19



**Air & Surface Pro**  
protects up to  
**2,000 sq ft**



**Mobile protects**  
**small spaces**

Actively protect shared air.  
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smoke, mold and other  
contaminants in the **air & on**  
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Contact Pam Lewko at 760-224-7176  
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BREAKING NEWS

**99.9% reduction**  
of airborne **SARS-CoV-2**  
virus in **3 minutes**

vollaro  
**AIR & SURFACEPRO**

## Have you HAD IT with ineffective DEFENSIVE measures in this ongoing health crises?

Me too. It's time to go on OFFENSE and get back to a new normal way of life that includes gathering together once again!

Our NASA based technology has become the air sanitization solution of choice worldwide for commercial, residential, educational, and medical settings. With no harmful chemicals, this makes it safe for all in all settings.

In unaffiliated third-party laboratory tests, ActivePure has been proven to reduce up to 99.99% of highly concentrated airborne SARA-COV-2 virus, Influenza, MRSA, Staph, Strep, in an enclosed setting to below detectable levels in a 60 SECOND testing time period!

Our desire is to keep you, and those you care about safe, while gathering. ActivePure's proactive Pathogen Defense creates oxidizing molecules that significantly reduce viruses, bacteria, odors, allergens and volatile organic compounds both on surfaces and in the air.

It's lightweight, push of a button technology makes it easy to use and deliver to your event if needed.

There has never been a better time to be indoors.

Visit us at [breathvirusfree.now.site](http://breathvirusfree.now.site), or call 760-224-7176 or email us at [pamlewko@gmail.com](mailto:pamlewko@gmail.com)

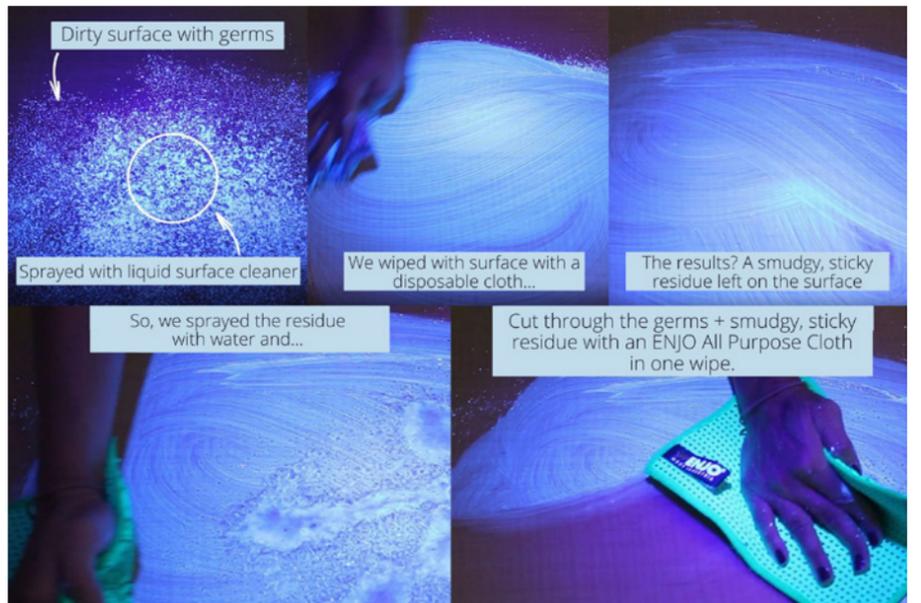


## Chemical-Free, Waste-Free Cleaning

ENJO (pronounced en-yo) is a chemical-free, waste-free cleaning system that uses patented fiber technology to clean 6x better than traditional methods using only water. Climate Positive production, reusable for 3 years, professionally recycled after its lifespan. Protect your health, protect the planet, choose ENJO.



To learn more or see a product demo, contact:  
Nicole Douglas -760-893-6481 [nicole.douglas@enjo.us](mailto:nicole.douglas@enjo.us)  
[www.simplycleanhealthyhomehealthyplanet.com](http://www.simplycleanhealthyhomehealthyplanet.com)



## Smelling chemicals should not be confused with smelling clean

Traditional cleaning systems, whether labeled "eco-friendly" or not, use a chemical method, meaning that product is added to the mess, then smeared around the surface. Synthetic fragrances mask the harsh smell of chemicals, conditioning us to believe that "clean" should smell like lemon or forest fresh. Not regulated by any government agency, "fragrance" is considered to be a trade secret, giving companies the legal right to not disclose any ingredients, not even to the FDA. Some fragrance ingredients have evidence linking them to health effects including cancer, reproductive toxicity, allergies, and sensitivities. Suddenly forest fresh smells a little fishy.

By definition, clean is the absence of dirt, therefore clean should have no smell. **ENJO** (pronounced en-yo) treats cleaning mechanically rather than chemically. Using patented fiber technology, ENJO lifts, traps, and

removes the mess, leaving your surfaces 6x cleaner than traditional methods. ENJO has engineered different fiber compositions for different areas of the home, offering the right tools for the job to clean safely and effectively.

ENJO fibers are reusable for about 3 years, eliminating the need for consumable, disposable products. Our fibers avoid the landfill through ENJO's professional recycling program where retired fibers are upcycled into commodities such as padding for children's car seats or home insulation. ENJO is a Climate Positive company, going beyond net-zero carbon emissions to create an environmental benefit through a reforestation project. Protect your health, protect the planet – ENJO your home, clean the world.

For more information or to see a product demo, contact Nicole Douglas 760-893-6481 [nicole.douglas@enjo.us](mailto:nicole.douglas@enjo.us)



By transitioning to EVs, business fleets can reduce their total cost of ownership and some upfront costs may decrease with additional financial incentives.

## Save money while upgrading your fleet to zero-emissions vehicles

With gasoline prices skyrocketing, business owners can save money by transitioning to an electric vehicle (EV) fleet. **San Diego Gas & Electric's** Power Your Drive for Fleets infrastructure incentive program helps fleet owners and operators reduce operating costs, eliminate emissions and simplify vehicle maintenance when they transition to EVs.

Power Your Drive for Fleets is the first large-scale program of its kind in the region that supports zero-emission buses, trucks, delivery vans, forklifts, and other on- and off-road vehicles and equipment. The program connects fleet operators with numerous resources, including fleet-friendly charging rates, state and federal financial incentives and rebates, as well as technical support to easily and cost-effectively design and install the charging infrastructure for medium- and

heavy-duty electric operations.

Power Your Drive for Fleets offers significant rebates for charging equipment to schools, transit agencies, and eligible sites located in communities that struggle with socio-economic disadvantages, including exposure to air pollution due to proximity to traffic or large commercial/industrial facilities. Furthermore, the program provides a turnkey experience to participants because SDG&E's highly experienced clean transportation team manages the site design, permitting, construction, activation, and maintenance process.

Over the next few years, SDG&E will install charging infrastructure to support a minimum of 300 locations and facilitate the deployment of at least 3,000 medium- and heavy-duty EVs through the program. Learn more at [sdge.com/evfleets](http://sdge.com/evfleets).

## Electrify Your Small Business Fleet

with EV Infrastructure Incentives & Rebates

**SDGE**  
Power Your Drive for Fleets



Ecomaid uses exclusive non-toxic cleaning products that are completely natural, Green Seal® certified and approved as EPA Safer Choice products.

## Green cleaning for your home or office

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

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

In fact, an eco-friendly cleaning or "green" cleaning is different from a regular cleaning in many ways. The main one being a green cleaning experience is better for the health of you and your family and for your pets and the environment. Our products never con-

tain harsh chemicals and allow for a green, non-toxic, allergen-free cleaning experience. At Ecomaid, we adhere to the highest professional green cleaning standards. Our exclusive non-toxic cleaning products, are completely natural, as well as Green Seal® certified and approved as EPA Safer Choice products.

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

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



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**Clean and Green:**  
On a Mission to Protect Our County  
from Litter and Reduce Waste

Learn how your business can get involved!

**CleanSD.org**  
**619-291-0103**



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

## Clean and green: On a mission to protect the region from litter and reduce waste

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

It's estimated that one dollar invested in organizations like I Love A Clean San Diego County delivers seven dollars returned in community benefit. Might be hard to believe at first, but when this small nonprofit goes to work, the numbers speak for themselves.

Best known for its massive county-wide environmental cleanup events like Creek to Bay Cleanup, International Coastal Cleanup Day and hundreds of other community cleanups organized each year, I Love A Clean San Diego, along with its thousands of volunteers, could be touted as the region's largest cleanup crew – and they'd be proud of it. Yet, for 68 years, the nonprofit has delivered much more to the county's resi-

dents through environmental education for youth and adults, and its recycling database to help people recycle and dispose of waste responsibly.

Corporate support from businesses of all sizes has played a critical role as they close in on 10 million pounds of litter removed and 400,000 students educated throughout Carlsbad and the County of San Diego.

"Our vision is to live in a region with no litter and where residents send very little to the landfill," said Ian Monahan, the organization's director of communications. "We're helping empower people to be part of the solution."

*To learn more about how your company can get involved with I Love A Clean San Diego, call Ian Monahan at 619.765.5806 or imonahan@cleansd.org.*

## Water conservation within reach

Carlsbad-based **Calsense** is making smart irrigation more accessible to municipalities, school districts, universities, departments of transportation and homeowners' associations. With the launch of its latest innovation, Irrigation Management as a Service™, or IMaaS™, Calsense provides a unique and highly valuable approach to irrigation management.



*While many technology purchases need to happen in increments because of capital budget constraints, buying as a service enables organizations to do full rollouts from the beginning.*

IMaaS eliminates the need for customers to secure capital funds to purchase smart irrigation controllers, sensors and/or software. Instead, access to the latest smart irrigation technology, services and support is provided as a comprehensive, all-in-one service.

"We've put a lot of research and thought into what's next for Calsense. IMaaS is what we believe is the next generation of smart irrigation," says President and CEO of Calsense, A.J. van de Ven. "We've been talking with customers and prospective customers for months. What they need is access to technology that drives cost savings now, in order to benefit the communities they serve, while driving fiscal responsibility and maximizing water conservation. This is not the case when deployment happens over a period of years, which often happens with capital projects."

Through channel partners, contractors and its own internal efforts, Calsense is offering its customers a turnkey solution that consists of all the hardware, software and services needed to deploy and support its smart irrigation solution, for the life of the system. "Many customers have challenges

finding and retaining the labor needed to keep an irrigation system optimized. Our intent is to help relieve some of that strain," says Director of Commercial Operations at Calsense, Mike Haldane. "The goal is to put solutions in place that conserve water and labor, which ultimately saves money; money that can be used to help pay for the solution that enables the savings: IMaaS."

As climate change and the ongoing drought weigh heavily on the nation, irrigation management remains increasingly relevant and time sensitive. Over time, and as adoption of irrigation management continues to increase, Calsense continuously contributes to a sustainable future by saving the world's most precious resource: water.

*For more information about IMaaS, visit [www.calsense.com/imaas](http://www.calsense.com/imaas).*

*We'd love to meet you in person. Come check out our booth at the 2022 Green Business Expo!*

*Irrigation Management as a Service is a trademark of California Sensor Corporation, dba Calsense.*

### INTRODUCING

## Irrigation Management as a Service™ (IMaaS™)



IMaaS is an innovative way to purchase smart irrigation management. Instead of relying on sometimes hard-to-get capital budgets, IMaaS gives organizations access as a service, enabling several key benefits:

-  Holistic rollout of the irrigation management system up-front, providing full benefit from the start
-  Immediate savings in water, which can help fund the annual subscription
-  Comprehensive services that are designed to complement your team's expertise and priorities

For more information visit, [www.calsense.com/IMaaS](http://www.calsense.com/IMaaS)



# 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!



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Home of San Diego pitcher  
Joe Musgrove





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Orthopedic Spine Surgeon

Our surgeons transform the  
**POWER OF TECHNOLOGY**  
into the **ART OF HEALING.**

**IT STARTS WITH CARING.** We use our skill, our mind and our heart to provide compassionate care to our patients. We know that there's no such thing as a routine procedure—that every time we perform surgery, it requires our supreme effort. So in addition to traditional surgery, Tri-City Medical Center offers minimally-invasive robotic surgery. Our surgeons perform procedures that result in faster recovery, less pain, smaller scars and less risk of complications. It's all part of providing you the best possible care.

[tricitymed.org](http://tricitymed.org)



**Tri-City Medical Center**

QUALITY COMPASSIONATE CARE **CLOSE TO HOME.**