



Carlsbad Business Journal

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

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The U.S. produces more than 12% of the planet's trash, though it is home to only 4% of the world's population

How do you win over hearts, change minds, and inspire action? In the world of waste, **Republic Services** is doing just that. And it's no secret the United States is the most wasteful country in the world with

each American producing more than 1,700 pounds of trash a year. And in a recent study, we generate 3x the amount of waste of our counterparts across the world who have much higher populations. Republic Services is a Fortune 300 company leading San Diego in offsetting our global waste footprint. You might recognize Republic servicing your residential neighborhoods, providing on-campus systems at Carlsbad Unified School District, educating shoppers, and partnering with the City of Carlsbad on banning single-use plastic at the **Carlsbad Village Association Farmers Market** and managing waste at **TGIF Concerts in the Park**.

Republic Services in contract with the City of Carlsbad launched a waste diversion program at last year's TGIF concerts with the help of **Kids for Peace** volunteers. The kids highlighted their newfound waste knowledge of proper recycling, trash, and composting organics. They couldn't wait to bring home what they learned to their families. This year, Republic Services is launching a sustainable summer internship experience

CHAMBER



JESS LEVY
MARKETING & COMMUNICATIONS
MANAGER
CARLSBAD CHAMBER OF COMMERCE

Winning hearts, changing minds, inspiring action



Republic Services with the help of Kids for Peace diverted tons of waste that would normally end up in landfill at last year's TGIF Concerts In The Park.

open to students and community volunteers to expand the impact all summer long. Jenna Dotson is the recycling coordinator and now internship designer of Republic Services. When Jenna was younger she had always desired to make a big impact on the planet; Sustainability in action. While she could have easily worked for a large environmental organization, Republic Services opened her eyes to make a difference in daily life. Plus, being able to contribute to the circular economy resonated with her goals. Future Jenna will mentor interns through Republic's concert series waste diversion efforts.

This July - August, Republic Services is

looking for passionate volunteers to help decrease waste and increase diversion at Carlsbad's TGIF Summer Concert Series. The summer internship will also be offered at **Cal State University San Marcos**. Interns can expect to "help monitor the waste sorting stations, encourage and educate residents to use the correct 3-bin sorting system, and help weigh the bins at the end of each event to obtain diversion data" (decreasing waste that ends up in landfills). "Our goal is to have each concert get higher and higher diversion," Jenna Dotson, Recycling Coordinator, Republic Services.



> ACTION Page 5

> HEALTHCARE Page 4

World class healthcare comes to North County

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

In the 1950s, the north coastal region of San Diego County was rural and had few services of its own. Local community leaders knew that a modern local hospital was essential to the area's growth. Chamber leaders from the Carlsbad Chamber joined forces with the Oceanside and Vista Chambers to promote the idea of creating a regional hospital.

In the mid 1950's, voters elected to form the **Tri-City Hospital District**. The voters also approved a bond issue to fund land purchases and construction costs. In 1961, the hospital opened its doors with 42 physicians on staff. Amid the excitement centered on Tri-City's grand opening was a recognition that North County's population was growing rapidly. Almost immediately, the need to expand services was evident.

Through the 1970s there was continual expansion of services, with additions of a helipad, cardiopulmonary lab, a 56-bed north wing, more surgical suites and a 42-bed maternity unit. The 1980's brought more building, with a four-story wing added and existing facilities remodeled. New services were added, too, including cardiac rehabilitation, a mental health unit and a dialysis center.



CHAMBER

BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

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BUSINESS SPOTLIGHT

How sustainable is your career?

RECENTLY LAID-OFF? UNHAPPY WITH YOUR CURRENT JOB? IS YOUR WORK AND LIFE BALANCE OUT OF BALANCE? THIS ONE'S FOR YOU!

For those who are unfamiliar, The **Carballo Agency** was founded in 2021 by San Diego native, Joe Carballo, and is a self-development company that just happens to sell life insurance, health insurance, annuities, and debt management. Joe grew up in Mira Mesa and attended Good Shepherd Catholic School, the University of San Diego High School (University of San Diego - currently Cathedral Catholic High School), **California State University San Marcos (CSUSM)** where he doubled in Human Psychology and Business Management, and later completed CSUSM's Fully Employed MBA program. Shortly after graduating from CSUSM, he entered the direct response television advertising industry where he went on to have an eleven-year career as a top performing TV Media Buyer.

> CARBALLO, Page 6



97% of those who start a new business will fail or give up, and those 97% are employed by the 3% who did not give up. Being part of the Carlsbad Chamber of Commerce allows me to associate with the 3% all in one place.



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CHAMBER PURPOSE

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

CHAMBER MISSION

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

760.444.1800 | @carlsbadchamber

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Member benefits and other programs are available to members. See the website for details. Contact your member.

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Don't miss the CBAD Awards

The annual Carlsbad Business Achievement and Distinction (CBAD) Awards is Monday April 24th from 11am – 2pm at the **Westin Carlsbad Resort & Spa**. This luncheon is one of my favorite events that we host because it allows the Chamber to show why Carlsbad is one of the best cities to live, work, and play in. This is in large part due to the community that we have built over the last 100 years! We are honored at the Carlsbad Chamber of Commerce to



FROM THE CHAIR

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

have this terrific opportunity to recognize the tremendous business, nonprofit, education, public safety, and longtime members of our region. We invite you to join us as we honor these businesses, organizations, and individuals who are pillars of our community.

In Carlsbad, we have over 4,000 businesses covering a wide range of industries, work styles, products, and services. From life sciences; to information, communications, and technology; to cleantech; sports innovation and design; and hospitality and tourism; Carlsbad's business community encompasses it all. We are fortunate to have our many large corporations who play a vital role as economic drivers for our region, and it is important to acknowledge and appreciate their contributions. It also gives me great pride to celebrate our small businesses. According to the most recent City of Carlsbad Business Report data, small businesses make up over 75% of the business community in Carlsbad. Even more staggering is that nearly 50% of businesses in Carlsbad have 5 or fewer employees. The fact that we at the Carlsbad Chamber of Commerce specifically and intentionally identify and recognize both large and small companies and organizations is what makes this event special. All of these companies are the heartbeat of our region.

This April 24th, not only do we present our awards, we also offer the opportunity to hear from keynote speakers who are leaders in our community. This year, Aaron Byzak, the Chief External Affairs Officer for **Tri-City Medical Center**, will enlighten us about his journey, how he found his career path, and reached the heights that he has today. Having served with Aaron on the Carlsbad Chamber of Commerce Board of Directors for many years and having been engaged in several conversations with him; I can attest that his remarks are sure to be inspiring.

I am proud to say that my company, **The Jacobs Scheriff Group**, is a finalist for the Community Impact Award. A big congratulations to all the other finalists in the following categories. I applaud your commitment to excellence in doing business and serving our community and good luck to all the tremendous companies nominated for this year's award slate.

The business categories and finalists at this year's event include:

- Business of the Year (Small Business):**
 - Apex 365 Workforce Solutions
 - Calsense
 - Ginger Rabe Designs
- Business of the Year (Large Business):**
 - Omni La Costa Resort and Spa
 - John Stevenson Plumbing, Heating & Air
 - Park Hyatt Aviara Resort
- Best Place to Work:**
 - BrightStar Care of Carlsbad
 - Visit Carlsbad
 - Your Ops Manager
 - Stephanie San Antonio Insurance Services



The annual Carlsbad Business Achievement and Distinction (CBAD) Awards is Monday April 24th from 11am – 2pm at the Westin Carlsbad Resort & Spa.

Community Impact:

- Pedego Electric Bikes Carlsbad
- Senior Care Options
- The Jacobs Scheriff Group
- Imagine Podcasting

Innovator of the Year:

- Investing By Design
- Gig Talent
- BCK Programs
- Mindset Service

Nonprofit of the Year:

- Girl Scouts San Diego
- Community Resource Center
- Solutions for Change
- Carlsbad Educational Foundation
- ECOLIFE Conservation

The education categories and finalists at this year's events include:

Elementary/Middle School Teacher of the Year Finalists:

- Candance Wright, Mission Estancia
- Evelyn Sharifi, Poinsettia Elementary
- Dave Pier, Aviara Oaks Middle School

High School Teacher of the Year Finalists:

- Spencer Burrows, Pacific Ridge School
- Valerie Tapia, Sage Creek High School
- Aimee Nava, Carlsbad High School

Principal of the Year Winner:

- Michael Ecker, Calavera Hills Middle School

Educational Excellence Award Winner:

- Rosemary Eshelman, Carlsbad Unified School District



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4 ways going green can also help the bottom line

In the business world, sustainability has always been a nice-to-do. But increasingly, it's a must-do if companies want to keep a competitive edge.



MATT SANFORD
ECONOMIC DEVELOPMENT
MANAGER
CITY OF CARLSBAD

That's because it turns out that going green is a smart way to save green for your company. In fact, sustainability can reduce costs and improve operating profits by up to 60%, according to McKinsey & Company.

Sustainability also matters more than ever to consumers. New data shows that 64% of Americans say protecting the environment should be a top priority. That's on par with strengthening the economy, which 67% of Americans say is important. This is based on findings from the Pew Research Center—which points out this is the first time sustainability has been ranked so high by the public.

The good news is going green has never been easier in Carlsbad. So in celebration of Earth Month, here are three quick ways you can get started:

1. CLOSE THAT DUMPSTER.

Every business needs water in order to operate. Protecting this limited resource is something we should all care about.

But many businesses may not realize they might be polluting our water every time it rains. When rainwater—or runoff—washes over toxic things like garbage Dumpster and machinery, it picks up pollutants, which are eventually washed into our lagoons and ocean.

There are some easy ways to prevent



We can all contribute to a sustainable Carlsbad, which is truly good for our community, our shared economy and our collective future. We hope you'll find a few new ways to go green this Earth Month!

it. For starters, make sure Dumpsters stay closed. Don't dump anything down your outdoor drains, either. And make sure equipment is stored inside or covered. If you'd like more ideas, visit the business resources page of our Watershed Protection Program. If you have more questions or need any more help, reach out to us at stormwater@carlsbadca.gov.

2. COMPOST THAT COFFEE FILTER.

Organic waste makes up nearly half of everything sent to landfills. As it decomposes, organic waste produces methane gas, which is 84 times more potent than carbon dioxide and very harmful to the environment.

That's why as of July 2022, a new state law says that all Carlsbad residents and business owners should be composting their grass clippings, food scraps and other organic ma-

terials. This includes all the paper products that are a part of office life—like pizza boxes, takeout carriers and coffee filters.

If you need an office kitchen caddy, call **Republic Services** at 760-332-6464 or send an email to carlsbadservice@republic-services.com. If you have any further questions about composting, call 442-339-2646 or send an email to reducereuserecycle@carlsbadca.gov.

3. SKIP THE RECYCLING BAG.

About 20% of what is put into the blue recycling bins is not recyclable—including those plastic trash bags. Everything in the recycling bin should be tossed directly into the blue bin, with no bags.

As a refresher, here's what you can put in the recycling bin:

Plastics: Look on the bottom of containers

for a number inside the recycling arrows and recycle plastics numbered 1 through 7

Metal cans, aluminum foil: Recycle all food and beverage metal cans – steel, tin, bi-metal and aluminum

Cardboard, newspaper and magazines: You can also include newspaper inserts, catalogs, paperback books, phone books and brochures

Paper food containers: Recycle food boxes including juice boxes, egg, ice cream and milk cartons, and cereal and pasta boxes

Paper: Recycle envelopes, office paper, junk mail, greeting cards and file folders; paper must not be food soiled

4. GO 'OFFICIALLY' GREEN.

Here at the City of Carlsbad, sustainability remains a top priority. And we're committed to helping our local businesses go green with us. That's why we launched the Green Business Program,

This free program is designed to help Carlsbad businesses operate sustainably—and get some well-deserved public recognition for doing it.

Our Environmental Sustainability team is here to support you through every step of the certification process. The team can meet you where you are, and give you all the tools and recommendations you need to become certified. And there's state funding available to assist you along the way, too.

To get started, visit our Green Business Program website, or contact Environmental Management Senior Program Manager Katie Hentrich at katie.hentrich@carlsbadca.gov.

We can all contribute to a sustainable Carlsbad, which is truly good for our community, our shared economy and our collective future. We hope you'll find a few new ways to go green this Earth Month!

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.

SPONSORED BY:



In 1961, the hospital opened its doors with 42 physicians on staff. Amid the excitement centered on Tri-City's grand opening was a recognition that North County's population was growing rapidly. Almost immediately, the need to expand services was evident.



HEALTHCARE

Continued from Page 1

By 1985, the official name of the hospital was changed to Tri-City Medical Center to reflect its growth from a "hospital" into a comprehensive, regional medical facility. As Tri-City grew, it not only expanded its services, but also its technology. Patients were able to receive modern medical services as a Magnetic Resonance Imaging Center, a Neonatal Intensive Care Unit (NICU) and an updated Emergency Department were brought on board.

Today, Tri-City is a full-service acute care hospital with over 500 physicians practicing in over 60 specialties. Tri-City is vital to the

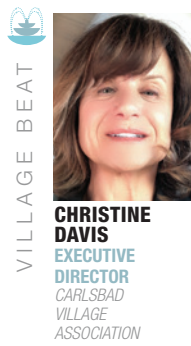
well-being of our community and serves as one of the region's largest employers as they employ over 1,700 people. The hospital has received many awards and is home to leading orthopedic, spine and cardiovascular health services while also specializing in world-class women's health, robotic surgery, cancer and emergency care.

And Tri-City has never forgotten its local community roots. Today they partner with over 80 local non-profit and community organizations as part of their COASTAL Commitment initiative.

Stay tuned next month as we discuss the birth of the Carlsbad Village Street Faire.

Celebrate Earth Day in Carlsbad Village

Now in its 7th year, the **Carlsbad Village Association** (CVA) Makers Market blends artisan craftsmanship, live music, and community in the heart of Carlsbad Village. In support of our local artisans and entrepreneurs, we are very excited to introduce the Earth Day Makers Market on Saturday, April 22nd from 9am to 4pm. This event is co-sponsored by **Pedego Electric Bikes** who will have their latest eco-friendly electric bikes and golf carts on display.



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

With its new centralized location in downtown Carlsbad, the Makers Market will offer even greater access to excellent brunch, lunch and local shopping. After browsing and shopping at more than 50 vendor booths, visit one of downtown's coffee shops, wine bars or tap rooms and enjoy your community all day.

SHOWCASING CREATIVE & ARTISTIC MAKERS FROM SOUTHERN CALIFORNIA

Find handmade, vintage, up-cycled, and unique goods at this all juried art and hand-crafted marketplace that will highlight the crafter's creativity in woodworking, leatherwork, 3D functional art, natural jewelry,



Eco-friendly products like these creative bags, made from hard-to-recycle plastics and fabrics to create sturdy and functional lifestyle products that don't just look good, but make you feel good too, will be available at the Earth Day Makers Market.

beading, fabric creations, repurposed materials, artisan foods, and much more.

In addition to a new location this year, the Makers Market is also dedicating a portion of the event to our eco focused makers for

the very first time in celebration of Earth Day that also falls on April 22nd. Makers who offer an eco-friendly product or practice will be identified with a placard on their booth to help like-minded patrons find them easier.



EARTH DAY EVENTS DOWNTOWN

Make a day of it in downtown Carlsbad! To further celebrate Earth Day, **Engel & Volkers Carlsbad** (located across the street from the Makers Market) will be leading a designated **I Love A Clean San Diego** cleanup site for the largest environmental cleanup in San Diego County called Creek to Bay. Join thousands of volunteers county wide at this family-friendly event. Register to join the Engel & Volkers Carlsbad team by visiting www.cleansd.org. That same day, the **Carlsbad Music Festival** will be hosting its Spring Eclectic Lawn at **St. Michael's by-the-Sea Church** with four talented musicians, featuring local award-winning artist, Shane Hall. For more information, visit www.carlsbadmusicfestival.org.

DATE & TIME

Earth Day Makers Market
Saturday, April 22, 2023
9:00 am to 4:00 pm
North public lot @ 2938 Roosevelt St.
Info: www.carlsbad-village.com

ACTION

Continued from Page 1

TGIF brings 30,000 attendees to the four largest parks in Carlsbad and Republic Services provides over 20 stations. Jenna puts the "ability" in "sustainability", empowering the next generation of land stewards. This summer is a unique opportunity for interns to contribute to waste diversion efforts, educate attendees, and actually see a direct tangible impact from each event from start to finish.



JENNA DOTSON
RECYCLING COORDINATOR
REPUBLIC SERVICES

"Jenna is uniquely equipped to lead this program and mentor students as a recent CSUSM alumna herself, as she gained valuable experience as the sustainability student assistant for three years," Juliana Goodlaw-Morris, Sustainability Manager and Environmental Studies Professor at California State University San Marcos. Interested CSUSM students can find this opportunity on the internship website, make it a senior project or service learning project.

"The internship introduces college graduates to the environmental services industry which will help to increase our local talent pool. Students interested in working with data will help us offer more public data through end of event recaps, and determine which events performed better with diversion. Jenna has taken the initiative to bring this program to life and get it into the right hands to make it a reality. Being a recycling coordinator herself, helps to demonstrate the natural path that these interns could eventually take and creates a unique connection to this program. She is an exceptional example of what a great career path at

Republic Services can look like. Most people don't think of trash companies offering great jobs, but Republic Services does more than just picking up the trash. We have roles in IT, data analysis, public relations marketing and many other corporate positions. This internship exposes students to the vast possibilities inside our industry," Stephen Herring, Municipal Manager, Republic Services.

In the future, Republic Services Summer Sustainability Internship could expand into a more in-depth semester-long internship, or course credit in the environmental studies major mentions Professor Juliana Goodlaw-Morris. Inside and outside the classroom, "the biggest issues we face today are climate change, transportation, and waste." Specifically, "to help with waste on campus, we started a plastic film recycling program with **Plastic Beach**. Companies like Republic Services recognize it's not just the end of a product, but how can we upcycle trash. From ecopreneurs to refillery shops in the zero waste trend, there are so many different avenues to spark student interest that one might not think of. Before leaving college, so many students graduate without knowing what they want to do. Republic Services' internship can help guide them in which direction they might enjoy."

Republic Services is not your average waste removal company. They view trash and commit to sustainability through holistic action. In fact, they are launching a fleet of electric trucks in California by 2024, making them one of the most innovative waste companies in the nation. They have big plans in the near future to commit to a more circular economy including opening a polymer plastic center next year.

Republic Services' summer internship features a fun environment and great music, plus you might even get a hat and T-shirt out of it. Beginners are welcome to apply; as long as you have passion, Republic will teach you the rest.

Orientation is coming up so sign up before May 31 by emailing jdotson@republicservices.com



Republic Services New Summer Internship is around the corner. Sign up before May 31 and email jdotson@republicservices.com

Republic Services Sustainable Summer Internship

Republic Services is a fortune 300 company that specializes in environmental services-- Trash, Recycling, and Organics. At Republic Services, we're committed to partnering with customers to create a more sustainable world.



Program Details

We need a team of motivated volunteers to help us increase Carlsbad's Summer Concerts (TGIF) diversion. TGIF's audiences include over 30,000 friends and neighbors gathered together to enjoy diverse musical experiences presented in the four largest parks in Carlsbad.

Republic services role in TGIF is to monitor the waste sorting stations, encourage and educate residents to use the correct 3 bin sorting system, and weight the bins at the end of each event to obtain diversion data. Our goal is to have each concert get higher and higher diversion.

Requirements

- Must be able to pull up to 50lbs
- Knowledge of what goes into the recycle, organics, and trash (or willing to learn)
- Must know how to spot contamination (or be willing to learn)
- Strong work ethic
- Passion for the environment

Responsibilities

- Monitor sorting stations
- Educate concert goers to dispose properly
- Spot contamination
- Assist in moving carts to central area at the end of the event
- Assist in weighing carts/collecting data

> CARBALLO

Continued from Page 1

JOE, WHY THE TRANSITION FROM A TELEVISION ADVERTISING AGENCY TO AN INSURANCE AND FINANCIAL SOLUTIONS AGENCY?

Well, thanks to the Covid-19 pandemic, I was one of the millions of employees that was laid off in Q3 of 2020. Despite television viewership being through the roof during the pandemic, the clients I represented could either no longer make their product or offer their service. Ultimately, that left them without a need to advertise on TV and it left me



JOE CARBALLO
OWNER
CARBALLO AGENCY

without a job. Being laid off in 2020 was an emotional experience and yet at the same time, it was the best thing that ever happened to me. It made me realize how disposable I was as an employee. When that realization combined with the brutal experience of applying for countless jobs in Q4 of 2020 (only to be ghosted by most, rejected by many, or painfully lacking in compensation, vacation, and benefit package expectations), reality set in and I knew exactly what had to happen next— I had to be my own boss. I conducted an extensive analysis of various industries and the impact that the pandemic played on them. The insurance and financial solutions sector kept popping up to the top of the list. To be honest, I wanted no part of it, but further research showed me that every-

thing I wanted was present in this industry, if I did it correctly. This industry would mean the opportunity to be my own boss, to design my own schedule, to have full control of my compensation, to work fully remote, to generate passive income, and to have true work and life balance I knew I needed and deserved. In Q1 of 2021 I got connected with an independent marketing company called Symmetry Financial Group and that was the birth of The Carballo Agency.



The Carballo Agency was founded in 2021 by San Diego native, Joe Carballo, and is a self-development company that just happens to sell life insurance, health insurance, annuities, and debt management.

WHAT SEPARATES THE CARBALLO AGENCY FROM OTHERS IN THE MARKETPLACE?
Our CULTURE. The primary goal here is to make this the best work experience matched with the best income opportunity for all our team members. It takes a strong

set of core values to make that happen. The agency is built on the important values of, "relationships matter," "people come first," and, "relentless pursuit of personal growth." As brokers, we shop against the top 30 insurance carriers on behalf of our clients. We really are personal shoppers. The products vary ever so slightly but what sets us apart is our approach of connecting with the families, business owners, and individuals that we sit across from. We listen to them, we identify their problem, and then we find them the perfect solution.

JOE, WE SEE THAT YOU'RE ACTIVE IN THE COMMUNITY. WHAT FUELS THAT?

My parents and my upbringing. My parents taught me, at a young age, the value of association and giving back. It was only nat-

ural, in 2015 when CSUSM reached out to me about joining their professional mentorship program, that my immediate response was, "Absolutely!" I have been blessed with mentors in all facets of my life, but especially in my professional career. The opportunity to help undergraduates in the College of Business navigate their final semester and make the transition into the "real world" was close to my heart and an opportunity I could not pass up. This year, The Carballo Agency took it one step further and partnered with CSUSM to be part of their College of Business Senior Experience Program, and we could not be happier!

Becoming an active member of the Carlsbad Chamber of Commerce has been new and exciting! I heard a statistic that 97% of those who start a new business will fail or give up, and that those 97% are employed by the 3% who did not give up. Being part of the Chamber allows me to associate with the 3% all in one place. I have so much to learn and am so happy with this association.

WHAT CAN WE EXPECT FROM THE CARBALLO AGENCY IN 2023?

We are growing FAST. We are building our team and looking for new team members who want to be a part of a company culture that allows them to experience the best work environment matched with the best income experience they've ever had. One of our goals in building our local presence, specifically in North County, is to be more accessible to our clients. While the pandemic has afforded us the beauty to serve clients nationally, we want to really focus on serving our local clients. Keep an eye out - it's going to be a great year!

For more information, call us today (858) 442-0645 or visit us at www.thecarballoagency.com

PREMIER MEMORY CARE IN CARLSBAD



The community you've imagined...

At Villena, innovative programs and superior building design provide residents with the best environment available for all stages of dementia.

Whether your loved one is in the early stages of dementia or is experiencing more advanced cognitive changes, Villena can help.

The care your loved one deserves.

24-hour Personal Care Support · Secure & Familiar Environment

Intimate Movie Theater · Bird Aviary with Finches

Senior Engagement Technology · Nostalgic Life Stations



Call (442) 232-4017 today to schedule a tour!

RCFE# 374604533



Our award-winning Theatre Department just ended a week-long run in March of the contemporary production of *The Addams Family*, directed by Tracy Williams.



The MiraCosta College Symphony Orchestra accompanied the winners of the San Diego City Branch 2023 Music Teachers' Association of California Concerto Competition.

Mira Costa's hidden arts talent

On March 15, 2023, the US Bureau of Economic Analysis and the National Endowment for the Arts reported the \$1 Trillion Arts and Culture Industry sector contribution to the US economy in 2021. Not only was that a 13 percent increase over the previous year, but an amount greater than several industries such as construction, agriculture, mining, or transportation and warehousing.

The arts and culture sectors represented more than \$1 trillion of the US economy in 2021 and accounted for a record portion of country's overall economic value, per new data from the government.

MiraCosta College's Arts programs are often under-reported because of our major successes in STEM programs, new 4-year degree programs, and transfer statistics. Highlighting ways the college is educating and providing work experiences for students in this major industry sector seems long overdue.

Our award-winning Theatre Department

just ended a week-long run in March of the contemporary production of *The Addams Family*, directed by Tracy Williams. We continue to draw younger crowds to live theater with the April 28 opening night of *She Kills Monsters* a comedic romp into the world of fantasy role-playing games, directed by Shaun Heard. The department again boasts finalists in the recent Kennedy Center American College Theatre Festival: actors Tommy Tran and Angelica Dulen, dancer Ryan Hartley, and MiraCostans Bryon Anderson, Dominique Torres, and Zair Oros formed the entire sound team for one of the main events at the festival.

Oceanside Jazz Festival showcases MiraCosta College's seven-time DownBeat Magazine award-winning Jazz Collective and Jazz Soloist, and multiple big band winner MOJO along with MiraCosta jazz faculty and alums. The bands will perform music by renowned composers, including works by guest musicians directed by Steve Torok.

May features the final performance of the school year by the Frequency Vocal Jazz Ensemble will feature selected soloists and small groups performing contemporary and classic jazz repertoire, primarily student-arranged and directed by Matt Falker.

The MiraCosta College Symphony Orchestra (MCCSO) accompanied the winners of the San Diego City Branch 2023 Music Teachers' Association of California Concerto Competition (MTACCC). Three soloists were featured along with a performance of Alan Hovhaness' iconic work, *Symphony No. 2, Op. 132, "Mysterious Mountain."* The MCCSO continues its spring collaboration with the MTACCC with a performance of Dimitri Shostakovich's *Symphony No. 5 in D minor Op. 57.* The director of both performances is Branden Muresan.

The Spring 2023 Dance Concert premieres May 18 with a four-day run showcasing works inspired by the human experience and choreographed by the MiraCosta Dance Department faculty.

Once a month, in the Little Theatre Room 3601, presents free-to-the-public international masterpiece films.

The Kruglak Art Gallery offers a diverse range of exhibitions: For the capstone project in the Museum Studies Program, students will develop, research, curate, publicize and install objects of material culture on loan from Dr. Sheryl Miller, May 4 through 17. *A Desert Echoes* exhibition featured works created in response to the desert environment of the Anza Borrego

Desert. And, this year's Annual Student Art Exhibit, titled *Visions Revealed* is an all-media, juried student art awards show the first two weeks in May.

All of these impactful programs, and unique collaborations, were top-of-mind in the transformation of the Oceanside Campus with Measure MM funds. On February 27 the campus celebrated the groundbreaking for the new Media Arts Complex.

The new facility will support certificate and degree programs in Art History, Digital Photography, Museum Studies, Studio Arts, and Media Arts technologies including Graphic Design and Digital Media. Demand for professionals in these fields continues to grow. The Bureau of Labor Statistics projects 94,500 arts and design openings each year will come from growth and replacement needs.

The 10,471 square feet Media Art Complex combined with MiraCosta's Performing Arts Building, and state-of-the-art Music Building, and 430-seat Concert Hall completes over 65,000 square feet of classroom and studio space for a total of on campus devoted to the Arts and Culture related education.

I look forward to seeing you at one of our upcoming, amazing performances and/or exhibits.

HIGHER LEARNING



DR. SUNITA "SUNNY" COOKE
SUPERINTENDENT/
PRESIDENT
MIRACOSTA
COLLEGE

Working as Interim Superintendent reinforces her love for the District

The San Dieguito Union High School District (SDUHSD) has consistently earned its reputation as a high-performing district with exceptional students, exceptional educators and quality programs built to engage students, inspire achievement and service to others, and prepare them to be lifelong learners.

With five middle and five high schools covering the North County of San Diego, SDUHSD serves over 12,000 students with over 1,000 employees working together to make our school communities some of the best in the state.

I have been at SDUHSD for almost six years as an Associate Superintendent of Business Services, but for the 2022-23 school year I graciously accepted the temporary role as the Interim Superintendent of this wonderful district as a familiar face to best continue our path forward.

New school years always bring about an element of change, from the thousands of new students that transfer in or join us from an elementary feeder district, to the new staff members who guide our students academically and run our schools efficiently,



The 2022-23 Student Board Representatives: Nina Bernstein (Sunset HS), Julia Liu (Torrey Pines HS), Lexi Worms (Canyon Crest Academy), Ruthi Bell (San Dieguito Academy) and Sasha Bell (La Costa Canyon HS)

to the new principals who bring new energy and ideas for our students. However, one thing remains constant and that is the exceptional service that we provide to our students and the belief from our community that we are preparing them for whatever their futures may hold.

This year working as the Interim Superintendent has reinforced my love for this

District and dedication to the students, teachers and staff that make SDUHSD such a special place.

This is why I end every message to our school community with the same words because I truly believe them when I say to our SDUHSD students, parents and employees that "It is my honor to work for you!"

SCHOOL NEWS



TINA DOUGLAS
SUPERINTENDENT
SDUHSD



Carmel Valley Middle School administrative assistant Patti Pike, the 2022-23 SDUHSD Classified Employee of the Year



Paul Brice - San Dieguito Academy teacher Paul Brice, the 2022-23 SDUHSD Teacher of the Year

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- Pacific Premier Bank
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- Q Homes
- San Diego Gas & Electric (SDGE)
- SLR Research
- The Forum Carlsbad
- Visit Carlsbad
- Zodiac, A Fluidra Company

Who, where and how do I contact your business?

Just about every member of the Chamber would like to be contacted by those in the community for sales, clientele, opportunities, etc. While the Chamber can give out your information on the phone, through our incredibly high-traffic business directory online, and the annual Business Resource Guide, it doesn't work if we have outdated contact information for you!

So, how do we make it work? When members join, your profile (online, the monthly Carlsbad Business Journal, and the annual Business Resource Guide) is created with the contact information provided upon joining. However, while as in all life there is constant change,

who you would like to be able to access the chamber referrals, events, etc. may need updating. For example, a change in your email, website, address, phone number, and the people! Though the Chamber staff is making these changes as we come across them, we rely on you to keep us updated.

We will have the award-winning 2023 Business Resource Guide coming out early this summer, so this is the perfect time for you to update us! You can check and change this information on your own through the website at carlsbad.org, by scrolling to the very bottom of the page and click "Member Login". If you have difficulty logging in there are two options: 1) click on the good old "Forgot your password?", and reset with your email address or 2) just email me at kathleen@carlsbad.org. Once logged in, you can add and remove employees, update an address, phone, and emails addresses.

On top of updating your current contact information, this is also the time

to boost your page so that it will rank higher in online search results. You can add or edit your business description, products and services, keywords, your company logo, pictures and video! Adding these items to your business in the online directory will undoubtedly increase your ranking online and referrals from the website.

Many pay thousands of dollars to get the organization's website to rank well in search results, which is great! But, it would be silly to miss out on taking advantage of a critical part of your membership – referrals! The community comes to us all day every day of the week requesting referrals to all types of industries. We want to connect you with those potential clients, partners, and the community's awareness of you and your organization. We just need your up-to-date company information.

Please email kathleen@carlsbad.org with any questions or assistance needed!



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

MEMBERSHIP COUNTS

MEMBERS ON THE MOVE



LEGOLAND Launches Miniland City of San Diego

LEGOLAND® California Resort, Merlin Entertainments unveiled the world's first LEGO® City of San Diego! The world's first MINILAND San Diego at LEGOLAND® California Resort is comprised of more than 5 million LEGO® bricks and welcoming nearly 4,000 Minilanders "residents" to the destination, the new addition features iconic scenes from "America's Finest City," including Gaslamp Quarter, Petco Park, The Rady Shell, and Coronado Bridge.



OOLY appoints New President

Congratulations to OOLY's new President Bill Ness. Bill has significant experience from startups to Fortune 500 companies, most recently as Principal Owner of TwoThree Group consulting agency.

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

NETWORKING EVENT

CBAD HAPPY HOUR

WED. APR 19, 2023 | 5 - 7 PM

Santianna
2560 Faraday Ave. Carlsbad, CA 92010

web.carlsbad.org/events

COFFEE CONNECTION

FRIDAY, APR 28, 2023 | 8 - 9 AM

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

web.carlsbad.org/events

NETWORKING EVENT

FIRST FRIDAY BREAKFAST

FRIDAY, MAY 5, 2023 | 7 - 9 AM

SPEAKER:

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

web.carlsbad.org/events

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Jeff Gottschalk
(760) 213-4688
Carlsbad, CA 92008
cleeri.com
Roadmap to Greatness is an in person personal development workshop held in Carlsbad, CA. Outline: Networking/State of being (music movement), Getting Unstuck and creating alignment around: fears, limiting beliefs, meanings, associations. Opportunity to design and document 5 areas of life: Spirituality, health/mindset/emotions, career/business/purpose, money/finance/philanthropy.

Mindset Service

Crystal Lynn Privett
(858) 335-7677
2292 Faraday Ave., Ste. 2
Carlsbad, CA 92008
MindsetService.com
Crystal's compassion as a coach and trainer comes with deep empathy and heart felt desire to see others turn their triggers into triumph! Imagine improving your health, enhancing your relationships, removing your annoying triggers, and helping your business get to the next level all in one session!

EXERCISE & PHYSICAL FITNESS

Gymninny Kids - La Costa

Daniel Gundert
(213) 926-2441
3239 Camino De Los Coches, Ste. 102
Carlsbad, CA 92009
GymninnyKids.com
Since our opening in 1987, Gymninny Kids has offered fun and fitness to all ages. We hire career coaches and office administrators, so we attract the best long-term associates to work with your child in a safe, clean, climate-controlled facility. Our staff members are First-Aid, CPR certified, and background checked.

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2643 Flower Fields Way, Ste. N
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historyinstonetc.com
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FOOD & BEVERAGE SALES

Napatini Wine Bar

Lynn McLean
(760) 330-0542
3088 State St., 100
Carlsbad, CA 92008
napatini.com
Lynn and Gary believe the more you know about wine, the more likely you are to embrace it. Napatini was born of the vision is to connect you to the wines you love!

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Carlsbad, CA 92008
gingerrabedesigns.com
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Solana Beach, CA 92075
clearpointneuro.com
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NONPROFIT ORGANIZATIONS

Magdalena Ecke Family YMCA Gymnastics Center

Lauren Hall
760-942-9622
2261 Cosmos Ct.
Carlsbad, CA 92011
ymcasd.org
Magdalena Ecke Family YMCA Gymnastics Center is where toddlers to teens (and adults, too!)

can grow strong, get confident, find balance and jump into fun. Based on the skills, levels and progressions developed by USA Gymnastics, our gymnasts learn in an encouraging atmosphere as they build skills to progress through each level of the program.

SHORE (Senior Housing Relief for Elders)

David Johanson
(760) 359-8697
2333 State St., Ste. 300
Carlsbad, CA 92008
seniorhousingrelief.org
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ORGANIZATIONS & CLUBS

Rotary Club of Carlsbad

Malena Bennett
(760) 802-8263
PO Box 34
Carlsbad, CA 92018
carlsbadrotary.com
The Rotary Club of Carlsbad is a dynamic group of people who are passionate about changing the world. We are making a difference in our local community as well as organizing projects in other countries to serve those in need. Our club is made up of a committed group of people who demonstrate Service Above Self. We are People of Action who provided over 5,000 volunteer hours last year to our North County residents!

REAL ESTATE

Matt Swisshelm Real Estate LLC

Matt Swisshelm
(760) 450-8879
5025 Gavilan Way, Ste. 48
Oceanside, CA 92057
Matthewswisshelm-southerncalifornia.sites.cbmoxi.com
Coldwell Banker Realty Diamond Top Producer. Team up with a trusted and knowledgeable neighborhood partner to make your real estate dreams come true. I know this area - the right pricing, the latest listings, the ins and outs and the buzz around town. From search to sale, I'll provide expert advice and unwavering support to help make your experience stress-free. Let me show you what I've got - strong negotiation skills, friendly service and a track record to back it up.

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CARLSBAD CHAMBER OF COMMERCE

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APRIL 22ND, 11AM - 3PM

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Ends April 22nd \$60

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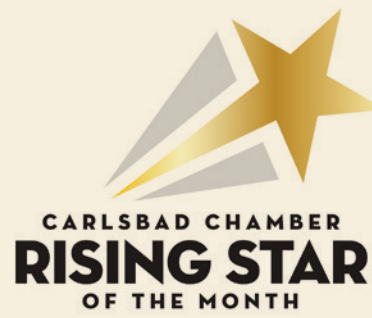
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Your stories were heartfelt and your futures are bright! We wish you the best of luck to wherever your career takes you and hope it one day leads you back to innovating in Carlsbad.



February
 Congrats to our February High School Rising Stars of the Month! From left to right: Samantha Bickerstaff, Sage Creek High School, Madison Desjardins, La Costa Canyon High School, and Carleigh Lyon, Carlsbad High School.



March
 Congratulations to our March Rising Stars of the Month! Left to right: Curt White, Carlsbad High School, William Trotter, Army and Navy Academy, Ryan Platenberg, La Costa Canyon High School, Reilly Goueth, Sage Creek High School (not pictured: Naia Riggensch, Pacific Ridge School).



THE CHAMBER IS TRAVELING TO

Spain

EARLY BIRD SPECIAL FROM \$ 3199 PP DOUBLE OCCUPANCY INCLUDING AIR FROM SAN DIEGO

(If reserved by April 13, 2023)

Immerse yourself in the sunshine of legendary Costa del Sol, and then embark on a discovery of its exciting history of explorers and invaders. Hilltop citadels, elaborate cathedrals and palaces, brilliantly whitewashed houses, and quaint Andalusian courtyards speak of the many cultures that graced Southern Spain. This once-great stronghold of Muslim Spain is rich in beauty, history, and tradition, and contains some of the country's most celebrated architectural wonders: the Alhambra in Granada, the great Gothic cathedral in Seville, the Alcazar, and the incredible sight of Ronda, perched dramatically on a bluff overlooking a plunging gorge.



November 8 - 16, 2023

For more details:
kathy@carlsbad.org

April salutes creativity as a smART investment

Carlsbad's creative sector continues to evolve as a key asset to the area's economic development. It encompasses the traditional visual and performing arts, as well as culinary, game design and many others where creativity is at the heart of the business. To commemorate this thriving sector, Californians for the Arts has announced April as the fifth annual Arts, Culture, & Creativity Month.

This statewide celebration uplifts the intrinsic value of arts, culture, and creativity as not only a public good – transforming communities and individuals, but also as a driver of prosperity for local and state economies. California is poised to establish the creative industries as a leading industry with a creative economy that contributes \$507.4 billion dollars to the state's Gross Regional Product (GRP) and employs over 1.8 million workers, nearly 7.6% of the state's workforce. Arts are essential to public services, education, health, and infrastructure; deserving of public investment and recognition.

April is the ideal time to explore Carlsbad's creative offerings. Here's a few suggestions:



Los Angeles-based chanteuse, songwriter and accordionist Jessica Fichot

MUSEUM OF MAKING MUSIC

5790 Armada Drive, Carlsbad
Opening, April 7, *MIDI@40: Artistry • Inclusivity • Connectivity* celebrates the incredible possibilities enabled by MIDI in the 40 years since its public introduction. Created in collaboration with the MIDI Association, this collection of stories and media provides insight into the myriad ways MIDI has impacted music: new sonic and performance capabilities, far-reaching real-time collaboration,

nearly limitless adaptability and extensibility, and more. An interactive area with MIDI-enabled instruments and other devices gives visitors a glimpse at what MIDI has made possible.

NEW VILLAGE ARTS

2787 State Street, Carlsbad
In its San Diego premiere running through April 23, *The Roommate* by Jen Silverman is a dark comedy about what it

takes to re-route your life – and what happens when the wheels come off. Described as a mash-up when *The Odd Couple* meets *Breaking Bad*, this wickedly funny comedy evolves into a deeper exploration of personal transformation and emotional intimacy. As the housemates discover each other, it becomes increasingly interesting to watch them discover themselves.



The Roommate by Jen Silverman

SCHULMAN AUDITORIUM AT CARLSBAD CITY LIBRARY

1775 Dove Lane, Carlsbad
April closes out with charming performance by Los Angeles-based chanteuse, songwriter and accordionist Jessica Fichot on Saturday, April 29 at 7:30 p.m. Fichot is a lot like her hometown of Paris: French at heart, but with a soul that's truly international. Drawing from her multi-ethnic French, Chinese, and American upbringing, her music fuses styles and languages, taking the listener on a twisting journey out of the French chanson tradition, into the lands of gypsy jazz, 1940s Chinese swing, international folk, and into the wilderness of her imagination. Sponsored by the city's Cultural Arts, admission is free.



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



GRAND PACIFIC RESORTS
Time Away...Time Together...



Tri-City Medical Center

WELLS
FARGO



Why Choose Sunrise Senior Living



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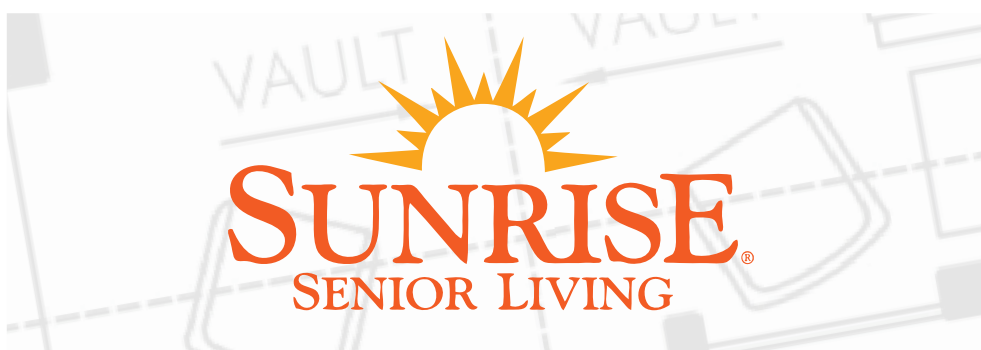


Revamping Underway....

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.

7020 Manzanita Street, Carlsbad
760-930-0060



go.sunriseseniorliving.com

TRI-CITY MEDICAL CENTER:

Investing in environmental sustainability

Earth Day on April 22, 2023 is a day to invest in our planet.

"At **Tri-City Medical Center**, we are committed to investing in environmental sustainability, not only for the good of our patients and community, but for the planet as well," said Benny Oporto, Director of Facilities at the hospital. "We want to be a part of the solution and use our resources efficiently."



BENNY OPORTO
DIRECTOR OF FACILITIES
TRI-CITY MEDICAL CENTER

Currently, Tri-City Medical Center's (TCMC) Facilities Department has several sustainability efforts underway pertaining to water conservation and energy efficiency. "Several years ago, the hospital installed flow meters on its faucets in places like public restrooms, patient rooms and kitchens to decrease the flow rate and reduce daily water consumption," said Oporto. "As smart water managers, we are not only saving water, but we are also saving on costs."

TCMC is also retrofitting lights throughout the hospital and in operating rooms. Incandescent and fluorescent bulbs are being replaced by LED bulbs, which use substantially less wattage to achieve the same or greater brightness and have a significantly longer life span before burning out. "Since the energy usage of LED bulbs is less, it positively impacts our bottom line, which means we have more money to spend on improving other areas that may impact patient care," added Oporto.



At Tri-City Medical Center, we are developing a plan on how to update the facility's infrastructure to reduce our energy consumption and costs.

In collaboration with Trane, a brand of Ingersoll Rand, TCMC is doing an energy audit of the entire hospital. "Together, we are developing a plan on how to update the facility's infrastructure to reduce our energy consumption and costs," said Oporto. "We will start with our water chillers, as they are one of the biggest consumers of energy in a hospital and part of the overall heating, ventilation and air conditioning (HVAC) system. Although this will be a large and expensive project, we know that the return on our investment will benefit our patients, as well as the environment."

TCMC is also working with Bloom Energy on a cogeneration energy project to evaluate if the hospital could build an onsite fuel cell plant to generate its own energy by converting natural gas to hydrogen, which is then used to generate electricity. "Currently, SDG&E has to generate and distribute energy to the hospital over hundreds of miles from its generating plant," said Oporto. "By using a fuel cell system, we could save on energy and costs and continue to advance our sustainability efforts."

In 2022, TCMC received the American

Society for Healthcare Engineering's Energy to Care Award, which honors healthcare facilities for their achievements in healthcare sustainability. "I'm extremely proud of the work that we are doing to keep our facility operating efficiently so that we can build a healthier community and remain environmentally sustainable for many years to come," said Oporto.

To learn how you can invest in our planet, visit earthday.org.

To learn more about its services, visit Tri-City Medical Center or call 855-222-8262.



This incredible 27,400+ square-foot space center offers large foam pits, high-quality equipment, an aerial arts studio and a preschool play area, designed for both competitive and recreational programs.

New state-of-the-art YMCA Gymnastics Center opens in Carlsbad

North County Gymnasts are jumping and tumbling in the new and renovated **YMCA Gymnastics and Training Center** in the Palomar Airport neighborhood of Carlsbad!

After 25 years in its existing location, the newly renovated, state-of-the-art facility officially opened on March 1 and will allow them to offer the Y's gymnastic programs and activities to more children than ever before!

This incredible 27,400+ square-foot space center offers large foam pits, high-quality equipment, an aerial arts studio and a preschool play area, designed for both competitive and recreational programs. Additionally, the space features amenities such as climate control and a comfortable viewing area equipped with tech access for multi-tasking where parents can watch their gymnast thrive.

Their expert coaching team prioritizes creating a positive culture that fosters

long-term friendships and promotes happy, healthy individuals, and each gymnastics class provides a safe, fun and supportive environment for individual skill development.

"Athletes are involved in gymnastics for many hours a day, for long periods of their life, it's really important that we're establishing a culture that enables them to meet new friends and become happy, healthy humans in the long term." - Laura Madamba, Gymnastics Director, Magdalena Ecke Family YMCA.

The Magdalena Ecke YMCA Gymnastics and Training Center, with its award winning competitive Seawind Gymnastics team, offers classes and activities for all ages and abilities, from toddlers through high school including competitive teams ranging from level three to eight.

For more information, or to view the current schedule of classes, visit ymcasd.org/eckegymnastics




BIG NEWS! GYMNASTICS CENTER IN CARLSBAD

SIGN UP NOW FOR THESE POPULAR CLASSES AND ACTIVITIES!

- Boys & Girls Gymnastics Lessons
- Seawind Competitive Gymnastics Team
- Tumble Zone & Toddler Play
- Aerial Arts Studio
- Birthday Parties
- Gymnastics Day Camps

NEW FACILITY!

LOCATED AT
2261 Cosmos Court
Carlsbad, CA 92011
(Next to Icetown Carlsbad)

Parents will love

- 27,400+ square-foot renovated space with bright colors, climate control and amenities
- Comfortable viewing area with tech access for multi-tasking
- Conveniently located near Bressi Ranch, Costco, Lowes and more!
- Exclusive use of complex, dedicated solely to our Gymnastics and Training Center
- Outdoor patio

Kids and gymnasts will love

- Custom design tailor made for our competitive and recreation program including large foam pits.
- Top-notch equipment for accelerating skills
- Expert coaches and friendly staff
- Aerial arts studio
- Preschool play area
- Tumble Zone
- Birthday party rooms
- Training studio






ymcasd.org/eckegymnasticshome

CARLSBAD CHAMBER OF COMMERCE



CARLSBAD

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SUNDAY, MAY 7, 2023
8 AM - 5 PM

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It pays to be "Green"

The city of Carlsbad is renowned for its idyllic climate, stunning setting, and thriving business and cultural community; and the City's success can be attributed to thoughtful implementation of sustainable (or "green") business, community, and environmental policies and programs. At the Carlsbad Chamber of Commerce, the **Green Business Committee** works diligently to support Carlsbad businesses and residents in achieving the City's "green" objectives, and we truly believe that it pays to be a "green" business.

GREEN COMMITTEE



NEALL DIGERT, PH.D., MIES
GREEN BUSINESS COMMITTEE CO-CHAIR
VICE PRESIDENT OF INNOVATION, KINGSPAN LIGHT + AIR | NORTH AMERICA

Today, Green Business is a term that has come to mean the practice of taking into consideration the social, economic and environmental aspects of our actions, as well as recognizing the inter-relationships between these aspects. Additionally, Green Business includes protecting our environment and preserving natural habitats and biodiversity, while promoting a healthy and engaged society flourishing along-side a thriving economy. Green Business requires balancing opportunities with constraints, and taking a long-term view so that we are able to reach



Carlsbad Chamber of Commerce Members enjoyed learning about North County Environment & Water Resource Management while participating in the 2022 Green Business Committee's Eco Tour.

our maximum potential now, and working to ensure that future generations are able to do the same.

To accomplish this, the Green Business Committee seeks to find and promote the appropriate balance between the economic, environmental & social aspects of the community to ensure sustainability for current and future generations. The Green Business Committee aims to assist businesses with education, support and recognition on sustainability by holding informative meetings and implementing creative workshops and fun events.

So, whether your passion is sustainable

ABOUT THE GREEN BUSINESS COMMITTEE:

We meet on the second Tuesday of each month (except July), from 7:30 – 8:30 AM. Our meetings consist of useful discussions of hot topics and pertinent issues, planning fun and informative Chamber of Commerce events, and learning about new sustainable business programs and practices with inspiring presentations from Green Business Experts and Community Representatives. For more information on joining or participating in Green Business Committee meetings, please visit the committee's webpage carlsbad.org/about/committees/greenbusiness

business, or you want to learn more about ways to be successful while implementing cost-effective sustainable practices and decisions, we invite you to attend an upcoming

Chamber of Commerce Green Business Committee meeting and we look forward to seeing you at the fun and informative Green Business Expo on April 8th.

CARLSBAD CHAMBER OF COMMERCE | 100 Years

WIN A T-SHIRT!
To enter drawing, simply scan this code and make our day by leaving us a 5 star review!

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LA MAREA

SENIOR LIVING

CELEBRATING OUR AWARD-WINNING STAFF!



*Glen Cruz
Medication Aide*

*Sandy Padilla
Caregiver*

*Launa Moore, R.N.
Senior Executive Director*

*Anthony Bawalan, LVN
Senior Resident Care Director*

*Sebastian Diaz
Building Services Director*



We're excited to announce that **five** of our associates have received awards from the California Assisted Living Association (CALA) for their outstanding commitment to senior living. Executive Director Launa Moore was awarded Outstanding Executive Director, and Medication Aide Glen Cruz was awarded Outstanding Caregiver.

We are so honored to have our associates recognized and look forward to showing you how incredible our team is.

Call (442) 325-3510 or visit LaMareaSeniorLiving.com
to learn more about La Marea Senior Living!



5592 El Camino Real, Carlsbad, CA 92008 | LaMareaSeniorLiving.com



SPECIAL SECTION

GREEN BUSINESS

Renewable energy products for residential and commercial applications

EcoDirect, Inc. is a solar and storage supplier based in Carlsbad. We have been at the forefront of the sustainable energy industry since 2009, specializing in the design and supply of solar electric and battery energy storage systems for projects.

With the growing demand for renewable energy sources, we have been able to establish ourselves as a trusted local supplier for large and small installers, OEMs, and DIY-Solar consumers alike, providing them with reliable and cost-effective solutions that cater to their unique requirements. Our goal is to help educate, promote, and support the global transition to sustainable energy.

Solar and battery storage systems have become increasingly popular for residential & business applications as utility rates continue to increase and utility disruptions become more common. Meanwhile, capturing and storing solar energy is more economical than ever before, making it a great time to invest in solutions that will secure access to low cost electricity.

There are many manufacturers that offer solar and battery storage solutions and it can be challenging to decide what the best option would be for your needs. Our team of experts has decades of experience in the field, allowing us to offer unparalleled support from start to finish. We work closely with our clients to determine the ideal solution for their specific needs, ensuring that they receive the best possible value for their investment. Whether you are looking to lower your monthly utility bills, achieve energy independence, or have a backup power



EcoDirect's mission is to facilitate the transition to clean energy, providing products and services that enable customers to use energy more efficiently, and generate clean, renewable power.

source during power outages, we have the perfect solution for you.

We understand that every project is different, which is why we offer a range of products from leading manufacturers, each with unique features and benefits. Our technical sales and design team can help determine the perfect system size for your needs, provide a cost analysis, permit plans, and pricing based on your current or future kWh consumption. We also offer expert advice on net-metering agreements from utility companies to ensure that you receive the best possible return on your investment. With direct support from manufacturers, our team of experts offer an unparalleled level of service from start to finish.

We are blessed to continue to grow our business here in Carlsbad 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 or give us a call at 760-509-9460.



Permit ready plans from EcoDirect make the process of getting a permit really easy. Blue heron certainly seemed to approve of the rooftop solar array.



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SCAN ME

EcoDirect designs and distributes reliable energy solutions for residential, commercial, and independent battery-based applications. Founded in 2009, EcoDirect's mission is to facilitate the transition to accessible and sustainable energy for everyone. We provide products and services that enable our customers to take control of their energy usage, day or night. Our team of experts provide engineering, technical support, and guidance to ensure that you purchase the right components for your project. Call, email or visit our website to learn more.

GET IN TOUCH
760-509-9460

OR VISIT
ECODIRECT.COM

**For purchases over \$5,000*

Energy efficiency and sustainability

John Stevenson Plumbing, Heating & Air recognizes the significance of energy efficiency and sustainability. We have always prioritized recycling materials from our job sites and helping customers select products that can reduce their carbon footprint and utility bills while maintaining their comfort. In 2017, we took a major step towards sustainability by adopting a paperless operating system. Since then, we have continued to minimize internal printing and recycle our office supplies, including toner. However, we knew that we could do more.

In 2022, we made it our top priority to be more eco-friendly by implementing green practices in our office and in the field. We consulted with the City of Carlsbad Green Business program and conducted an energy audit to identify areas for improvement. Our leadership team got involved and analyzed our options. We chose a course of action and committed to investing in reducing waste and energy consumption. We established additional recycling bins throughout our office, separated green waste and recyclables in the kitchen, and eliminated all paper plates and plastic utensils.

The most crucial aspect of our efforts was educating our team and encouraging participation. We incorporated our recycling efforts into our quarterly contest, making it easy and enjoyable to sort the correct recycling items into the appropriate bins.

For 33 years, we have been supporting our local community, the **Rancho Coastal Humane Society**, as well as our team and their families. We are proud of our current efforts to extend our care to the global community and continue to strive to reduce our environmental impact through strategic initiatives that align with our business goals while staying true to our core values: "We are a brotherhood of craftsman – We deliver a positive customer experience – We're inspired to help each other get better every day – We get it done while enjoying the journey – We always do the right thing."

As we continue to grow, John Stevenson Plumbing, Heating & Air is dedicated to making meaningful changes and embracing a greener vision of the future.



John Stevenson Plumbing, Heating & Air supports the local community, Rancho Coastal Humane Society, as well as our team and their families.



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The Premier Automotive Group is your Electronic Vehicle Supercenter. With multiple brands and endless options to choose from, we're stocked up on a variety of brand-new, gorgeous EV's. Enjoy instant acceleration, impressive range and fantastic performance in your new EV!



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Home of San Diego pitcher
Joe Musgrove



Have you thought of sustainable cremation?

A GREENER WAY TO GO

It's a process that some prefer not to talk about, but that we all face – what happens to a body after death. For most, burial or flame-based cremation is the result. **White Rose Aqua Cremation** in Escondido is the first flameless cremation facility in San Diego County and the only licensed provider of Water Cremation in California.

SOLUTION TO A GLOBAL PROBLEM

Did you know one cremation produces an average of 534.6 pounds of carbon dioxide? If you spend time sorting your recyclables and driving an electric car to work to cut down on your emissions, it makes sense for those environmental values to follow you through to end of life and through the way you honor your loved ones who pass on. White Rose Aqua cremation is a gentle and eco-friendly alternative to traditional cremation.

DECREASING HARMFUL CHEMICALS ON THE PLANET

Eco-friendly cremations require no harmful chemicals like those used in the embalming process.

If you are more environmentally minded, White Rose offers a completely water-based, eco-friendly end of life for your loved ones. It combines water and an alkali solution to accelerate the decomposition process – saving 90 percent more energy than flame-based cremation and preventing fossil fuel and greenhouse gas emissions.

Alkaline Hydrolysis (Aqua cremation) is a gentle, warm, water movement that washes over your loved one. This process is fully electric and produces zero emissions. It is a



Alkaline Hydrolysis (Aqua cremation) is a gentle, warm, water movement that washes over your loved one.

gentle choice for final disposition. No flame and no burning. Only water and alkali salts are used for an eco-friendly cremation.

THE WHITE ROSE AQUA SIGNATURE EXPERIENCE

Our kind and professional staff provides

and surrounds your family with care and compassion during this difficult time. Your loved one will never leave our full care facility at any time. This allows us to provide your family with a unique, personalized, and intimate experience.

The remaining effluent is considered

sterile and contains no remaining DNA or pathogens. Our water reclamation plant easily treats this water and safely places back into our ecosystem.

Call us today 442-777-6077 or email us at info@whiteroseaqua.com to see how much easier we can help make this process for you.



AQUA CREMATION

A gentle and eco-friendly alternative to traditional cremation

[Call 442-777-6077](tel:442-777-6077)

Aqua cremation is a gentle, warm, water movement that washes over your loved one. This process is fully electric and produces zero emissions.

It is a gentle choice for final disposition. No flame and no burning. Only water and alkali salts are used for an eco-friendly cremation.



White Rose Aqua Cremation, Inc

820 West Washington Avenue, Escondido, CA 92025

442-777-6077

info@whiteroseaqua.com

Republic Services is Going Electric

In March of 2023 we unveiled the first fully integrated, zero-emission refuse truck. The world is heating up. **Republic Services** has both a moral obligation and a business opportunity to take action. Our fleet of 18,000 vehicles is currently a meaningful part of our carbon footprint. A zero-emissions vehicle helps us reach our climate leadership goals. It also helps our customers – cities, major companies, and small businesses – achieve their own sustainability goals. We have piloted several electric vehicles in the last two years from multiple manufacturers. These pilots have led to important insights on how to best manage weight and range limitations, weather concerns and infrastructure. It has also given us the confidence to move forward, at scale, with electrification.

COMMITMENT TO ELECTRIFICATION

Across our whole company we expect to have around 25 EVs on the road by the end of the year. In 2024 we expect an additional 50 or more EVs, and plan to operate around 200 EVs from multiple suppliers in 2025. By 2028, we expect 50% of our truck purchases to be electric.

CARLSBAD IS GOING ELECTRIC IN 2023

Carlsbad will be receiving an EV this year! Being the first city in San Diego County to get an all-electric trash truck. Additionally, Carlsbad has already received its first EV supervisor truck this March and plans to have another one by the end of the year.

This truck is designed with safety in mind and the benefits of this new vehicle go well beyond its zero-emission footprint. It has a much larger windshield for greater visibility, 360-degree cameras, lane departure warnings and active braking.



In March of 2023 Republic Services unveiled the first fully integrated, zero-emission refuse truck.



Republic Services is Proud to Serve Carlsbad

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





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

Power your drive

Interested in saving money while upgrading your fleet to zero-emissions vehicles? SDG&E can help.

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.

Electrify Your Small Business Fleet

with EV Infrastructure Incentives & Rebates

Power Your Drive for Fleets



Carport style solar arrays can help increase space available for installation on your commercial property.

Installing solar with EVA Green Power can improve your bottom line and your environmental impact

Solar power in California has been part of our way of life for decades, capitalizing on the very sun that makes Southern California the destination for vacationing, living, and working that it is. It is no surprise that the State of California has helped propel the solar market by providing incentives to spur innovation and adoption of this clean, renewable energy technology.

EVA Green Power has been at the forefront of this growth in solar generation capability in the Carlsbad area for several years. Deep expertise across energy engineering and solar resource planning dovetailed with new and exciting ideas around financing and PV array leasing have made EVA a regional leader in commercial solar installation.

Today solar is more efficient than ever, the

technology is available to all building owners, and the return on investment is rapid. ROI is not limited to cash in hand or a decrease in monthly utility bills, ROI includes the societal benefit of decreasing greenhouse gas (GHG) emissions that cause climate change. Currently California is aiming to meet zero emissions energy generation goals by 2045, solar will be the key to meeting it.

Solar power is also the key to the future of building safety and resiliency, with solar power and batteries, owners and operators can beat the safety and security issues related to climate related outages for their businesses and tenants.

Becoming a leader in the reduction of GHG emissions starts with a phone call to EVA Green Power: 760.889.5030

Solar is one of the best business decisions an owner can make. EVA Green Power makes it easy and profitable.



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EVA Green Power has years of experience providing solar services that can help you get paid for your commercial roof space.

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- Added value at time of sale.

Learn more at: evagreenpower.com/

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Invest \$10,000 or more on invest.aptera.us to secure your spot in being one of the first people to own the solar-powered Aptera vehicle.

The future has arrived

Join the revolution of solar mobility and be one of the first 2,000 people to own the **Aptera**, a groundbreaking vehicle that harnesses the power of the sun for your daily driving needs. The time has come to transform the way we move and make a positive impact on our planet.

Invest \$10,000 or more on invest.aptera.us to secure your spot in the program and climb the leaderboard by increasing your investment to win the coveted first delivery slot. Our innovative two-axis solar panels, efficient powertrain, and energy-dense battery pack are just a few of the features that make the Aptera stand out from other vehicles.

Plus, our revolutionary assembly process means that the Aptera is made with just six structural parts, compared to hundreds

in other cars, making it easier to manufacture and more environmentally friendly. We've partnered with Munro & Associates to design our assembly using LEAN manufacturing tools and simulation, and 92% of our vehicle suppliers and 98% of our factory equipment suppliers have already been selected.

Our state-of-the-art facility in Carlsbad, has the capacity to assemble a vehicle every 12 minutes, with a yearly production capacity of 10,000 vehicles per shift. By investing an additional \$10,000 or more, past investors can secure their spot in the program and join us in transforming the way we move for the betterment of humanity.

Join us on this exciting journey and invest in the future of sustainable transportation today.



The Chamber is credibility

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

Get your business thriving at carlsbad.org

Catalyst. Convener. Champion.



We're Growing!



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

We're bringing the Premier Promise to San Diego, providing for our community through our charity: Giving Hope. Giving Hope provides groceries to the needy, hungry and food insecure. With over 27 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! Offering hundreds of new and preowned vehicles, we're sure we can help you get into the vehicle of your choice!



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Home of San Diego pitcher Joe Musgrove



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Construction begins Spring 2023.



Tri-City Medical Center