



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

VOL 40 NO. 5 | CARLSBAD.ORG



MAY/JUNE 2023

PURSUIT OF WELLNESS

On a scale from illness to wellness, where do you fall? Summer is approaching and the sun is shining on creating more balance and alignment in your job, physical, and emotional well-being. Lucky for us, Carlsbad offers a ton of wellness experiences to take you from surviving to thriving!



JESS LEVY
MARKETING & COMMUNICATIONS
MANAGER
CARLSBAD CHAMBER OF COMMERCE

SAMHSA, The Substance Abuse and Mental Health Services Administration identifies 8 dimensions of wellness that influence one another and affect a person's overall health and quality of life: Emotional,

environmental, financial, intellectual, occupational, physical, social, and spiritual.

At the Carlsbad Chamber of Commerce, our members offer a variety of services to get your body, mind, spirit, and soul in top condition. Depending on what you're most interested in working on, you don't have to go far this summer or wait for the weekend to experience wellness right here in Carlsbad.

BIO-HACK YOUR BEST LIFE

Best Life-ing brings together over 80+ diverse healers, teachers, and coaches who offer world-class wellness experiences to promote wellness in all aspects of life.

Best Life-ing, located at the **Omni La Costa's Spa** includes courses, coaching, healing modalities, events, regression hypnotherapy, reiki, breathwork, satvva or nidra guided meditation, kundalini and more. Every experience is custom-curated to suit your goals, intention and budget.

"One of Best-Lifeing's specialties is hypnotherapy, a powerful and effective tool that



can greatly benefit busy professionals in managing stress, enhancing performance, and achieving their goals. Unlike a one-off wellness service, we want to empower you to incorporate wellness practices into your daily life and create lasting positive changes that keep you well all year round"—*Julia Brodaska, Founder of Best Life-ing.*

Visit bestlifeing.com for a lineup of summer wellness activities. From water-based sound healing and swimming, to beach yoga and sunset meditation, there's something for everyone to enjoy warm weather and outdoor opportunities for well-being.

GET YOUR LIFE BACK IN BALANCE

Miraval Life in Balance Spa Aviara will open its doors this summer at the **Park Hyatt Aviara.**

"The joining of the Park Hyatt Aviara and Miraval Life in Balance Spa marks the culmination of a \$60 million dollar resort wide renovation that includes the design of the new Life in Balance Spa, built with intention to awaken the senses and serve as a catalyst

for change"—*Angee Smithee, Miraval Director of Spa and Wellbeing.*

This one-of-a-kind spa offers each guest personalized services. The spa will feature 20 indoor and outdoor treatment rooms, holistic modalities, including a sensory deprivation treatment, Vasudhara, a unique take on Thai massage, fitness and yoga classes.

"Miraval Life in Balance Spa Aviara is all about you. The 'I' in Miraval represents your intention as a unique individual and an integral part of the greater whole. With intention, we work with you to create a wellness journey exclusively curated for you."

Visit parkhyattaviara.com for more details coming soon.

EVOLVE FROM THE INSIDE OUT

"Wellness means creating harmony between financial, emotional, spiritual, physical, and mental well-being so we can create and live in a thriving environment"—*Corryn Kivett, CEO & Founder of Evolution Room, NLP Master Coach and Trainer.*

› WELLNESS Page 6

Carlsbad Village Street Faire

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

The **Carlsbad Village Street Faire** has been a staple in Carlsbad since its inception in the 1970's. However, the Village Faire had very humble beginnings. It was started as a sidewalk sale in 1974 by Keith Kennedy, a long-time Carlsbad resident and US Marine veteran. His goal was simple: help promote downtown Carlsbad businesses.



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

This simple event, however, did not remain small and humble for long. It was originally a collaboration between Kennedy Faires and the then-Carlsbad Village Business Association. However, by the end of the 1970's, it was clear that the event had outgrown the Carlsbad Village Business Association's capability to help Kennedy Faires manage it. In 1982 the Carlsbad Chamber of Commerce assumed management of the Street Faire and has served in that role ever since. By the 1990's, this small event had grown to become the largest one-day street faire in the nation!

Keith Kennedy, who coordinated the faire for over two decades, passed away in 2015. However, he passed the street fair torch to his son-in-law Brian Roth in 1997. In 2016 Brian Roth handed over the **Kennedy Faires** reigns (now Kennedy and Associates) to Rick Bauer.

› VILLAGE FAIRE Page 3

BUSINESS SPOTLIGHT

40 years of innovation, performance and community impact

Innovation is at the soul of **TaylorMade Golf.** With the launch of the Original One in 1979, founder Gary Adams introduced metalwoods into a golfing world previously dominated by persimmon drivers. That lineage of challenging the norm has propelled TaylorMade to the pinnacle of the game, landing them among the leading performance brands in golf.

The company's 43 years of existence, the majority of which has been spent in Carlsbad, includes a long history of technological first and innovations:

- 1979 – First metalwood, The Original One
- 1987 – First hollow foam iron, Tour Preferred TD
- 1995 – First Bubble Graphite Shaft, Burner Bubble Driver
- 2000 – Emergence of custom fitting with the 300 Series Drivers
- 2002 – Introduction of the Rescue club
- 2004 – Introduction of Movable Weight Technology, R7 Quad



In partnership with Tiger Woods, the TGR JR Invitational presented by TaylorMade provides a group of young golfers with the opportunity to compete at Pebble Beach.

› TAYLORMADE, Page 5

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

INDEX

- CITY NEWS 4
- VILLAGE BEAT 5
- EDUCATION 7
- MEMBER DIGEST 9
- TO YOUR HEALTH 15
- CULTURE BUZZ 17
- COMMITTEE CORNER 19
- FINANCIAL PREPAREDNESS 22
- STAY & PLAY PULL OUT SECTION

Tourism is calling

Tourism plays a major role in what makes Carlsbad the thriving city that it is. While tourists can lead to a little bit less parking, slightly more crowded beaches, and longer wait times at favorite local restaurants, they also provide the City of Carlsbad with much needed funds to provide the quality of life that we have all become accustomed to. The Transient Occupancy Tax or TOT

is a 10% tax on hotel rooms and short-term rental houses. 100% of this tax goes directly to the City of Carlsbad's General Fund to help pay for the services that regular residents enjoy. The TOT is the third largest contributor to the city's General Fund behind property tax and sales tax, of which tourism also contributes to. Carlsbad boasts one of the largest concentrations of hotel rooms and short-term rentals in the region.

As of the City of Carlsbad's February 2023 report looking back at the previous year; there are 4,775 hotel rooms, 668 time-shares, and 395 registered short-term rentals in the city. In the final quarter of 2022 (October through December) the average daily rate for a hotel room in Carlsbad was \$46 per night higher than the same quarter in 2019. Of all the hotel rooms, Carlsbad was proud to have an occupancy rate of over 70%.

All these factors lead to a nearly 21% increase in the TOT collected by the city for the first six months of 2022 in comparison to the same time frame in 2021. That increase resulted in an additional \$3.4 million that will be infused into our city. Given the success highlighted above, we can assume that the tourism industry is doing well. One thing I

VILLAGE FAIRE

Continued from Page 1

And the Carlsbad Village Street Faire continues to thrive to this day. Christine Davis is currently the Executive Director of the **Carlsbad Village Association**. Before transitioning into that role, she owned Coolest Shoes in California, which was located in the Village on State Street. When interviewed a few years ago about the Village Street Faire she shared, "The May Carlsbad Village Faire was always our biggest day of sales for the year. We always looked forward to it."

The Carlsbad Village Street Faire happens twice a year: the first Sunday in May and the first Sunday in November. We currently host approximately 900 vendors at each faire. That number of vendors is impressive. The crowds of people who come to shop, eat and enjoy themselves are equally impressive with an estimated 100,000 people attending each time. If you extrapolate that over multiple decades of hosting this faire twice a year, that is getting close to 10M visitors that have descended upon Carlsbad Village.

Besides exponential growth, the event has seen other changes. There are no longer any elephant rides (the 80's were fun, weren't they?!). The original team that organized the day-of logistics used to dress up as keystone cops...that doesn't happen anymore (Pirates of Penzance anyone?). However, the focus on great micro businesses, cottage industries and high-quality artisans remains.

We are fast approaching the 50th anniversary of the launching of the Carlsbad



Over the last 3 years alone, at least 4 of our major hotel properties have undertaken large scale remodels or expansions, including Courtyard by Marriott.

am proud of is that our hotel partners do not just collect their profits for themselves. They continue to reinvest in their offerings and in our city. Over the last 3 years alone, at least 4 of our major hotel properties have undertaken large scale remodels or expansions. These include the **Park Hyatt Aviara** in 2021, The **Courtyard by Marriot** in 2023, The **Hilton Garden Inn** in 2023, and The **Omni La Costa** currently to name a few. By not resting on their laurels and continuing to create better and more attractive offerings for both business and personal visitors to our fine city; our tourism industry will continue to thrive. Their success leads to a direct benefit to all of us who have come to expect the best from Carlsbad!



The Hilton Garden Inn Carlsbad Beach has completed a \$10 million renovation of its guestrooms and public spaces.



The Carlsbad Village Street Faire happens twice a year: the first Sunday in May and the first Sunday in November. Come say hi to Jess Levy and Kathleen McNary and the rest of the Chamber team at our booth in the middle of the faire.



Village Faire. In 2023 you can expect great shopping, fun faire food, a microbrewery beer garden, live local entertainment, carnival rides and tons of fun. And as always, we hope the public uses this event as a chance to familiarize themselves with our wonderful

village restaurants and retail shops. Hope to see you on Sunday May 7 and November 5. Stay tuned next month as we discuss the birth of **LEGOLAND**.

Stay and play the day Away

You know Carlsbad, a charming coastal city in Southern California known for its stunning beaches, world-renowned attractions, and laid-back lifestyle. But have you ever experienced it as a visitor taking advantage of all the things to do? Carlsbad has something for everyone! So pack your bags for a stay in Carlsbad.



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD



Check out 8 ways to stay and play in Carlsbad's charming coastal community.

Stay

First things first, you'll need a place to stay. Carlsbad offers a wide range of accommodation options, from luxurious beachfront resorts to cozy bed and breakfasts. There is an experience for you, regardless of what your style is. Take in views of beaches and the ocean, enjoy luxurious amenities like championship golf courses, book some time at a spa, and enjoy unique dining right on site at many of our hotels.

Play

Now that you've settled into your accommodation, it's time to explore some of Carlsbad's top attractions.

1. LEGOLAND California Resort: If you have kids, LEGOLAND is a must-visit destination. This family-friendly theme park is packed with interactive rides, shows, and attractions – like the newly opened Miniland San Diego, all themed around everyone's favorite building blocks.

2. Carlsbad Village: Our quaint village is the heart of Carlsbad, and it's home to some of the city's best restaurants, cafes, and shops. Take a stroll down State Street, the village's main thoroughfare, and explore the unique boutiques and galleries that line the street.

3. Carlsbad State Beach: No staycation in Carlsbad is complete without a visit to our beautiful beaches. Carlsbad State Beach is a

popular spot for swimming, surfing, and sunbathing, and it's just steps away from the village.

4. The SEA LIFE Aquarium: Located next to LEGOLAND, the SEA LIFE Aquarium is home to over 5,000 sea creatures, including sharks, stingrays, and sea turtles. Kids will love the interactive exhibits and hands-on activities.

5. Museum of Making Music: Music lovers will enjoy a visit to the Museum of Making Music, a unique museum that celebrates the history of musical instruments and their impact on American culture. The museum features interactive exhibits, rare instruments, and educational programs that showcase the evolution of music and the technology behind the instruments we know and love. With over 400 vintage instruments on display, including guitars, drums, pianos, and synthesizers, visitors can learn about the evolution of music from the early 1900s to the present day.

6. Carlsbad Premium Outlets: If you're in the mood for some shopping, head to the Carlsbad Premium Outlets. This outdoor shopping center features over 90 stores, including designer brands like Kate Spade, Michael Kors, and Coach. Not finding

exactly what you're looking for? Carlsbad Village, Carlsbad Forum, and Shoppes at Carlsbad provide even more options to shop!

7. Batiquitos Lagoon: For nature lovers, the Batiquitos Lagoon is a must-visit destination. This 610-acre nature preserve is home to over 185 species of birds, making it a popular spot for birdwatching.

8. Hiking Trails: Carlsbad is home to several beautiful hiking trails, offering breathtaking views of the city's coastline and natural landscapes. One of the most popular trails is the Batiquitos Lagoon Trail, a 3-mile loop that takes you through the Batiquitos Lagoon Preserve.

For a more challenging hike, head to the Lake Calavera Preserve, where you can hike the 4-mile loop trail around a volcanic crater. These trails are perfect for outdoor enthusiasts looking to explore Carlsbad's natural beauty on foot.

As you can see, Carlsbad has no shortage of things to see and do. From family-friendly attractions to outdoor adventures to shopping and dining, there's something for everyone in this charming coastal city. So what are you waiting for? Stay and play in Carlsbad today!



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JOIN TODAY!

BECOME A MEMBER

Join today to be listed in our 2023 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

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Art in the Village celebrates its silver anniversary

Held every Summer since 1998, the **Carlsbad Village Association's** Art in the Village will return on Sunday, June 25th from 9 a.m. to 5 p.m. for its 25th year! For a quarter of a century, the downtown has embraced

fine art at this free community event and is looking forward to kicking off this Summer with its biggest event to date.

Spanning four downtown blocks, this one-day, open-air art show brings together 115 local and regional fine artists for a dynam-

ic, coastal influenced art show. All artwork is juried and patrons can meet the artists in their booths the day of the event. Oil, watercolor, mixed media, digital, photography, glasswork, metalwork, woodworking, jewelry, pottery, and more will be on display and for purchase.

Celebrating the lively art culture in Carlsbad Village and the surrounding areas, this annual event attracts thousands of art enthusiasts each year. Starting at 9 a.m., just blocks from Carlsbad State Beach, attendees can browse vibrant exhibits and meet the artists in their booths along State Street and Grand Avenue. Art in the Village will also feature:

- Live local musical groups featuring jazz, R&B and contemporary music will perform on the Grand Avenue stage.

- Pop-Up Art: An Interactive Encounter (formerly Family Open Studios) will provide a free art-making booth for children and their families, operated by the City of Carlsbad.

- Local "sidewalk" musicians will play throughout the venue.

- Food, Wine, and Beer Garden - this is a family-friendly location in the heart of the venue at the corner of State Street and Grand Avenue that will offer craft beer by **Pure Project**, wine by **Carruth Cellars**, and local food options as well.

- Live sculpting, painting, and glass jewelry making will take place in artist's booths throughout the day.

A digital program will be accessible for the art show on the CVA website to help patrons locate artists and search out their favorite mediums. A digital online gallery will also help showcase the artist's work and will provide contact information, social media links, until the following year's event.

The Carlsbad Village Association's core purpose is to lead the continual improvement of Carlsbad Village, making it the premier gathering place in North County San Diego. Hosting free, family-friendly community events like Art in the Village is just one of



Photo by Jeff Prior Photos (@jeffpriorphotos). Jeff is this year's Photography Artist Ambassador.

the many ways it accomplishes this. Bringing community together – visitors and locals alike – is what we do!

For more information on Art in the Village, visit www.carlsbad-village.com/art.



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

TAYLORMADE

Continued from Page 1

- 2006 – Creation of Pure Roll Insert for putters
- 2008 – First Spider Putter introduced
- 2009 – Introduction of the Loft Sleeve for advanced club fitting, R9
- 2010 – Golf's first 5-layer Tour ball and predecessor to TP5/TP5x, Penta TP Golf Ball
- 2011 – Introduction of the white driver, R11
- 2012 – Speed Pocket takes off, Rocketballz Fairway Wood
- 2017 – The elevation of multi-material construction drivers, M1
- 2017 – Creating a new irons category with P-790, the Player's Distance Iron
- 2022 – Ushering in the Carbonwood Age with golf's premier carbon-face driver, Stealth

These innovations have changed the arch of TaylorMade's business and the entire industry. The company's propensity for multi-material designs, contrasting colors and adjustability have permanently alerted the standards for excellence in golf equipment design.

"Being an industry leader requires you ride the winds of change and embrace a journey into the unknown," said TaylorMade President & CEO David Abeles. "We have a history of fearlessly pursuing technology to help golfers play their best. At our core, innovation is what we do, and golfers are who we are. People, products and purpose. That's what it means to be Team TaylorMade."

As Abeles alludes, much of what makes TaylorMade one of the most sought-after golf brands, in addition to high-performance equipment, is the intentional effort to connect with golfers at every level. Brand pillars such as originality, relatability, competitiveness and golftimism (defined as having the mentality of "I play as often as I can, and I can't wait to play again"), shape every decision brand leadership makes. From signing marquee athletes like Rory McIlroy, Tiger Woods, Nelly Korda and Collin Morikawa to



A TaylorMade DRIVE Club member putts on the ninth green at The Hay at Pebble Beach.

creating engaging content to distribute to an audience of more than 3.9 million golfers, TaylorMade blends modern marketing with an authentic love for the game to connect with all golfers.

In addition, the brand has expanded its social responsibility efforts through its imaginative 1PUTT team. The in-house Purpose & Unity Think Tank helps guide the brand's direction in this space by orchestrating key strategic partnerships and initiatives, such as the relationship with Youth on Course – a non-profit aimed at breaking down barriers to entering the game by subsidizing rounds, allowing 140,000 kids around the country to play for \$5 or less.

TaylorMade teamed with Youth on Course to create a special subset of the membership called DRIVE Club... Diversity. Respect. Inclusion. Voice. Equity. The inaugural class (2021) included individuals representing more than a dozen cultures/ethnicities. This spe-

cial group of youngsters played golf for \$1 and had the opportunity to earn TaylorMade gear simply by playing the game they love. In 2022-23, the program expanded to include Community Hubs – select sites where DRIVE Club members can invite friends from their community to experience golf for free. Juniors may apply for DRIVE Club membership through an annual application process.

"We're proud of our ongoing work with-in 1PUTT and in partnership with Youth on Course. We recognize and embrace our responsibilities to the game, its future and the communities in which we live and work," says CFO Rick Paschal, who also serves on the board of Youth on Course. "Yes, creating performance golf equipment is our No. 1 priority. However, our position as an industry leader goes well beyond the products we create. It extends to how we interact with people and the actions we take for the betterment of our game and our communities."



The current family of Stealth 2 drivers features the revolutionary 60x Carbon Twist Face and signals a dramatic material shift in driver design.

The values reflective of the TaylorMade brand permeate the hallways of the company's Carlsbad headquarters, energizing employees each day. In short, working at TaylorMade is a vibe. That was proven when the company was named to Newsweek's list of Top 100 Most Loved Workplaces in America.

The results were determined after surveying more than 1.4 million employees from businesses with workforces varying in size from 50 to more than 10,000. The list recognizes companies that put respect, caring, and appreciation for their employees at the center of their business model and, in doing so, have earned the loyalty and respect of the people who work for them.

As the game and industry evolve, TaylorMade keeps an eye on the future. Earlier this year, the brand invested significantly in PopStroke, joining an ownership team that includes Tiger Woods. The cutting-edge putting and dining facilities blend fun, technology and golf into a casual and inviting environment, embracing the trend of welcoming people of all ages and backgrounds to experience golf in new ways. PopStroke represents the next level of innovation within the TaylorMade business and mindset.

"We will never stop innovating in everything we do," adds Abeles. "From our products to our partners to the way in which we interact with golfers. Innovation is in our DNA, and we'll continue to push the limits of what's possible in golf."

WELLNESS

Continued from Page 1

Do you have an endless to-do list? Does life feel like a hamster wheel? Do you feel unfulfilled, exhausted and/or barely hitting your goals? Thrive with the help of NLP (neuro-linguistic programming). "Evolution Room delivers personalized breakthrough sessions and professional development experiences that help you become unstoppable in any area of life."

"So often people search for their problems outside of themselves, they go to the doctor and get a pill, or they struggle with time management so they get a new calendar when the key to solving any problem lies inside. At Evolution Room, we help you solve problems from the inside out, which is the foundation of true wellness."

TRANSFORM YOUR SELF-CARE ROUTINE

Evolve Skin Spa and Wellness provides top-notch self-care. Take advantage of their full line of beauty and wellness services ranging from IV therapy and vitamin injections to dermal fillers, facials, specialized blood panels, and integrative naturopathic diagnostics.

"Evolve is located on a quiet street with plenty of parking. Many of our clients bring a book or laptop and relax on a shady lounge chair while receiving an IV vitamin therapy of their choice."

"The health of your skin is largely dependent on what you eat, your stress levels, and your water intake—it all shows up on your skin"—Holly Della Vedova, Founder and Director of Evolve Skin Spa and Wellness.

From estheticians to massage therapists to mindfulness coaches and neuro-linguistic practitioners, we have so many ways to summertime wellness in Carlsbad. Reminder to stay hydrated with some **Carlsbad Alkaline Water** and reapply **COOLA** sunscreen every 2 hours. And don't forget, when taking care of your business, your business also includes being your best inside and out, so gift yourself a wellness experience this summer.



Best Life-ing located at the Omni La Costa Resort & Spa offers wellness in a variety of ways. Check out their retreats, hypnotherapy, and 80+ healers, teachers, and coaches for a truly custom experience.



Miraval Life in Balance Spa Aviara will be coming soon to the Park Hyatt Aviara. Stay tuned!



Evolve Skin Spa and Wellness offers a range of beauty services in a relaxing environment in Carlsbad Village.

- Negotiations – Achieve agreement with anyone.
- Language Patterns – use words elegantly and with purpose, start to master the art of linguistics.
- Rapport – how to create instant liking and agreement.
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- Representational Systems – how we use our 5 senses to represent internally the information from the world.
- Strategies – how to control your mental sequence of internal processes to create specific results.
- Submodalities – the programming software of your mind.
- Parts – stop inner conflicts that drain the body of energy.

Corryn Kivett brings the power of NLP to the mainstream. Sneak peak the 8 aspects you'll learn from her NLP in-person trainings.

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Every season is a busy season at Army and Navy Academy

Spring is always a busy time at **Army and Navy Academy** and this year we are back to pre-pandemic levels of cadet involvement in outside events. This year our cadets represented themselves, and the Academy, in great fashion. Two noteworthy excursions had cadets traveling around the country. In February, 24 of our cadets participated in Harvard Model Congress in Boston, where, in addition to their



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engagement on committees and giving speeches, they were entrusted to perform as the Color Guard for the opening and closing ceremonies. In between their sessions, they took time to visit Harvard, MIT, and Boston College so they could get a feel for where their passion for political science might take them. Also in February, seven cadets traveled to Washington, D.C., for the Annual AMCSUS Military School Band Festival. Our musicians earned Honorable Mentions and top honors for their individual instruments, and our own UCLA bound Drum Major, Alexander Shen, was awarded the Gold Medal for "Best Musician" at the festival.

A little closer to home, in addition to our spring athletic team successes, we are incredibly proud of our four award winning representatives at the recent Rotary International sponsored Model United Nations event in Del Mar. Our cadets won awards including "Most Confident," "Best Prepared," and the coveted "Peacemaker." All of these events and accolades are a testament to our Academy mission: to be a life-changer for boys.

As spring ends, our seniors are looking to their new beginnings beyond the Academy. With one hundred percent of our seniors having applied to at least one college, we are tremendously proud of their current 96.2% acceptance rate. Several seniors were accepted into multiple schools within the UC and CSU systems while some are planning to venture to places out of California including Penn State, Embry Riddle, Rutgers University, the Citadel, and Purdue.

The fall looks to be busy as well. We are expanding our Aviation Program to include



Harvard Model Congress Opening Ceremony.

an introductory course for middle school. This and other classes will be able to access our newly renovated and expanded Aviation Simulator Lab and Innovation Lab/Maker Space, both of which promise to help our students develop new skills and continue to feel physically connected to our curriculum and their own education.

In other exciting news, we have started the process to partner with the **Carlsbad Aquafarm** to bring aquaculture and underwater drones into our curriculum. Army and Navy Academy has been part of the

Carlsbad community since the 1930s, and we are excited to add Carlsbad Aquafarm to our active partnerships with the Carlsbad Chamber of Commerce, the **Rotary Club of Carlsbad**, Rotary International, and New Village Arts.

If you have or know a young man who is looking for a truly engaging and transformational 7th-12th grade experience, we are still accepting applications for the fall. Boarding and Day options are available. Feel free to call the Army and Navy Academy admissions team to schedule a tour.



Alexander Shen won top honors at the Band Festival as the principal flutist and Best Musician overall.

Two CSUSM science students awarded prestigious scholarship

Two **Cal State San Marcos** students have received a prestigious national scholarship that recognizes leadership potential in research science.



DR. PATRICIA L. PRADO-OLMOS
VICE PRESIDENT
OF COMMUNITY
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SAN MARCOS

Sebastian Agüero and Valeria Castellanos Rodriguez are the first students from CSUSM ever to be awarded a Barry Goldwater scholarship. They are among 413 students nationwide, and only six from the California State University system,

to receive the award from a pool of more than 5,000 college sophomores and juniors across the country.

Both students will be given up to \$7,500 for each of the next two years.

Agüero is a sophomore chemistry major and a Targeted Learning Community scholar, which is a National Science Foundation-funded program for chemistry and biochemistry students who are academi-



Sebastian Agüero (left) and Valeria Castellanos Rodriguez are the first students from CSUSM to be awarded a Barry Goldwater scholarship.

cally talented and financially burdened. Last summer, he participated in a Research Experiences for Undergraduates (REU) project at the National High Magnetic Field Laboratory, where his research focused on analyzing biological samples from bacterial on an ultrahigh resolution mass spectrometer.

Agüero will be participating in another REU experience this summer at Scripps Research in La Jolla. When he returns to CSUSM in the fall, he will continue his course-based independent research projects in the lab of Robert Iafe, a professor of chemistry and biochemistry.

Rodriguez is a sophomore biology major with a concentration in molecular and cellular biology. She participated in CSUSM's Summer Scholars program last year, with her project focused on the morphological changes of breast cancer cells, and she's a researcher in the lab of biology professor Carlos Luna Lopez. This summer, she will continue her breast cancer research through an REU program at CSUSM.

Rodriguez also is an ambassador for The Alliance, which helps promote higher education in the sciences by giving presentations to K-12 students.

"As a first-generation Latina student, this award represents my determination to achieve a Ph.D. degree in cancer biology or cell biology," Rodriguez said.

Since 1989, more than 10,000 scholarships have been awarded by the Barry Goldwater Scholarship and Excellence in Education Foundation. The organization is named for the five-term U.S. senator from Arizona who was the Republican Party nominee for president of the United States in 1964.

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Recognizing Longevity members

The Carlsbad Chamber of Commerce was founded in 1923 by local businesses to encourage business growth and a healthy community. The Carlsbad Chamber is incredibly proud and grateful to have many long-time active members, still dedicated to promoting economic vitality and prosperity in Carlsbad. This year we awarded the members having 35, 30 and 25 year of membership. Thank

you for your dedication to our community, your business, and the Chamber of Commerce. It is because of your support that the Chamber has still been able to exist and provide our members what they need. Here are a few that have received their recognition at the CBAD Awards last month.

Modern Postcard began in 1976 as a one-man operation in a one-bedroom apartment focused on individual customer needs, has grown into a company at the forefront of the postcard, printing and direct mail industries. The Iris Group was started when Steve Hoffman discovered a niche in the real estate industry – providing high quality photography of properties on the market. Steve soon moved on to developing brochures for his clients, and within six months of starting his brochure venture, moved his growing business from his apartment into a 1,200 square foot building in San Diego.

Museum of Making Music was founded in 1998 and opened to the public in March 2000, the Museum of Making Music celebrates the accomplishments and impact of the people who make, sell, and use musical instruments and products. It does this through unique exhibitions, vibrant and varied live music performances, and innovative educational programs. During its first 20 years of existence, the museum curated public exhibits about the history of American popular music, the manufacture and retailing of musical instruments and the history of the music products industry from



John Stevenson Plumbing, Heating & Air was recognized at the 2023 CBAD Awards for 25 years of membership.

the 1890s to the present day. In 2020, the museum announced they would undergo a major renovation. The renovation was completed in June 2021.

John Stevenson Plumbing, Heating & Air is a family owned, full-service plumbing and HVAC company dedicated to exceeding the needs of residents throughout North County San Diego. Founded in 1990, friends and neighbors have trusted us to keep their homes comfortable and safe year round. Prior experience: Began work in the industry in 1976, working for several companies which specialized in custom homes in Rancho Santa Fe, Fairbanks Ranch, and Hollywood Hills. Involved in the start up and management of Golden Eagle plumbing before opening own business and working out of his home in Cardiff-by-the-Sea. The company eventually relocated to Solana Beach and then Carlsbad six years ago.

Spangler Realty was born and raised

in Carlsbad. Elizabeth 'Beth' Spangler is the President of Spangler Realty. Since 1994, Beth has worked in the real estate and property management industry, starting at the front desk and progressing her way through various aspects of property management and real estate and finally to President of Spangler Realty. Beth is a Realtor and has been licensed since 1997.

The **Carlsbad Friends of the Arts (CFA)** is a nonprofit group dedicated to making the arts an integral part of our community experience. Founded in 1987, CFA remains committed to our original mission: to promote and support the programs and activities of the City of Carlsbad Cultural Arts Office. One of their major programs is TGIF Concerts in the Park, a free summer concert series that highlights top-notch local, regional and national performers weekly in a beautiful park setting offering plenty of open space to dance and picnic, plus overall

fun times!

EMD Electronics, formerly Versum Materials, and began as Air Products. The company has been around since 1940 in the US, and joined the Carlsbad Chamber upon opening a location here in 1994. The Electronics Specialties Material's facility of Air Products and Chemicals, Inc., located in Carlsbad, was awarded an Environmental Excellence Award from the Encina Wastewater Authority for the sixth time since 1994. The stringent criteria for the award include 100 percent compliance with all water pre-treatment ordinances. Randy Skow, former environmental manager for Air Products, said, "Receiving this award is very important to this facility. It's another great example of Air Products' commitment to corporate responsibility and sustainability." Their growth, merges, and innovation continue year after year and we are fortunate to have them in Carlsbad and a part of our community.

CBAD HAPPY HOUR

NETWORKING & REFRESHMENTS

DATE
Wednesday
May 10, 2023

TIME
5 - 7 PM

PLACE
Army and Navy Academy
2605 Carlsbad Blvd.
Carlsbad, CA 92008

web.carlsbad.org/events

NEW MEMBER ORIENTATION

DATE
Thursday
June 1, 2023

TIME
11:30 AM - 1 PM

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

web.carlsbad.org/events

Coffee Connection

NETWORKING & COFFEE

DATE
Friday
May 26, 2023

TIME
8 - 9 AM

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

web.carlsbad.org/events

CBAD HAPPY HOUR

NETWORKING | FOOD | DRINKS

DATE
Wednesday
June 21, 2023

TIME
5 - 7 PM

PLACE
New Village Arts
2787 State Street
Carlsbad, CA 92008

web.carlsbad.org/events

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- I Love A Clean San Diego
- Independent Actuaries
- J & R Auto Body and Paint
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MEMBER ON THE MOVE

Chad Nelson named CEO at Boys & Girls clubs of Carlsbad

Congrats to Boys & Girls Clubs of Carlsbad on announcing their new CEO – Mr. Chad Nelson. Best wishes on this new chapter ahead and Chad leading the team into the future.



RISING STARS



Congrats to our April Rising Stars of the Month. From left to right: Andrea De Los Santos, Carlsbad High School, Diana Salazar, Sage Creek High School, Reese Silcox, La Costa Canyon High School, Lubahah Almtwale, Carlsbad Seaside Academy, and Michael Ramirez, Army and Navy Academy.

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Congratulations



Chair of the Board, Adam Jacobs presents the Small Business of the Year Award to Calsense.



2023 Board of Directors Carlsbad Chamber of Commerce: (From left to right: Miguel de Jesus, Bret Schanzenba, Don Sando, Alex Renee Poelstra, Stephen Herring, Deb Beddoe, Naila Sfeir, Aaron Byzak, A.J. van de Ven, Adam Kristianne Kurner, Dr. Ben Churchill, Darcy Wolfe, Ramon Oseguera, Tim Stripe, Joe Gabaldon, Justin Jachura, Josh Mazur, Phil McLellan, Trent Andrews, and Sue Loftin. Not pictured: Lupe Hairston, Rachel Ivanovich, Shosh Samir Marwah, Tom Morgan, Mark Satuloff, Chafic Rouhana, Don Sando, Tom Storer, Amber Ter-Vrugt, Bob W Don Schempp, and John Osborne.)



Adam Jacobs presents the Large Business of the Year Award to John Stevenson Plumbing, Heating & Air.



Board member, Joe Gabaldon of SDG&E presents the Best Place to Work Award to BrightStar Care of Carlsbad.



Jessica Schrader of Tri-City Medical Center presents the Innovator of the Year Award to Investing By Design.



Carlsbad Chamber President & CEO, Bret Schanzenba presents the Kindness Inspiration Award to a recipient.



Board member, JR Phillips of Phillips + Co Real Estate presents the Nonprofit of the Year Award to Community Resource Center.



Board member, Stephen Herring of Republic Services presents the Community Impact Award to Senior Care Options.



Board member, Sue Loftin of Loftin | Beddoe Elementary School Teacher of the Year Award to Candace Wright, Mission Estancia School.

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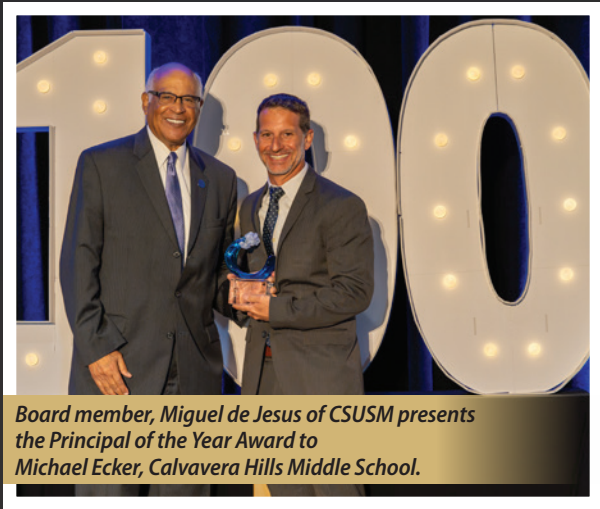
...ch, JR Phillips, ...n Jacobs, Carl Streicher, Bianca Rincon, Amanda Miles, ...hannah Hart, John Lukin, ...estfall, Carlton Lund,



Board member, Sue Loftin of Loftin | Bedell presents the Middle School Teacher of the Year Award to Dave Pier, Aviara Oaks Middle School.



Board member, Amanda Miles of Bitchin' Sauce presents the High School Teacher of the Year Award to Aimee Nava, Carlsbad High School.



Board member, Miguel de Jesus of CSUSM presents the Principal of the Year Award to Michael Ecker, Calavera Hills Middle School.



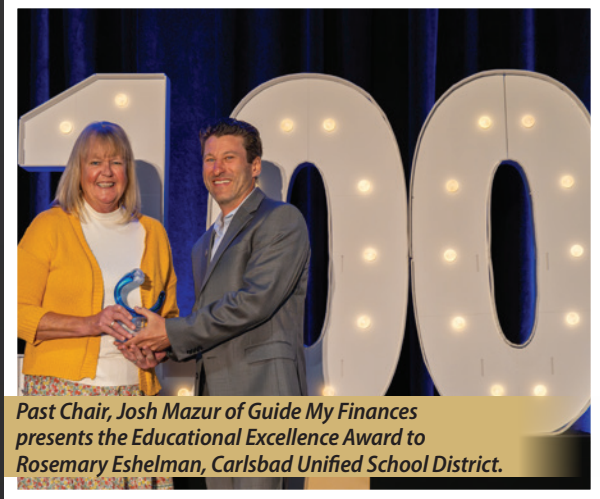
Adam Jacobs congratulates the People's Choice Award Winner, Solutions for Change.



Schanzenbach to Bitchin' Sauce.



Tim Stripe of Grand Pacific Resorts presents the Police Officer of the Year Award to Jackie Pacheco, Carlsbad Police Department.



Past Chair, Josh Mazur of Guide My Finances presents the Educational Excellence Award to Rosemary Eshelman, Carlsbad Unified School District.



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Getting to know Tri-City Medical Center's interim President and CEO: Dr. Gene Ma

Gene Ma, MD, FACEP, recently named Interim President and CEO at **Tri-City Medical Center (TCMC)**, served as an emergency medicine physician at Tri-City Medical



Center (TCMC) for more than 20 years and is a 10-time honoree of San Diego's Top Doctors in emergency medicine. He has also held numerous administrative roles during his tenure at TCMC including chief of staff and chief medical officer, as well as CEO

of WorkPartners, the region's dominant occupational health practice.

Why did you decide to become a doctor?

Life experiences are often the reason people become doctors and I was no exception. My mom had a ruptured aneurysm in her 30s, which changed her personality, as well as our family's lifestyle. We frequently interacted with healthcare providers who made a significant impression upon me. I see my mom's health experience as the inflection point that most influenced me to become a doctor.

I was drawn to emergency medicine not only because of the adrenaline rush, but also for the diversity within the specialty. Every day you can see something different, which requires that you be knowledgeable in multiple aspects of medicine, rather than just one specialty – 'a jack of all trades, but a master of none.' Emergency medicine physicians expect the unexpected; they must think fast on their feet and communicate closely with other physicians when trying to save a patient's life.

What drew you to become a hospital administrator?

I've always thought that I have natural tendencies toward administration and leadership as I thrive on creating processes to improve operations and employee and patient satisfaction.

When physicians and staff enjoy their jobs and find meaning in their work, they are happy, and this results in a better patient experience. Over the years, I've had the privilege to lead TCMC in different clinical and non-clinical roles of increasing responsibility and to be a stakeholder in the decision-making process to bring about positive change.



Gene Ma, MD, FACEP, was recently named Interim President and CEO at Tri-City Medical Center.

What is your leadership style?

I always tell people that being a hospital administrator does not automatically make me a leader until I prove it and gain their trust. I would describe my style as that of a servant leader – I am willing to roll up my sleeves and do the hard work with everyone else to get the job done. When we sit side-by-side, rowing together with the same purpose in mind, we can accomplish our goals. Throughout TCMC, there are many people doing really hard work who do not have a manager or administrator title, but people look to them as leaders. They are the true leaders.

What motivates you to come to work each day?

The people I work with are like family at Tri-City. Without them, it's just brick and mortar, another building. Family is what defines us; that sense of nurturing and belonging is unique to Tri-City. Since we often spend more waking hours with this family than our own, I want the physicians and staff to know that they are valued and appreciated for all of their hard work. But I also want them to know that we are all in this boat together and to feel free to share their insights and ideas with leadership so that we can move forward together.

How is Tri-City building a healthier community?

It's our Tri-City family, working together, that is helping to build a healthier community. Our people are absolutely

joint replacement surgery, which is outstanding for a community hospital. Providing transformative surgical technology to improve patient care is just one of the many ways that Tri-City is defining the future of healthcare for our neighbors.

How do you maintain your wellness (physical health) and wellbeing (mental health)?

Growing up, my dad's side of the family was always filled with laughter – whether it was from watching a TV comedy or reading a humorous book or sharing funny moments with each other. It became instilled in my personality and today, my family and I really enjoy laughing. People underestimate the value of what laughter brings to your physical and mental health. The saying, 'laughter is the best medicine' is really true as laughing releases feel-good chemicals called endorphins that help ease pain and improve mood. I do exercise and eat healthy, but keeping laughter in my everyday life is most important for me.

When not at work, what brings you joy?

I was born in Hawaii, but lived in Burma, Hong Kong and Japan when I was younger because my father worked for the U.S. State Department. That sparked my love for travel. Today, my bucket list is filled with travel experiences such as an African safari.

Also, I have five daughters, a King Charles Cavalier dog named Sadie and pet fish, which I'm fairly sure are all female too! My favorite thing is to spend time with my family, watch my girls play sports and, when possible, go dirt biking, wakeboarding or snowboarding.

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



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Joe Musgrove



When art mirrors our ecosystem

Next time you are near the Village, take a drive along Eureka Place and you'll greeted by a stunning view of Carlsbad's newest mural. The women-owned Studio Tutto recently installed an over 200-foot mural on the west-facing wall at the city's Library Learning Center, located at 3368 Eureka Place, adjacent to Holiday Community Park.



TONYA RODZACK
PUBLIC ART COORDINATOR
CULTURAL ARTS OFFICE
CITY OF CARLSBAD

The artist team of Hennessy Christophel and Sofia Laçin took on this project and welcomed the challenge of transforming this city facility which opened in 2008. After multiple focus groups and a community workshop, artists Hennessy and Sofia listened intently to participants who spoke passionately about Library Learning Center services and why Carlsbad is such a special place. The artists had all they needed to develop a design concept based on Carlsbad's ecosystem.

The city's Community Outreach Supervisor Carrie Scott refers to "the Library Learning Center as an ecosystem; an environment where all of the pieces are interrelated and interconnected" and how they work in unison to support the goals of each individual, at all stages in their life. This statement resonated with the artists on how to make the outside of the building mirror the inside space with its welcoming and dedicated staff and the robust resources and services.

As the facilitator of the project, I was in awe of the finished artwork, titled "The Sun



BEFORE: West Wall, Library Learning Center, 3368 Eureka Place, Carlsbad, CA 92008



AFTER: Studio Tutto, The Sun & The Egret, 2023, acrylic paints



& The Egret." I was intrigued by specific color palette and how it relates to the architectural elements. The design creates a subtle sense of movement, as well as depth and dimension to the exterior. While onsite, I met Carlsbad resident, John Dale, who shared "This building was very sterile looking. The new mural makes the building come to life and makes me want to go inside."

Studio Tutto remarked, "We looked for parallel stories from the surrounding nature that embody this resource rich, caring environment. The lagoons of Carlsbad are a strikingly beautiful and unique feature of the local landscape, and a perfect allegory. We wanted this mural to feel like opening a storybook, connecting to the library inside. The illustrated style of the artwork, painted



Studio Team, Hennessy Christophel (left) and Sofia Laçin (right)

over paper-like smooth, cream-colored stucco creates a story that unfolds across the building facade."

The city's Library Learning Center is an educational resource, meeting community members' needs with literacy and learning in English and Spanish. Just like our natural ecosystem, The Library Learning Center

cultivates the emergence and growth of individuals. Ultimately, these temporary public art projects honor Carlsbad's distinct heritage and cultural identity and deepen the city's commitment to artists, the arts, and broadens its value to the quality of life in alignment with the city's Arts & Culture Master Plan.

CHAIRMAN'S CIRCLE | THANKS FOR YOUR CONTINUED SUPPORT



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*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!

Meet the Military Affairs Committee

San Diego is home to the largest concentration of military and veterans in the world. The over 355,000 population is responsible for \$26B in direct spending and 340,000 jobs

in San Diego County. Their impact on our community will only continue to grow with an estimated three-year increase of 15,000 military personnel and an annual increase of 7,000 veterans per year. The **Military Affairs Committee (MAC)** at the Carlsbad Chamber of Commerce strives to be a direct resource and link between the Carlsbad community and the military community.



LORI BOODY
CHAIR AND EXECUTIVE DIRECTOR (VANC)
MILITARY AFFAIRS COMMITTEE

The Military Affairs Committee meets the third Friday of every month from 8:00am-9:00am. Attendees receive updates on the current projects and training events happening at Marine Corps Base Camp Pendleton. They are also educated on recent legislation that affects our local military community. The highlight of the meetings are the incredible guest speakers who come from the many local organizations that support our troops and veterans. Our guest speaker for our meeting on April 21st was Ray Flores from the Office of Military & Veterans Affairs. Ray spoke on the various service and outreach programs that his office can provide to our local service members and veterans.

I am also happy to announce that the Committee is partnering with the USO to put on an "Out & About" event for the Camp Pendleton service members and their families. The event will be a scavenger hunt that brings military families to the doorstep of our local Carlsbad Village businesses. The "Out & About" event will take place on August 5th. The Committee is also planning a tour of Marine Base Camp Pendleton for the Chamber in the near future.

The Military Affairs Committee is co-chaired by Lori Boody, the Director of the Veteran's Association of North County (VANC), and Jake Olson, a local veteran and small business owner. The MAC meeting is open to the Carlsbad community, hope to see you on the third Friday at 0800!



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Join CommonGrounds Workplace in Carlsbad and its collective of local professionals and businesses today! For a limited time, additional inventory has been made available. Our private offices ranging from 3-desks to 10-desks will be available with our promotional Spring prices, starting at \$1,500/mo.

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Boosting brain health as you age

Alzheimer's Disease impacts many of us on a deeply personal level—according to the Alzheimer's Association, one in nine Americans age 65 and older has the disease. As the size of the U.S. population over 65 continues to grow, the number and proportion of people living with Alzheimer's and other dementias will only increase.

The good news is that there are things you can do to help keep your brain sharper as you age. While some cognitive decline cannot be reversed, the human body can be very resilient and receptive to both lifestyle choices and specific activities to boost brain health, including:

- Challenging yourself and your brain. Older adults who learn a new skill have shown more memory improvement than those who only socialized or did less cognitive-related activities.
 - Staying connected with social activities. Connecting with others stimulates the brain and helps you stay active.
 - Being mindful of what you eat. Fruits and vegetables are packed with antioxidants. Fatty fish contain DHA omega-3 fatty acids that can help protect the brain.
 - Sticking to your sleep schedule. Getting a good night's sleep supports brain health at any age.
- If a loved one has Alzheimer's, there are also things you can do for both them and you—from creating a consistent routine to engaging in everyday conversations. How-



Aegis Living Shadowridge welcomes those who need everything from light assisted living to more robust memory care, and offers transitional assisted living for those with a recent diagnosis.

ever, one of the most important things you can do is get the help you need from family or friends—or professional support if the time has come. There are in-home care options, assisted living, respite stays, and more.

Aegis Living Shadowridge welcomes

those who need everything from light assisted living to more robust memory care, and offers transitional assisted living for those with a recent diagnosis. The community has 24/7 care, nurses seven days a week, a visiting Medical Director, and on-site physical, occupational, and speech therapy. All

residents enjoy amenities that include a full day of life enrichment activities, flower-lined courtyards and planting gardens, a visit to the salon, all-day dining, and more.

Learn more at www.aegisshadowridge.com or by calling (760) 806-3600.

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Navigating to a better financial future

Financial planning sounds complex. Compare it to sailing from New York to London. You create an initial planned path, chart the voyage on a map and adjust your sails/rudder accordingly. You expect head winds, currents and storms, you just don't know when, how and where. With navigating (planning), you'll safely make it to Europe roughly when you desire, which is a successful transatlantic voyage! If you had not navigated, you could have ended up anywhere and probably not Europe.



With navigating (planning), you'll safely make it to Europe roughly when you desire, which is a successful transatlantic voyage!

How to start and stick with it?

In the past, when you have successfully completed a long term project, what has worked best for you? We help you articulate your "why" and that inspires you to stick with it. We are willing to hold you accountable for acting on advice in an encouraging way if you give us permission.

Hire an advisor?

Data shows that most people fall short on their own. In a future article I'll share ideas about how you can identify potential advisors that would be a good fit.

Relatively few actively implement a written and updated financial plan. A written, online accessible plan, improves your odds of success significantly.

Avoid complexity as it leads to inaction. Gradually act on a prioritized list of advice



Financial planning sounds complex. Compare it to sailing from New York to London. Whether you're navigating to Europe, Asia or parts unknown, we're here ready to assist you.

from your advisor. Update the list and consistently make progress. Progress fuels more progress. Steady wins the race.

Please don't give up! No matter your situation or age - your plan is to improve your situation. Don't compare yourself to others. Make progress the best you can and cele-

brate victories. It's about reaching more safe and secure positions - especially as you arrive into your later years. Even starting later in life, you can make important progress that can dramatically improve your last years!

Whether you're navigating to Europe, Asia or parts unknown, we're here ready to assist

you maximizing the probability that you reach your destination.

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The Chamber is change.

Creating new solutions and powering positive change for everyone in our community requires that we seek out new paths and new partnerships wherever we can.

Your progress begins at carlsbad.org

Catalyst. Convener. Champion.

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Western Association of Chamber Executives

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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