



BUSINESS JOURNAL

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

JULY 2021



CULTURE BUZZ
TGIF Concerts make a virtual comeback...in your backyard

6



SCHOOL NEWS
Pandemic learning loss and what parents can do about it

10

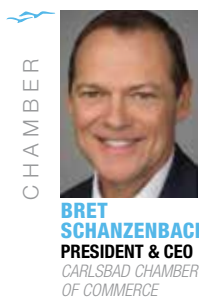


INSIDE THIS ISSUE!
SPECIAL INSERT!
Featuring our local Emerging Leaders

A year of resilience

2020 was obviously a year like none other. But now that the dust is settling, and we are all emerging from the wreckage, it is time to do some celebrating. I mean like big

time celebrating. The *Carlsbad Business Achievement and Distinction Awards* (CBADs) are right around the corner. And it is time to



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

nominate businesses, people and leaders of distinction.

Our theme for this year is "Resilience". We all know some businesses and individuals that stood out in 2020 and now it is time to celebrate them! The *CBAD Awards Luncheon* will be held at the **Westin Carlsbad Resort & Spa** on October 21, 2021. We have business awards in the following categories:

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

› AWARDS, Page 3

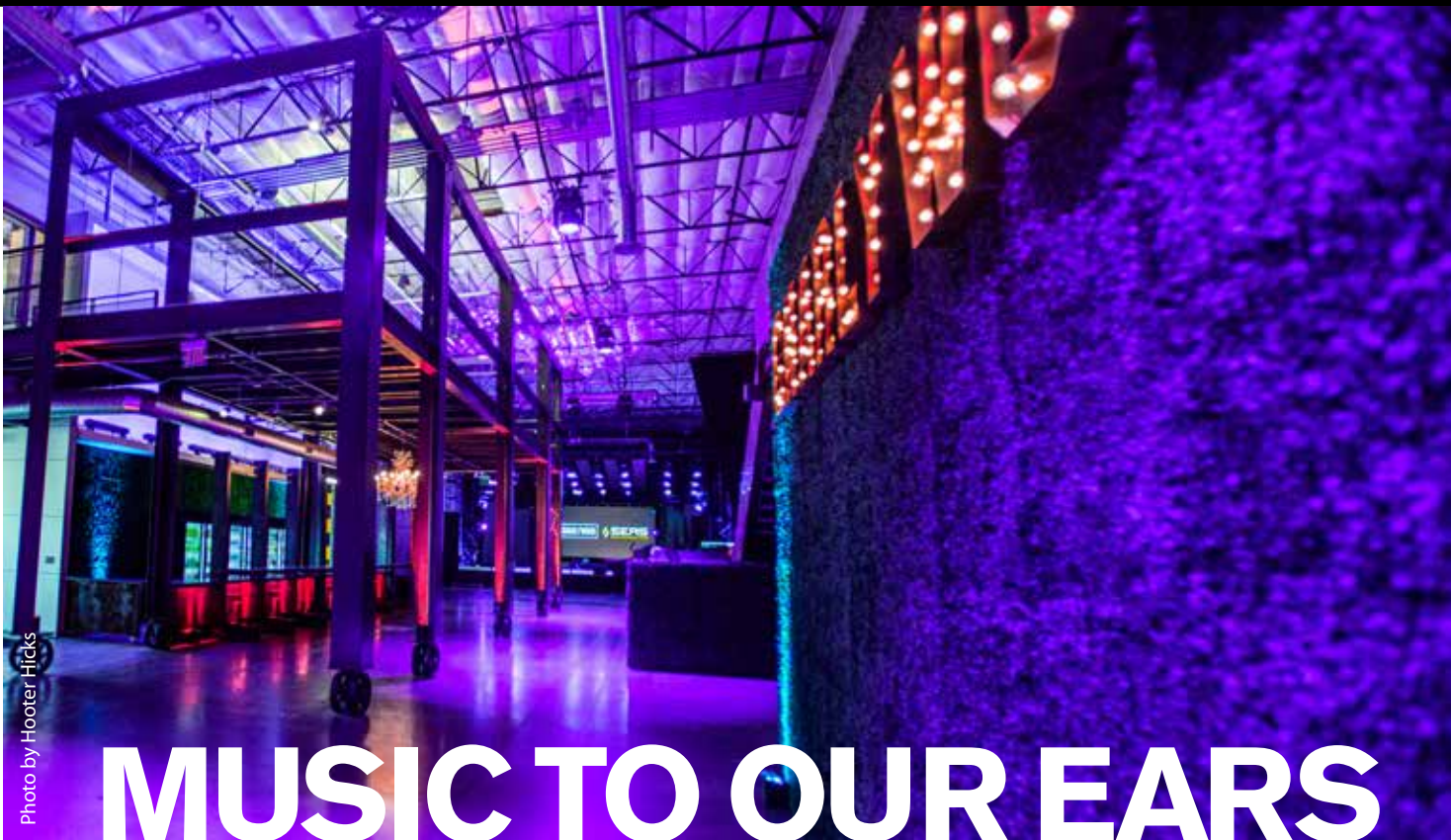
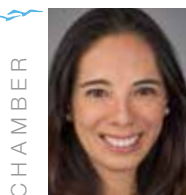


Photo by Hooter Hicks

MUSIC TO OUR EARS

The secret's out on Carlsbad's new entertainment hub



CAROLINA ALBAN-STOUGHTON
DIRECTOR OF COMMUNICATION & ENGAGEMENT
CARLSBAD CHAMBER OF COMMERCE

If you drove east past the intersection of Faraday Ave. and College Blvd. the night of June 4, you wouldn't have known that inside of one of those buildings, the Beach Boys and John "Uncle Jesse" Stamos, were playing a concert for a small live audience, which simultaneously live streamed to hundreds of thousands of viewers. The companies behind this event were Carlsbad-based **Gnarlywood** and **SEAS Productions**, two businesses that joined forces in the middle of the COVID-19 pandemic, and now are ready to introduce themselves to the community - so much so, that last month, they hosted an in person **Carlsbad Chamber of Commerce's CBAD Happy Hour** at their headquarters to start making connections.

Owned by four brothers - Dayton, Pug, Teddy and Hooter Hicks - and a close friend, Jay Consolloy, who they say is like a brother, Gnarlywood is a premier and essential player in the merchandising world, servicing the biggest names in music

› MUSIC, Page 5



Dayton Hicks and Zack Grant teamed up during the pandemic and now share the same space here in Carlsbad.

BUSINESS SPOTLIGHT

CELEBRATING 60 YEARS IN OUR COMMUNITY.



Tri-City Medical Center

READ THEIR STORY ON PAGE 8

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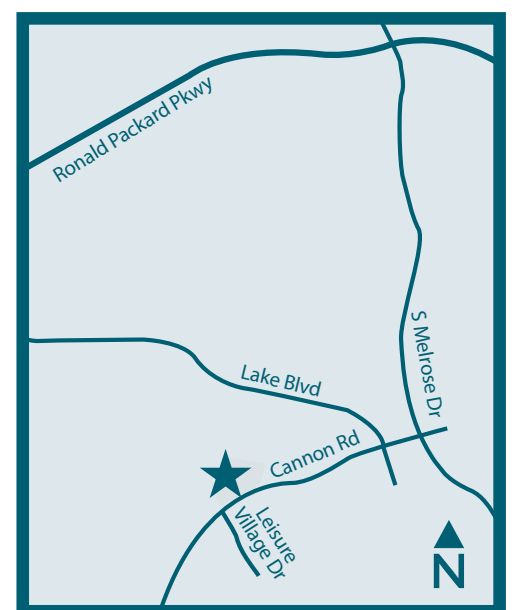
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CHAMBER PURPOSE

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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INDEX

CITY NEWS.....

4

TO YOUR HEALTH

4

VILLAGE BEAT

5

CULTURE BUZZ

6

EDUCATION

10

MEMBER DIGEST

11-14

AWARDS

Continued from Page 1

Nominations are open now through August 2, 2021. To nominate a company,

go to www.carlsbad.org and click on the slider image announcing the event.

And please mark your calendar to join us on October 21, 2021 at the Westin. In addition to these business categories, we will have awards for Teacher of the Year, Administrator of the Year (Education), Frontline Healthcare Worker of the

Year (Nurse), Firefighter of the Year, and Police Officer of the Year.

We will also have a keynote address from Kurt Stocks, the President/General Manager of **LEGOLAND California Resort**.

We are all overdue for some celebrations, so let's catch up!

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• Community Impact: Large Company/Small Company

• Best Place to Work: Large Company/Small Company

• Innovative Business of the Year

• Nonprofit of the Year

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

KEYNOTE SPEAKER



KURT STOCKS

President/General Manager
LEGOLAND California Resort

Nominations are open now
through Thursday, August 2, 2021

To nominate a company
visit carlsbad.org

THE WESTIN

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Rerouting commuter patterns for a post-pandemic workplace

I never thought I'd see ghost-town free-ways during rush hour — especially in Southern California. Yet it's just one of the many ways the pandemic redefined our daily lives.

CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD

As we now inch back into the work world, many experts are predicting that things will be fundamentally different, including how we commute. That's because many employers are embracing work-from-home policies, or some hybrid approach.

And that means less gridlock, which is good for the environment. Transportation, in fact, is our nation's biggest source of greenhouse gas emissions. It accounts for 29 percent of all emissions in the US, according to the Environmental Protection Agency (EPA). And most of that is caused by vehicles on the road. For employers, this post-pandemic era is a golden opportunity to rethink the role they play in shaping commuter patterns (and ul-



timately, the environmental impacts). We understand this a lot for employers to consider. At the City of Carlsbad, we're here to help. We're working with Carlsbad employers as they navigate this new territory. For starters, we recently launched Carlsbad Commuter, a free program that helps employers build a return-to-work strategy based on key workday factors, like scheduling, work locations, and commuting. Our online resource also includes guides

that outline the changing nature of work, along with ready-made tools and templates that address that. There's also a facilitated idea exchange, and opportunities to connect with local experts in telework, commuting, and evolving workday schedules. We've also launched the Carlsbad Commuter app, which helps commuters find more environmentally-friendly ways to get to and from work. For example, users can discover free com-

- muter programs, practical information and incentives to go car-free. There a plenty of perks for using the app, including:
- Rewards for doing the right thing. Each sustainable trip tracked on the Carlsbad Commuter app offers a chance to win \$250 in gift cards every month. Users just need to live in Carlsbad or be assigned to an employer in Carlsbad.
 - Tips and tricks to make your commute work for you. Access bike/e-bike training, special events, work-from-home digital care packages, updates on new mobility projects and more.
 - A one-stop-shop to discover the best and most sustainable trips. Users can find bike routes, transit trips, carpool partners, and vanpool seats.

While I don't expect to see deserted free-ways again any time soon, I do think our commuter patterns are evolving along with our work styles. In classic Carlsbad fashion, I have zero doubt our employers will be ahead of the curve. And we stand ready to help them blaze that path forward into our next normal.

Cracking the produce sticker code

When you reach for piece of fruit or vegetable at the grocery store, you may notice a small sticker on the skin with numbers. The number is called a PLU code, or a price-look-up code. You may be surprised by what that produce sticker reveals.

TO YOUR HEALTH



VIKKI LANE, MD,
INTERNAL MEDICINE PHYSICIAN
SCRIPPS CLINIC
CARMEL VALLEY

PLU codes have been used by supermarkets since 1990 to help checkers identify fruits and vegetables so they can charge the correct price and maintain better inventory control. But the sticker is not just for checkout. The four- or five-digit numbers identify the produce, indicating size, growing method, type of food (apple or orange for instance) and variety (such as a Honeycrisp or Golden Delicious apple).

- The voluntary labels tell you whether you are purchasing organic or conventionally grown produce.
- Organically grown fruits and vegetables have labels with five digits starting with the number 9.
 - Conventionally grown fruits and vegetables have labels with four digits.
 - If the code contains more than five digits, it is not part of the internationally standardized system.

Organic vs. conventional, what's the difference? Organically grown means natural fertilizers were used instead of synthetic chemicals.



Produce labels can give us information about your vegetables and fruits.

Organic farming uses compost and manure instead of chemical fertilizers. It uses insects and birds, and/or traps instead of synthetic pesticides. Crop rotation, mulching and hand weeding replace synthetic herbicides. Organic produce is usually grown without genetic engineering or modification. Conventionally grown means synthetic fertilizers and pesticides were used to promote growth and prevent disease. "Food labels can tell you a lot about what you're eating and help you make well-informed food choices for you and your family," says Vikki Lane, MD, an internal medicine physician at **Scripps Clinic** Carmel Valley. Produce can be called organic if it's certified to have grown on soil that had no synthetic fertilizers and pesticides applied for three years prior to harvest, according to the federal Department of Agriculture (USDA).

If you're shopping on a budget, organic foods tend to be more expensive, due largely to limited supplies and additional labor and other costs to produce. You have options when buying conventionally grown produce, however. Just check which products have the lowest pesticide residue. The nonprofit Environmental Working Group (EWG) releases the annual Shopper's Guide to Pesticides in Produce, which lists fruits and vegetables with the highest and lowest pesticide residues. **What is GMO?**

Genetically modified organisms or GMO produce are in a different category than organic and conventional produce. They've been the source of debate since they were introduced in the 1990s. GMO foods are genetically engineered in a lab to have certain characteristics. This

may include resistance to certain pests and molds, a different color than the original plant, faster growing times, larger fruit or even have higher values of certain vitamins. Many GMO crops grown in the United States are genetically engineered to be resistant to chemical pesticides. GMO fruits and vegetables were once assigned a five-digit PLU code number that started with the number 8. But the 8 prefix was dropped in 2015 as the GMO designation, and it was never used in retail. The International Federation for Produce Standards (IFPS), which assigns the voluntary PLU codes, says it plans to use the 8 prefix in the future for non-GMO produce. **Are GMOs safe?** The genetic manipulation of some foods has raised concerns about whether genetically engineered foods are as safe to eat as conventionally grown foods. The topic is still hotly debated even as there is no clear scientific evidence that GMOs are harmful to your health. The World Health Organization considers GMOs on the international market safe for consumption. The American Medical Association supports pre-market assessment of GMO food safety, but not mandatory GMO food labels. Consumer demand for greater transparency in food labeling continues. In 2018, the USDA announced mandatory labeling for many foods made with GMO ingredients. They will be labeled as "bioengineered." The deadline to comply with the National Bioengineered Food Disclosure Standard is Jan. 1, 2022. The more transparency we have in food labels the better," says Dr. Lane. "With so many choices, understanding what labels mean can help clarify our food choices." *To Your Health is brought to you by the physicians and staff of Scripps. For more information, please visit www.scripps.org*

Take me to the movies

The vibe in Carlsbad Village is a happy one these days. Downtown Carlsbad is bustling, tourism is returning, businesses are recovering. The pandemic is not entirely behind us yet, but the future is looking brighter by the day. And what better time to be able to genuinely enjoy all that Carlsbad Village has to offer than summertime?



Just a few short weeks ago, the **Carlsbad Village Association (CVA)** was not certain it would be able to even host public events this year. But, since June 15th's big announcement by the Governor, the Carlsbad Village Association (CVA) has been busy as can be welcoming people back with open arms. And now that a highly successful and enjoyable 23rd *Annual Art in the Village* is behind us, we are turning our sites on *Flicks at the Fountain*!

CVA's annual "movies under the stars" is back. Starting at approximately 8pm every Thursday night from July 22 to August 12, we will turn the iconic fountain at the corner of Grand Avenue and State Street into an open-air movie theatre. This free community event is ideal for people of all ages. This summer's movie lineup includes favorites like Toy Story and Frozen (complete with a costume contest) as well as a couple of surprises.

Bring a low back chair and a cozy blanket, kick back and relax, and enjoy a



CVA's annual Flick's at the Fountain event is back this year with movies for the entire family.

unique movie-going experience that has summer written all over it. And don't forget a picnic dinner to enjoy dining al fresco, or you can always take a short stroll into the Village to one of the many local eateries or cafes adjacent to the outdoor makeshift theatre. You can also order piz-

za to be delivered right to your seat! Seating starts at 6pm. Feel free to drop off your chairs and claim your spot; staff will keep an eye on everything if you head into the Village before the movie begins. Movies start at dusk (roughly 8pm) or as soon as it's dark enough to see the screen.

Flicks at the Fountain would not be possible without its title co-sponsors, **Engel & Volkers Carlsbad** and **Handel's Ice Cream**. They have helped make this much-loved event a shining example of what community is all about in Carlsbad Village.

› MUSIC

Continued from Page 1

and brand space. This includes warehousing and fulfillment, front end webstore management, live stream, and live and in person private shows and events.

Gnarlywood's CEO, Dayton Hicks, is a well-known guitarist, who's been involved in the music industry, as a band member and beyond, for all his life. A Carlsbad local, who spent most of his career in Los Angeles, he knew it was time to come home and start Gnarlywood with a clear mission. "After a lifetime in music on both sides of the guitar, we knew that we could treat music as the magical creature that it is. It was always in the defense of music and protecting the artist and fan connection."

The beginnings of the company, nine years ago, were almost devastating. "We started in 1000 square feet with \$14,000 and lost it all in 2 weeks," says Hicks. But led by someone like him, who will tell you point blank that in music and business everything comes down to three key words - "never give up" - Gnarlywood started to take off. "Ten years later we are in 150000+ square feet and we work with 400 of the largest artists on the planet."

Before COVID hit, Gnarlywood was constantly expanding. While the pandemic shut down concert tours and music venues Hick's business exploded. This was mainly from the need of artists to find ways to stay connected to their fans and from fans to stay close to the artists through merchandise. "We knew shutting down was not an option. As an essential business our immediate reaction was to pivot and move forward," says Hicks remembering how much work went into keeping up with demand.

However, things were not looking good for SEAS Productions. "We were in the midst of our best year ever, growing exponentially,"



Several bands are constantly visiting Gnarlywood's headquarters, which is also used to live stream events.

says SEAS Productions President, Zack Grant. "The previous two years we had grown about 50% each year, but in 2019 we were on track to nearly double the previous year in terms of revenue. All of our jobs were live events." Unfortunately, COVID-19 forced the cancellation of their entire event calendar for several weeks after the shutdown "including a huge sales conference with my equipment and people already en route."

Grant then understood the impact of what was happening and like other businesses, tried everything to stay afloat. "All of the immediate adjustments made were aimed at cutting cost wherever we could. We furloughed half the staff, renegotiated the pay of everyone who stayed aboard, deferred as many loans and leases as we could, etc."

Fully aware of what the live event industry was going through and having known

each other from working in the same environment, Hicks reached out to Grant. "We're old friends and any way that we can create a more critical path between the artist and the fan is always what we've done with Gnarlywood. With the touring halt, we knew we could bring the artist to the fan through a connection with SEAS Productions and livestreaming." The idea, Grant says, was to create "a space in Gnarlywood's warehouse, where they could stage live bands and host events." Grant says the opportunity before him was one he couldn't pass. "The timing was perfect. So I came in to look at the space, saw the potential, and we built out the venue."

As companies around the world shifted conferences and other major events online, Gnarlywood and SEAS Productions had become the perfect match. "The only type of business available during the shut-

down were virtual events, which are essentially just live events streamed to the internet for people to watch at home. Our prior facility wasn't equipped to host these kinds of events, but the new venue at Gnarlywood gave us the perfect space to offer this service to our clients, so we did. And though the learning curve was steep and revenue was down, it helped us stay afloat and remain relevant with our clients," recalls Grant.

While Hicks says one of the most important lessons the pandemic has taught him is "you have to stay loose in the cut" and "be ready to change and pivot," he recognizes this crisis gave him a great opportunity to be "in a position to facilitate music shining light into a very dark period of people's lives."

Now that things are starting to open up Grant says his calendar is filling up. "There's a massive, pent up demand for live events. We're already getting as busy, maybe even busier, than where we left off Q1 2020. It's a nice change of pace!"

While he is aware that things could change again, he's more confident to face any challenges that may arise. "Now that we've diversified the business by offering live and virtual event services, with the ability to host either in our own venue, and having accumulated a lot of experience doing so over the last year, the company is in a much better place to deal with any potential obstacles that would impact us the way COVID did."

As bands continue to visit Gnarlywood's headquarters on a regular basis, Hicks is excited about bringing music home. And even though he is extremely busy working on a massive automation project for the warehouse, as many Carlsbad locals, he always finds time to surf at his favorite spot: Tamarack. It is no surprise, then, that when asked about the next projects for Gnarlywood, his straight answer is "warm water and fish tacos!!!"

TGIF Concerts make a virtual comeback...in your backyard

It's summer in Carlsbad and that's traditionally time for TGIF Concerts in the Parks. This beloved musical favorite will celebrate its 35th anniversary, but just not this year. Starting ten months before each summer concert season, TGIF's planning process is long and requires multi-level logistics. This



CULTURE BUZZ

past year, this extensive planning process was complicated by the uncertainty of the pandemic resulting in this summer's virtual concert season titled TGIF in Your Backyard. Hosted on the city's website and filmed in the Schulman Auditorium at the City Library on Dove Lane,

this series of virtual concerts with extended streaming dates offers an opportunity for TGIF fans to customize their own concert experience this summer.

The series debuts on Friday, July 9 with Euphoria Brass Band which streams until July 18. Created in 2011 by two New Orleans transplant and a local jazz radio DJ, Euphoria Brass Band is an award-winning, critically-acclaimed San Diego based music collective that serves up a contemporary mix of old school New Orleans traditional brass band jazz, funky street beats and new school edginess with a West Coast vibe. With four recordings to date, Euphoria Brass Band has been nominated nine years in a row for various San Diego Music Awards, winning "Best Jazz" in 2019 and 2020.

Kimba Light takes centerstage from July 23 to August 1. Known as a tropical, high-energy, dance-provoking Afro-Cuban band that fuses salsa, timba, merengue, bachata, and reggaeton, with a touch of hip-hop, the result is one of the funkier Latin band in Southern California often playing in venues such as the Music Box, Cafe Sevilla, Cafe 21, and The Lot La Jolla.

Streaming August 6-15, the 80's All-Stars returns by popular demand to bring back that "totally tubular" nostalgia, performing hits from Devo and Bon Jovi to Rick Springfield and Duran Duran. Their high-energy performance style resulted in previously



TGIF in Your Backyard is presented by the City of Carlsbad Cultural Arts Office and is partially supported by the Carlsbad Friends of the Arts.

sharing the stage with such 80's icons as Foreigner, Flock of Seagulls, Berlin, The Bangles, Joan Jett and numerous national acts. The band is also a regular at the Disney properties in both Anaheim and Orlando.

The concert season ends on a high note from August 20-29 with the ever popular The Mighty Untouchables, who present a multi-cultural mix of musicians and singers who have entertained throughout the world. They cover everything from Motown to classic rock, along with Latin, country, current pop hits, and much more. Their repertoire includes songs from Bruno Mars, Earth, Wind & Fire, Four Tops, Marvin Gaye, Michael Jackson, Prince, Santana, AC/DC, Stevie Wonder, The Temptations and Celia Cruz just to name a few.

TGIF in Your Backyard is presented by the City of Carlsbad Cultural Arts Office and is partially supported by the **Carlsbad Friends of the Arts**, a nonprofit organization since 1987 dedicated to making the arts an integral part in Carlsbad by helping to bring the highest quality arts and arts education programs. If you believe in the power of arts, check out becoming a



Euphoria Brass Band

member today!
So, start planning your own TGIF in Your Backyard party by inviting family and friends.



80's All-Stars



Kimba Light

Fire up the barbecue and enjoy these popular bands in the comfort of your home or backyard. We'll see you next year back in the parks!

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Tri-City Medical Center

Six Decades of Service

Through the 1950s, the north coastal region of San Diego County was rural and had few services of its own. However, by 1960 the region was beginning to grow rapidly and the fundamental need for community healthcare to maintain prosperity became apparent. Recognizing this, visionary leaders from the Oceanside, Carlsbad and Vista Chambers of Commerce, along with elected officials and business leaders from the three cities, developed a plan for creating a medical center to serve the needs of a growing region.

Soon, with the support of a wide array of local leaders and voters, a bond was approved to construct a hospital and the Tri-City Hospital District was formed. On July 16, 1961, Tri-City Hospital, as it was called then, opened its doors with 87 patient beds and care provided by 42 physicians. Two days later, community volunteers formed the Tri-City Hospital Auxiliary to actively participate in their community hospital, and in 1963 community advocates formed the Friends of the Tri-City Hospital to provide philanthropic support.

Six Decades of Service

Over time, the hospital became Tri-City Medical Center, an advanced health care facility with 388 patient beds treating tens of thousands of community members every year. The evolution continued on the philanthropic side as the Friends of Tri-City Hospital grew into the Tri-City Hospital Foundation, which continues to play a major role in bringing the latest in medical technology to the center.

After six decades of service, Tri-City Medical Center remains committed to the community—fulfilling the vision of the leaders who championed its creation.

Tri-City Medical Center has kept pace with the ever evolving healthcare landscape while simultaneously aligning with the community through tremendous growth and evolution. As Carlsbad, Oceanside and Vista transitioned from an agricultural region to suburban communities and welcomed industry-leading businesses, Tri-City Medical Center was there for family health services, labor and delivery support and breakthrough health services that ensured residents could get the care they needed close to home.

Advanced Technologies

During its first two decades, Tri-City Medical Center expanded its services to meet the increasing needs of a growing population. It added a helipad, cardiopulmonary lab, 46-bed tower, 56-bed north wing, additional surgical suites and a 42-



Tri-City Healthcare District "Founding Fathers"
1955 Chamber Presidents: Eugene L. Geil (Oceanside), C.H. McLean (Vista) and B.M. Christiansen (Carlsbad)

bed maternity unit, bringing the total bed count to 231. Over the next two decades it invested in advanced technologies to bring modern medical services like heart surgeries, MRIs, neonatal intensive care and advanced emergency care capabilities to those who needed it most.

Tri-City Medical Center's six decades of growth has been guided by intentional and strategic investments that align with the needs of the community it serves including new technologies, health services and community care programs to enhance the community's overall health while improving equity in health outcomes. To support data-driven decision making, Tri-City Medical Center utilizes the Hospital Association of San Diego and Imperial Counties' Community Health Needs Assessment (CHNA), which analyzes hospital statistics, community input and major healthcare trends to identify and prioritize the specific health issues affecting communities.

The Latest Innovations

Tri-City Medical Center was among the first hospitals in the region to invest in robotic surgery technologies and procedures that enable surgeons to perform precise, minimally invasive surgery in a manner never before experienced. Tri-City Medical Center's da Vinci Xi surgical system has helped patients with minimally invasive procedures in gynecology,



For six decades Tri-City has worked hand-in-hand with local fire and EMS agencies to elevate emergency care for the community.



Tri-City has been a leader in adopting cutting edge technologies throughout its 60 year history.

urology, heart, orthopedic and general surgery settings. With incisions smaller than a dime, patients recover quicker and get back to living their lives without reservation. Its Mazor Robotics Renaissance system has helped revolutionize spine surgeries in the community and allows patients to move on from injuries so that their time can be spent enjoying fulfilling life experiences. It has embraced innovative new practices and treatments, including being among the first hospitals in the country to use TPA-clot-busting medication to reverse the effects of certain strokes. Tri-City Medical Center’s progressive thinking has earned recognition by the New England Journal of Medicine for being among the top three hospitals in the country in terms of stroke treatment rates.

Grit and Determination

Nonetheless, data and trends can’t predict when a crisis will happen—yet it’s in these moments when a community needs its health care leaders the most. The COVID-19 pandemic shook the world, but Tri-City Medical Center’s team of nurses, administrators and physicians didn’t blink in the face of the largest health care challenge of their lives. With grit and determination, Tri-City Medical Center leaned on its decades of service and centuries of cumulative knowledge to test and treat community members. With renowned physicians specializing in pulmonology and an outstanding ER and intensive care unit, the Tri-City family was literally saving lives on an hourly basis. Once the COVID-19 vaccine became available, Tri-City Medical Center hosted vaccine clinics at the hospital, providing nearly 30,000 vaccine doses and counting since its inception. It also helped provide thousands more vaccine doses as part of a multi-agency vaccination partnership at CSU San Marcos and launched a program to help vaccinate homebound seniors as well.

It’s About People

But Tri-City Medical Center’s quest to advance healthcare in the region isn’t about technologies—it’s about people. To holistically improve people’s lives, the hospital’s dedication extends beyond the care provided within the hospital. Over the years, Tri-City Medical Center’s dedication to community involvement has formalized into its Community Outreach And Support Through Active Leadership (COASTAL) Commitment, which is a wide-ranging outreach initiative with nearly 60 partner organizations that includes financial and in-kind support from the medical center, along with volunteer leadership from Tri-City staff members in community improvement programs.

Partner Organizations

Through the COASTAL Commitment, the hospital addresses priority health needs and social determinants of health in the community to align resources and contributions

around those issues. By collaborating with organizations such as the three local founding chambers of commerce, school districts and service and advocacy organizations such as the Boys and Girls Clubs, the YMCA, Operation HOPE-North County, the North San Diego NAACP Youth Leadership Council, New Haven Youth and Family Services, the National Alliance on Mental Illness (NAMI) and dozens of other community groups, Tri-City is

moving the needle on issues directly affecting the community beyond the care delivered in the hospital. Of course, this is just some of what’s been accomplished in the community.

World-Class Care

The combination of world-class care and community stewardship has earned national recognition for the hospital. Tri-City Medical Center has been named a Top 100 Hospital several times, received National Certifications in stroke care and heart failure for its Pulmonary Rehabilitation Center, been named a Best Maternity Hospital by Newsweek, won Wound Care Facility of the Year, been designated as a Blue Distinction Center for cardiac care and spine surgery by Blue Cross/Blue Shield, and won countless awards for its heart and stroke care.

Additionally, in recognition of their commitment and impact on the community, Tri-City has been recognized in recent years with the Community Impact Award from the Carlsbad Chamber of Commerce, Corporate Citizen of the Year from the Oceanside Chamber of Commerce and Philanthropist of the Year by MiraCosta College. Although accolades have never been the point, they are a symbol of pride in the community for the high level of specialized care their local hospital provides.

What was once a small neighborhood hospital in coastal

North County is now a beacon of modern healthcare and a regional economic powerhouse. Tri-City Medical Center is grateful for the leadership and foresight of its founders and is honored by the responsibility placed upon it by the community. Nonetheless, the goal was never to create a hospital to help the community for only six decades. Rather, the goal was to create a regional health center that would champion state-of-the-art care while being a fixture in the community for as long as needed. Today, the care and leadership of Tri-City Medical Center is needed more than ever and steps are being taken to continue meeting that need.

Future Focus

With a new psychiatric health facility in development on the hospital’s campus in partnership with the County of San Diego, an emergency department enhancement in the works and partnerships with higher education institutions such as CSUSM, MiraCosta College and Palomar College to train the healthcare workforce of the future, Tri-City Medical Center remains hyper-focused on its mission. Through continued collaboration with regional partners, Tri-City Medical Center is dedicated to advancing the health and wellness of the community it serves for the next century and beyond, just as envisioned 60 years ago.



TCMC has operated a 5-star vaccination clinic since 2020

Pathways to computing for women of color

MiraCosta College, as part of an ongoing effort to boost the number of women and students of color pursuing STEM-related careers, has embarked on a new partnership with the University of California, Irvine on a Pathways to Computing for Women of Color initiative to open more doors to careers in the computer science industry.



The partnership is aimed at increasing the number of women of color pursuing bachelor's degrees in computing by providing women of color studying computers science at MiraCosta College with access to professional mentors, industry tours, academic success workshops, conference funding, and a small stipend. Both schools will also further explore transfer agreements that meet the needs of women of color in computing.

"It opens doors to more of our students to not only get accepted into the UC, Irvine program but to also become mentors for MiraCosta College students," said Nery Chapeton-Lamas, a MiraCosta College computer science professor who chairs the Computer Science Department.

The need is profound. According to the National Science Foundation, women account for less than 18 percent of those earning bachelor's degrees in computing, and the Integrated Education Data System



MiraCosta College has teamed up with UC Irvine in a program to increase the number of women of color studying and succeeding in the computer sciences.

reports that just 8.4 percent of all bachelor's degrees in computing went to Latinx students. Initiatives at MiraCosta College, however, are helping to reverse that trend, where more than 60 percent of computer science students are from communities of color and 24.6 percent are female.

"A lot of our time, perhaps a majority of our time, is spent in virtual worlds, so it's imperative we develop spaces that are representative of our community," said computer science Professor Michael Paulding. "A cultural shift is needed to ensure this technol-

ogy is not relegated to one segment of the population."

MiraCosta College is in the midst of a three-year, California Education Learning Lab-funded program with **Cal State San Marcos** that is addressing equity gaps in STEM subjects; in part by redesigning introductory courses in computer sciences, which is when most students who do switch majors make their decision to do so.

MiraCosta College alumna and UC, Irvine computer science junior Yocelyne Mercedes Hernandez said such initiatives are vital in

opening doors and diversifying the industry. "There needs to be a pathway for girls and women, especially women of color, to pursue their goals in computer science. There is more work to be done to ensure we are helping to uplift our own communities, so they can have opportunities to become mentors and leaders in the tech field."

Hernandez is doing her part. She was heavily involved with the MiraCosta College EChALE STEM (Empowering Chicax And Latinx in Exploring STEM) club and currently serves as a tutor at the MiraCosta College STEM Center. Friends involved with the Computer Science Club introduced her to a Research Experience for Undergraduates program sponsored by the National Science Foundation at UC, Irvine, which led her to apply to the university.

"Having on-campus connections was important," said Hernandez, who hopes to teach computer science at MiraCosta College after earning a master's degree and perhaps a Ph.D. "It's from having those connections with people, who have the same interests as you, that you learn about the opportunities that are out there."



MiraCosta College alumna and UC, Irvine computer science junior Yocelyne Mercedes Hernandez currently serves as a tutor at the MiraCosta College STEM Center.

Pandemic learning loss and what parents can do about it

As we approach the new school year, many parents are wondering how their children will fare academically after more than a year of remote learning. It is natural to worry that your child has fallen behind.

Abundant research confirms that mental health and social emotional wellness are closely linked with learning outcomes. Students who experience positive mental health are better



able to learn, face challenges, and build healthy relationships. At **Pacific Ridge School**, our Student Support Team is structured by this knowledge; each of our counselors provides support for both academic functioning and social-emotional wellness for students who need it. The two go hand in hand.

The pandemic has affected both aca-

demic learning and emotional wellness for children throughout the world. Anxiety and depression have risen significantly as children have faced isolation, concern over their family's health, and a lack of predictability in their lives. Students from low-income communities have been disproportionately affected.

In this context, some learning regression is real for many students. Schools understand this and are building additional scaffolding into their curriculum to help bring students up to speed. For most children, this added classroom support is all they will need. For some, additional remedies may be called for.

Before signing your child up for summer classes, I recommend that you consider the following:

1) Talk to your child's teachers. They are the best equipped to assess if your child is likely to bounce back from any learning loss with the resources and support planned by your school. Trust their experience and knowledge of how your child learns.



Before signing a child up for summer classes, it is recommended to talk to the child's teacher. Teachers can assess if your child is likely to bounce back from any learning loss with the resources and support planned by your school.

2) Make sure that social interaction, relaxation, physical activity, and play are a big part of your child's summer. After such a long time separated from others their age, children are craving social time with their peers, and their emotional health is depending on it.

3) If you find out that some academic brushing up might help your child, be sure to balance it with an abundance of free time and opportunities for healthy play. Students who feel emotionally refreshed when they enter school in the fall will likely fare better than those who have been academically "prepped," but have not been able to recover from pandemic-related stresses. The mental health and wellbeing of students needs to come first.

4) Support at home can benefit any child. Reading to your children holds academic benefits and fosters closeness while letting them relax. Making a fun game out of anything you are doing at home can teach valuable, stress-free lessons. Asking your children how they are feeling and letting them know you hear them will help ease their minds.

The bottom line is that kids are resilient, and it can be typical to have interruptions in learning for various reasons. The good news is that we are all in this together and our children's education will resume soon. This summer is a great opportunity to bond with our children, understand what they are experiencing, and through that, help them heal.

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CYP CARLSBAD YOUNG PROFESSIONALS

CYP in person events are back

As restrictions lifted, we celebrated our first in person event last month. Many thanks to **Army & Navy Academy** for hosting us at their incredible beach deck, right here in Carlsbad. It was great to see each other again and having some food and drinks while enjoying the amazing SoCal weather. We look forward to seeing you at our next events! For now, please mark your calendars for Aug. 26 as we do a Taste of Carlsbad Food Tours. Go to carlsbad.org for more information. Also, if you are interested in joining the Carlsbad Young Professionals, please email me at kathleen@carlsbad.org.

R I B B O N C U T T I N G



Last month, La Marea Senior Living celebrated its grand opening with a Ribbon Cutting Ceremony and open house. Attendees got tours of the facility and enjoyed good food and music. La Marea Senior Living provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Congratulations, La Marea!~



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web.carlsbad.org/events



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Tri-City Medical Center

Proudly serving our community since 1961.



Celebrating 60 years of quality service to our community

As 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 a healthcare safety net for many of our citizens.

Tri-City prides itself on being the home to leading orthopedic, spine and cardiovascular health services while also specializing in world-class women's health, robotic surgery, cancer and emergency care.



Tri-City Medical Center

60TH
ANNIVERSARY
1961–2021

➔ [tricitymed.org](https://www.tricitymed.org)