



# BUSINESS JOURNAL

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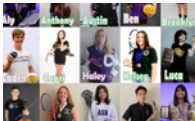
A W A R D W I N N I N G P U B L I C A T I O N

JULY 2022



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## A strong year in business at the 2022 CBAD awards

The Carlsbad Chamber of Commerce has been honoring local companies for almost 100 years. It is incredible to share these entrepreneurial stories of growth and success. One of my favorite award

categories is the annual Business of the Year award. It showcases the small and large companies that have excelled in areas such as revenue,



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

innovation, customer service, professional development, company culture and community involvement.

Our 2022 Small Business of the Year is **Dempsey Construction**. Dempsey Construction started here in Carlsbad over 12 years ago. Now they are \$150M company doing business in 5 states throughout the west coast. They have grown from just a handful of employees to now over 70 staff members. In 2021 alone their staffing grew by 40%. The company's founder, John Dempsey, started with the intention to provide opportunities for people to do great construc-

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At the Carlsbad Aquafarm, each oyster can filter as much as 50 gallons of water per day, enhancing the entire aqua life at Agua Hedionda Lagoon. Photos courtesy of Carlsbad Aquafarm.

## Supporting the Blue Economy

Carlsbad's pristine coastline is home to beaches, camp sites, multimillion dollar homes, resorts, time shares and an aquafarm. Aquafarming is becoming more and more rare in California. There are only two aquafarms in San Diego County and Carlsbad is blessed to have one of them. The **Carlsbad Aquafarm** specifically grows oysters and mussels. They are one of only two oyster farms in the entire state of California, with the other located over 500 miles to the north.

The Carlsbad Aquafarm can trace its roots back to the founding of the city in the early



**BRET SCHANZENBACH**  
PRESIDENT & CEO  
CARLSBAD CHAMBER OF COMMERCE

1950's. Back then, Agua Hedionda Lagoon was truly the "stinking swamp" that its name implies. The reason for the horrific stench was the fact that it was an ecologically dead, eutrophic swamp. At the time, **SDG&E** and NRG were working to establish the Cabrillo Power Plant. They needed clean water from the lagoon to cool their steam turbines. University professors from San Diego State University were brought in to study the situation. They recommended oysters and mussels because each oyster can filter as much as 50 gallons of water per day. Thomas Grimm, CEO of the Carlsbad Aquafarm states, "That means that an entire shellfish farm could filter the entire volume of the lagoon's outer pool every day!"

That is quite a saltwater cleanse. And beyond just cleaning the water, the farm is enhancing the entire aqua life. With 10 to 12 mil-



Enjoy the Aquafarm regularly by ordering these Carlsbad grown oysters and mussels directly from their website.

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### BUSINESS SPOTLIGHT

## Service with heart and where patient care comes first

### Encinitas Periodontics & Dental Implants

Board-certified periodontist Dr. Kanika Bembey, DDS MS, offers exceptional dental care alongside Dr. Yokoyama, DDS. The goal of the practice is to deliver patient-focused, affordable periodontic care that is tailored to each patient. The Encinitas Periodontics & Dental Implants team is committed to educating patients about the treatment and prevention of gum disease. Dr. Bembey utilizes innovative technologies and procedures to minimize recovery time and pain in her practice.

### Personal Hygiene & Gum Disease

Gum disease is not all about brushing your teeth. Research shows that periodontic health often is related to the body's inflammatory response. That is why periodontal disease is more common among people with certain health conditions such as diabetes, heart disease, hypertension, and colon cancer. Research has indicated that some people may be genetically susceptible to gum disease. According to the American Academy of Periodontology, gum disease is the

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Dental Assistants, Yesenia Hernandez and Siy Harper, Michael Yokoyama DDS, Kanika Bembey DDS, MS, and Office Manager Patti Altin smile for the camera outside their beautiful offices at 477 N. El Camino Real, C#306, Encinitas, CA (Nominated for 2022 "Community Impact Award")

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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.

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AWARDS

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tion together. This vision has become a reality with hundreds of satisfied clients. Dempsey’s company culture is very important to them. Nick Alford, Vice President, shared how important their team members are by stating, “At Dempsey we are builders of people and places. There are a lot of companies that can build a building and have a beautiful end result. But we look at how that is done and who does it. And that starts with our people.” Beyond financial success, Dempsey is striving to make a difference in the community as well. Two key initiatives that they support are Humanity Showers for homeless community and the Challenged Athlete Foundation. Dempsey Construction is a great example of how small businesses are making a difference one relationship at a time.

Our Large Business of the Year is a leader in community involvement. As a bedrock of the North County community since 1961, **Tri-City Medical Center** improves the health and well-being of the people it serves. They spearhead programs with active leadership and a focus on educating the next generation of professionals. One of their overarching initiatives is called the COASTAL (Community Outreach And Support Through Active Leadership) Commitment. Aaron Byzak, Chief External Affairs Officer, shared that, “In the past two years, we have had over 87 partners working on 90 different projects throughout our com-



Tri-City Medical Center, a leader in community involvement and top-notch well-being initiatives receives this year’s CBAD award for Large Business of the Year .

munity where we provide not only financial support, but we are actively leading, working hand-in-hand with nonprofits in our community to help elevate the quality of care in our community.” Another project they spearheaded was SOCAL (Student Opportunity for Career Awareness and Learning). SOCAL is a collaboration with the Carlsbad Chamber of Commerce as well as other local chambers, the San Diego North Economic Development Council and all the local school districts. Through it, they are inspiring workforce development in the upcoming youth and getting key industries to work together.

With a vision, 2300 dedicated employees, new facilities and innovative technology, Tri-City Medical Center provides world class healthcare every day.

Our community is fortunate to have a plethora of creative and successful organizations making an impact on individuals’ lives. They have a commitment to uphold the values which support economic growth, financial stability, and a high standard quality of life. It takes courage through vulnerability to make it to the top. I congratulate all the nominees, finalists, and winners of this years’ Business of the Year awards!

PERIODONTICS

Continued from Page 1

leading cause of tooth loss. A treatment plan outlining preventative maintenance is key to long-term care. The treatment plan might include surgery, specialized deep cleanings, or more frequent cleanings with your regular dentist.


There have been many advancements in periodontal care during the past 15-plus years. Encinitas Periodontics & Dental Implants uses the newest research and evidence-based techniques and procedures, which minimize both pain and recovery time. At Encinitas Periodontics & Dental Implants the patient’s overall health is considered when the treatment plan is created. Our treatment care philosophy includes patient education regarding oral health and addresses which factors affect their gum health, including the body’s inflammatory response.

Encinitas Periodontics – “Service with Heart”

Dr. Yokoyama built a trusted community practice while serving thousands of North County residents in the last 15 years by doing what is right for patients.

“We’ve all heard ‘Our doctors don’t listen to us’ a million times, but this is exactly what we do” said Dr. Bembey. “We listen to you, and it all begins with an extensive initial examination.”

This approach is embedded in the DNA of the clinic. The doctors and staff are driven by a mission of patient-centric service in every appointment. This is best reflected in their many five-star Google testimonials which show their commitment to patient care. Some of the key online reviews patients posted are; “Excellent Care”, “Cutting Edge”, “If you need a periodontist - your search is over”, “She explains everything & Her assistants also made sure I am comfortable”, “Dr. Bembey treats you with both great expertise and great kindness”, “Excellent Periodontist & a true Gem” and “I instinctively knew I was (finally) in the right place with the best Doctor”.



ENCINITAS PERIODONTICS & DENTAL IMPLANTS

“We’ve all heard ‘Our doctors don’t listen to us’ a million times, but this is exactly what we do. We listen to you, and it all begins with an extensive initial examination.”

— DR. KANIKA BEMBEY, DDS MS,  
BOARD-CERTIFIED PERIODONTIST



— DR. KANIKA BEMBEY, DDS MS,  
BOARD-CERTIFIED PERIODONTIST

“Our treatment philosophy is driven by a comprehensive approach to dental treatment practiced one patient at a time,” said Dr. Bembey. “We’re totally focused on identifying the best outcomes and solutions for each patient at their first treatment.”

Caring Staff and State of Art Dental Facility

Our office uses the most advanced technology and tools and one such technology is Laser Assisted New Attachment Procedure or LANAP. This is a no-cut, no-sew surgery that has excellent results with a faster recovery period than traditional methods. Another technique, Platelet-Rich Fibrin, also known as PRF, accelerates the healing process because we use the patient’s own blood, which is exceptionally rich in platelets, white blood cells and growth factors.

Your Community Periodontists

While our business is periodontics, our commitment to service goes far beyond the dental chair. “We’re connected to the community,” Dr. Bembey said. “Our family lives in Carlsbad and we look for ways to establish roots. One of those ways is by providing

dental services to our community over the long term, and building relationships. Another way is to give back to the community by donating time to nonprofits and volunteering regularly at local charities. We plan to engage on a more regular basis to achieve these goals.” The practice also employs staff from the local community and pays a living wage to help bring greater stability and a better-quality life to more local families. Also, we were recently nominated by Carlsbad Chamber for 2022 “Community Impact Award”, a great honor for our small office.

Get Help Today – “Zapping Gum Disease One Patient at a Time”

Are you looking for excellent periodontal care in your trusted local community at an affordable price? If so, call “Encinitas Periodontics and Dental Implants” at (760) 632-9055 or make an appointment online at <https://www.encinitasperiodontist.com>

*New Patients Warmly Welcome – Encinitas Periodontics and Dental Implants is offering all new Gum Treatment/Dental Implant patients a complimentary Initial Exam and X-Rays if they come back for treatment (Note: Initial Exam/X-Rays fees to be credited towards future treatment). Most Insurances are accepted.*



# Liquid asset, saving water for a stronger economy

From our world-class golf courses, to our groundbreaking life science labs, to our nationally-renowned craft breweries—they all share a critical key to their success: water.



Though we tend to take it for granted, water is perhaps the most important ingredient in our economy. And like all precious resources, it's limited. In fact, while about 70 percent of our planet is covered with water, less than one percent is available

for human use, according to the Environmental Protection Agency (EPA).

Conserving water is especially critical here in the San Diego region, where we're grappling with yet another serious drought. So far, this is our eighth driest year in our 128-year record, according to data from the National Oceanic and Atmospheric Administration (NOAA).

What's more, our region depends heavily on imported water. Much like an investment portfolio, we should ideally be diversifying our water sources, which makes us more drought resilient.

Poseidon Water is helping to make that happen at its Carlsbad Desalination Plant. Every day, this plant produces more than 50 million gallons of high-quality drinking water—enough to serve about 400,000 San Diego County residents. It's the County's largest single local water source, accounting for 38 percent of all local water.

And now that the Encina Power Station has been decommissioned and demoli-



Water conservation is critical here in the San Diego region, where we're grappling with yet another serious drought. It's up to all of us to conserve water to strengthen our economy and brighten our future.

tion is nearly done, Poseidon's new seawater intake is under construction. This intake will be the first to comply with the California Ocean Plan Amendment and the first to meet the rigorous environmental standards set by state and local agencies.

We're proud to see this environmental leadership and innovation here in Carlsbad. But building a truly resilient region is going to take all of us. We must all do our part of conserving water.

Reducing your water usage is not just good for the planet, it's also good for the bottom line. For starters, using less water will obviously save you money on day-to-day operations. But beyond that, there are several financial incentives.

The **City of Carlsbad** works with the **San Diego County Water Authority** to offer businesses rebates if they:

- Install rain gutters
- Install water-efficient toilets
- Install weather-based irrigation controllers
- Replace turf with water smart, native plants
- Install rain barrels or other rain-saving features
- Upgrade driveways and parking lots with pavers or porous pavement

You can find more information about all of these rebates at [sdewa.org/your-water/conservation](http://sdewa.org/your-water/conservation). If you're not sure where to get started, we can help you get a free evalua-

tion. Email us at [waterconservation@carlsbadca.gov](mailto:waterconservation@carlsbadca.gov) or call us at 442-339-2363.

I'd also be remiss if I didn't highlight our own commitment to conserving water. The City of Carlsbad started taking action many years ago, and today, we're seeing the benefits. Carlsbad has one of the most robust recycled water systems in the state. This is one of the many ways we're stepping up to keep Carlsbad, and our entire region, thriving.

Just consider this: Water supports \$482 million in regional sales, according to research by the San Diego Regional Economic Development Corporation. That's the same as 2.7 Comic-Cons every day.

No doubt, saving water has tremendously positive ripple effects. Let's start reaping those benefits together. It'll keep our economy stronger, and our future brighter.



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## THE 5 CS OF CREDIT: How to improve your odds when applying for a business loan

Funding can help small businesses grow and thrive — but even though capital is available, some small-business owners may struggle to access it.

This doesn't need to be the case. Depending on your business type and size, you may have robust options to obtain financing, and a trusted banker can help you navigate the process.

As part of the lending process, banks evaluate borrowers' credit to mitigate risk. The review is based on several factors — known as the Five Cs of Credit. Here's what you need to know to prepare your business for a loan application:

- **Character:** Lenders look at past behavior, including your personal credit score, to determine your likely character and reliability as a business owner.
- **Capacity:** Banks will review your company's cash-flow statements, outstanding debt and monthly revenue.

- **Collateral:** Businesses with collateral such as equipment or accounts receivable have greater opportunities to secure a loan.
- **Capital:** Lenders consider how much the business owner has invested. A borrower with skin in the game may have a lower risk of defaulting.
- **Conditions:** Conditions of both the overall economy and the loan itself, such as how the loan will be used, are also taken into consideration.

Whatever your business goals are, a loan can help you make them a reality. Focusing on the Five Cs of Credit can help ensure capital will be there when you need it. To learn more, contact your **Torrey Pines Bank** relationship manager. Torrey Pines Bank is a division of Western Alliance Bank. Member FDIC.

For more information please contact the Carlsbad branch at 760.444.8400



# Adding some excitement to summertime downtown

Summertime in Carlsbad Village is always met with such great anticipation. As May Gray and June Gloom give way to bright sunny days, the beaches start to hum with activity and out-of-town visitors arrive to fall in love with the shopping and dining in

our dynamic downtown. This year the **Carlsbad Village Association** is giving everyone two events to make this special season even better!

The Village is home to the State Street Farmers' Market, one of the most popular certified organic farmers' mar-

kets in all of San Diego County. In the heart of its downtown, on State Street, between Grand Avenue and Carlsbad Village Drive, 60 vendors set up shop from 2:30pm to 7:00pm and provide the freshest, local produce, grass-fed beef, line-caught fish, pastured eggs, handmade bread, and hand-crafted foods imaginable. But did you know that it is also where locals and visitors alike can stop for a great internationally inspired meal?

This summer for seven consecutive Wednesdays, the market will host a pop-up dining experience called Summer Nights at the Market in the fountain parking lot just across the street from the regular farmers' market. The seven-week expansion will feature Kenyan, Filipino, Asian, Thai, and Indian food, and will also now offer up specialty dishes like fish burritos, grilled oysters, poke, paella, pasta, gourmet sandwiches, and more, as well as the most delicious vegan food around. This expanded food court will have seating and live music so that you can dine outdoors and enjoy the beautiful July and August weather. Summer Nights at the Market will start Wednesday, June 29th for seven weeks with its final night on August 10th.

The temporary market expansion will also enable us to add some wonderful new vendors to the regular footprint who have wanted to participate in our market but could not due to space limitations. You can expect



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

creative and tasty new artisan food items like savory meat pies, frozen banana shakes, fresh coconut creations, vegan cheeses, and more. Quite a few vegan and gluten free items are being added so that there is something for everyone.

At the same time the farmers' market expansion is in full force, we are pleased to announce the return of Flicks at the Fountain. The Carlsbad Village Association has hosted this beloved event for nine years in the Village and has shown 56 movies to date! This

free, family-friendly outdoor movie series is a favorite of Carlsbad locals and has become a family tradition for many.

This summer's movie lineup is truly inspired with a wonderful mix of old and new, animated and adventure, with both a musical and an iconic title that will never lose its luster. Flicks at the Fountain opens on Thursday, July 7th with the colorful and uplifting animated film Encanto and ends five weeks later on Wednesday, August 4th with the award-winning musical drama The

Greatest Showman. We will also be showing the 1980's throwback Goonies, the inspiring Sing 2, and Top Gun, which needs no explanation.

For information on Summer Nights at the Market and Flicks at the Fountain, or any of the events that the Carlsbad Village Association hosts to showcase Carlsbad's marvelous downtown, please visit us online at [carlsbad-village.com](https://carlsbad-village.com). Subscribe to our weekly eNewsletter to keep up to date on all of CVA's downtown events.



## Green Tip

**Leaky infrastructure not only wastes water but can increase the water bill at your business. To help conserve water and save money, check fixtures for leaks, switch to low flow appliances, or plant drought-resilient landscaping.**



The Carlsbad Green Business Program can help. Visit [greenbusinessca.org/cityofcarlsbad](https://greenbusinessca.org/cityofcarlsbad) to join for free!

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# TGIF Concerts in the Parks turns 35

Carlsbad’s favorite musical tradition, TGIF Concerts in the Parks, returns this summer after a two-year hiatus due to the pandemic. Presented by the **City of Carlsbad’s** Cultural Arts Office, these beloved concerts bring family, friends, and neighbors together to celebrate the dynamic experience of live music in in the four largest parks in Carlsbad. Originally titled Jazz in the Parks, this series of nine free concerts started in 1986 with a small cadre of jazz enthusiasts enjoying the talents of local musicians. Now celebrating its 35th season, the event has grown in popularity and audience size, often topping 30,000 attendees each season.

CULTURE BUZZ



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

This commemorative 35th season is staged on each Friday from June 24 through Aug. 19, showcasing an exciting array of bands featuring talented musicians from numerous musical genres. This anniversary season celebrates many of the musical trends from the last 35 years with an emphasis on diversity and inclusiveness. For example, The Corvelles pay tribute to the legacy of Motown, while an all-female Sabrosas Latin Orquesta will dazzle with an uplifting performance of standards from jazz to salsa. Part of the TGIF tradition is to spotlight up-and-coming talent such as San Diego rocker Ryan Hiller. If you crave nostalgia, the retro 80z All-Stars, charismatic Phat Cat Swinger and soft rock High Tide Society will fuel your musical flashback. Crowd favorites The Mighty Untouchables and high-energy the Detroit Underground will enliven the dance floor with infectious beats and funky rhythms.

Many of the popular features of the concerts return this year including the popular Family Open Studios, now titled Pop Up Art, where families can create art together; take-home projects vary weekly. Shuttles at Poinsettia, Calavera Hills and Alga Norte Community Parks are available for easier parking. Concert goers are encouraged to customize their dining experience by bringing their favorite picnic and beverages of choice. No food vendors will be onsite this year.

The **Carlsbad Friends of the Arts** continue their long-running sponsorship of the event through memberships and opportunity drawings including dazzling prize baskets and a grand prize of two tickets from Alaska Airlines. The Carlsbad Friends of the Arts have been part of the concerts since their inception. This year, they are adding a new element by offering an array of gently used music compact discs, available by donation, allowing you to take music home with you. All proceeds support the concerts, as well as year-round arts events and arts education programs, sponsored by the Cultural Arts Office.

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



## 2022 TGIF Concerts in the Park Season:

### Poinsettia Community Park

July 8 – The Mighty Untouchables

July 15 – Phat Cat Swinger

July 22 – High Tide Society

### Calavera Hills Community Park

July 29 – Ryan Hiller

Aug. 5 – Sabrosas Latin Orquesta

### Alga Norte Community Park

Aug. 12 – The Detroit Underground

Aug. 19 – 80z All Starsz

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# Here come the Carlsbad champions

“The teenagers are here!” When the Carlsbad Champions arrive on an elementary school campus the young students are full of excitement. After an assembly, the high school students will hang out with them, play with them on the playground, and give them their “trading cards.”

Carlsbad Champions are nineteen high school seniors who applied and were selected to serve as role models for Carlsbad youth, committed to academic achievement, developing healthy habits, demonstrating inclusiveness, and promoting

strong moral character to the younger students of **Carlsbad Unified School District**. A track star, accomplished musicians, a soccer captain, a speech and debate president, an award-winning journalist, and more—these seniors exemplify the breadth and depth of CUSD’s extraordinary graduates. But when they show up at the elementary school, they are “the teenagers.”

At an assembly the Champions tell the elementary students their stories, reflecting on the challenges they faced growing up, and the support that helped them overcome life’s darker times. With poise and wisdom, they tell of the tough times they faced in their younger years – struggling to make friends, being bullied, not speaking English, academic difficulties, and being “different.” One student moved twelve times because her dad was a fighter pilot in the military, and never felt that she belonged.

Under the guidance of Student Services Specialist Rosemary Eshelman, Champions strive to set a positive environment for students. They talk with kids about resisting negative influences, and encourage them to think about their futures and how to get there. They tell of getting the help they needed from teachers, counselors, and friends, and finding something they loved, getting involved, and finding their paths. And they share their successes. Here are some of them:

- **Luca**, who credited the elementary music programs funded by CEF for opening the door to music, will pursue theater and music at CSULA.
- **Raina** found First Lego League robotics in 6th grade, made it to the world championship in 8th grade, and was dedicated to the program for the next 7 years. She became president of the Speech and Debate team, and will study engineering at Penn State.
- **Caden** remembers “looking up to those Champion guys” in elementary school. He signed up for Broadcasting at AOMS, and then CHSTV and volleyball became his great passions. He will attend UTexas at Austin to pursue film production.
- **Anthony** said that Pacific Rim Elementary fostered his love for science and music—he plays the cello—and helped him figure out who he wanted to be. He will attend UCLA.
- **Capri** is in Biomed, soccer, and track at SCHS, and remembers when the Champions came to an assembly at her school. She will go to Purdue to study environmental science.
- **Wendy**, who didn’t speak English when she arrived at school, was motivated by the Champions, who told her, “You can do it. Go for it!” She loves that kids from Mexico light up when she speaks. They can recognize themselves in her. She will attend CSU San Marcos in the fall.
- **Shervin** found his love for soccer, and then track, and with successes on the field he became more confident and made good friends. He took 10 AP classes, and will major in pre-med at UCLA.
- **Austin** developed a love of science and math at AOE. He remembers enjoying the Champions’ visit to his school and thinking, “These guys are super cool! It felt great to go back to elementary schools and inspire kids.” He will be attending Purdue to study engineering.
- **Talan** reports that, after visiting her elementary school as a Champion, her 5th grade teacher emailed her to say, “I’m proud of you.” That meant so much to her. She is off to UCSC to study biology.
- **Ben** is grateful for his years from Pacific Rim through CHS – “Such a special district, such great opportunities.” After serving as

## Carlsbad Unified Champions



Carlsbad Unified School District celebrates 19 high school seniors with high academic achievements, healthy habits, strong character and role models for Carlsbad youth.

executive producer at CHSTV, and captain of the water polo team, he will attend Purdue for engineering.

“These kids are growing up in my community. I want them to have all of the same benefits that I did,” said Wendy. “I can tell them, ‘Keep a smile on your face. It gets better.’”

“These kids haven’t been in school. They have been through a lot. They need role models and mentoring,” said Haley.

“I grew up in these schools, and I remember the Champions coming to visit us. I always wanted to be one,” reported Mardi.

Champions, we wish you the best as you go forward to follow your dreams. Please keep in touch!

# Miracosta college welcomes new Vice President

Shannon Stubblefield, an experienced leader in fundraising and developing community partnerships, has been named as the new Vice President of Institutional Advancement and Executive Director of the Foundation at MiraCosta College.

Stubblefield begins her post at **MiraCosta College** on June 1 after 10 years as chief philanthropy officer for North County Lifeline. Stubblefield led the community engagement department for the nonprofit organization that works with families in North County who are dealing with challenges, such as poverty or mental health issues.

“We are excited to have Shannon as part of the MiraCosta team,” said MiraCosta College Superintendent/President Sunita V. Cooke. “Her knowledge and experience will serve generations of students well into the future as we seek to strengthen our partnerships with the community and continue to build support for our students and our college.”

In her new role, Stubblefield will oversee



Shannon Stubblefield named as the new Vice President of Institutional Advancement and Executive Director of the Foundation at MiraCosta College.

the college’s foundation, institutional advancement efforts, and marketing department.

Stubblefield, a native of Southern California, earned her bachelor’s degree in business management from San Diego State University. She began working in 2001 with a job at the nonprofit Infoline, now known as 2-1-1 San Diego. That job sparked an interest in fundraising and philanthropy, leading her

to earn a master’s degree at the University of San Diego’s Nonprofit Management and Leadership program.

“I love the joy of working in a job that is really giving back and making a difference every day,” she said. “Being in the field of philanthropy surrounds me with people who have a shared vision and motivation to help others and really make a difference in people’s lives.”

Stubblefield worked for six years in Chicago, at the McCormick Tribune Foundation and at the Greater Chicago Food Depository, before returning to San Diego County. She is the past board president for **North County Philanthropy Council** and has previously taught fundraising as an adjunct professor at the University of San Diego and North Park University.

Stubblefield said that she is passionate about equity and the opportunities that education offers and is looking forward to helping those who are trying to improve their lives through education. “MiraCosta has a phenomenal reputation in our community,” stated Stubblefield. “I know how many students come to MiraCosta for access to education. We can support those students by raising money for scholarships and by partnering with community members who want to support students.”



# Helping older adults manage their mental health

For older adults, healthy aging involves more than just maintaining wellness, or physical health; it also means focusing on wellbeing, one’s happiness and emotional state-of-mind. Mental health affects how a person thinks, feels, acts and copes with life’s stressors; It is important at every stage of life, even late adulthood.



According to the National Institute of Mental Health, many older adults are at risk for mental health problems, but these issues should not be considered a normal part of aging. Studies show that most older adults feel satisfied with their lives, even though

they may have more physical healthcare problems.

Reyzan Shali, MD, a board-certified internist at Tri-City Primary Care, enjoys seeing older patients in her practice as they remind her of her parents and grandparents. “I have the greatest respect for seniors as they have done so much for our families, communities and country during their lifetimes, and we owe it to them to take good care of them.”

As a mature, Kurdish woman from Iraq, Dr. Shali understands how people’s age, ethnicity and culture may impact their attitudes about mental health. “For many, mental health is still stigmatized and frowned upon; it’s something you hide under the rug,” said Dr. Shali. “I am trying to help them change their mindset so that



According to the National Institute of Mental Health, many older adults are at risk for mental health problems, but these issues should not be considered a normal part of aging.

they are more open to talking about their feelings with me or a counselor.”

Never has this been more important than now. A recent AARP study found that most older adults say the pandemic has created emotional issues including increased sadness, depression, worry, anger, loneliness and anxiety.

“Even though the pandemic has caused a great deal of stress for everyone, it has also created an opportunity where people are now willing to admit that they are struggling with their wellbeing and need help,” said Dr. Shali. “This is a major step forward. I welcome these conversations with my older patients and reinforce that it’s perfectly normal to feel this way, as we are all human.”

Dr. Shali works with each patient to determine the best course of treatment. She often refers her older patients to Tri-City’s Behavioral Health Services for outpatient care during which time a therapist might recommend that the patient could benefit

from medication. She will discuss this option with her patient, and if they both agree, she will then prescribe and manage the patient’s medications to improve wellbeing.

“It’s just as important that I help them manage their mental health as physical health, as the two go hand-in-hand,” said Dr. Shali.

To learn more about the Primary Care Services offered at Tri-City Medical Center, call 855-222-8262 to be referred to a Tri-City Primary Care physician.



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[carlsbad.org](https://carlsbad.org)



## GROUND BREAKING



Congratulations to Children's Paradise on breaking new ground in Carlsbad to build their new preschool!

## Children’s Paradise Ground Breaking

**Children’s Paradise** is known for their preschool and infant centers across North County. Their newest learning center will be built in a great location off Marron Rd where families can enjoy greater access to quality child care. We look forward to watching their journey and can’t wait to see the new space.





# MEMBERDIGEST

S P E A K I N G F O R B U S I N E S S , L I S T E N I N G T O T H E C O M M U N I T Y

## MEMBERS ON THE MOVE



CarlsbadtoLAX now stops at the Carlsbad Premium Outlets. This new stop will provide more options for travelers and serve more neighborhoods in Carlsbad, such as Poinsettia Park, Aviara, and the surrounding areas.

### CarlsbadtoLAX adds a new stop at Carlsbad Premium Outlets

CarlsbadtoLAX.com took a step forward in its “re-scaling” by opening a new stop at the Carlsbad Premium Outlets going to/from Los Angeles World Airport (LAX).

They have partnered with Carlsbad Premium Outlets to offer a stop at their location as a “right-off-the-5” convenience to customers and to conveniently pick up a snack for the trip or have a last minute restroom break.

Another exciting aspect of this new stop is their Shuttle service which starts each day at San Ysidro Transit Center, brings partnership opportunities with North County San Diego businesses who have employees living in the greater CaliBaja region, meaning someone could cross the Tijuana/San Ysidro border in the morning and take their Shuttle to their job in North County. CarlsbadtoLAX invites any corporation or education institution interested in employee

travel to contact them at [info@carlsbadtolax.com](mailto:info@carlsbadtolax.com) for special rates and services.

You can find their new pick-up location at the back of the Outlets center. Riders using this stop can now easily drive or ask a friend to drop them off at the Outlets and travel from there to their final destination, whether it is going north to LAX or south to San Ysidro Transit Center.

The opening of this new shuttle stop on Carlsbad Premium Outlets is part of the latest set of improvements made possible by the support of such partners as **Carlsbad Chamber of Commerce, Carlsbad Village Association, North San Diego Business Chamber, and ASTA San Diego.** This new stop will provide more options for travelers and serve more neighborhoods in Carlsbad, such as Poinsettia Park, Aviara, and the surrounding areas.

### Jacobs & Cushman San Diego Food Bank welcomes new CEO Casey Castillo

Congratulations to Casey Castillo, who was appointed the Food Bank’s new Chief Executive Officer on May 17, 2022. Castillo joined the Food Bank in 2008 as Chief Financial Officer and was subsequently appointed Vice President of Finance and Administration. Castillo brings more than 20 years of executive, financial, and nonprofit management experience to the role of Chief Executive Officer. Over the course of his fourteen-year tenure at the Food Bank, he has provided oversight for all financial, administrative, human resources, and information technology operations.

Additionally, he helped lead the organization during periods of severe economic upheaval including the Great Recession and most recently, the COVID-19 pandemic – including the subsequent inflationary environment, which is currently impacting the Food Bank’s service population.

“The Food Bank continues to serve record numbers of individuals and families in need throughout San Diego County due to the lasting impacts of the pandemic and soaring inflation. Casey is a huge asset to the **Jacobs & Cushman San Diego Food Bank North County** as evidenced by the nonprofit’s highly effective and efficient deployment of its mission daily. Casey has demonstrated outstanding leadership, and he possesses the vision to take the Food Bank into its next phase of growth.”



The Jacobs & Cushman San Diego Food Bank’s Board of Directors has appointed Casey Castillo as Chief Executive Officer of the 45-year-old, hunger-relief nonprofit.

Newly appointed Chief Executive Officer, Casey Castillo said, “It is an honor to be selected to serve as Chief Executive Officer of the Jacobs & Cushman San Diego Food Bank. The Food Bank serves communities throughout San Diego County and is critical to the welfare of our community, serving individuals and families in need and the community’s most vulnerable members – including seniors and children living in poverty who face the daily threat of hunger.”

**happy spatula**

NETWORKING • LUNCH • FUN

**CBAD LUNCH MOB**

WEDNESDAY, JULY 27, 2022 | 11:30 AM - 1 PM

Happy Spatula  
3225 Business Park Dr.  
Vista, CA 92081

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

**COFFEE CONNECTION**

FRIDAY, JULY 15, 2022 | 8 AM - 9 AM

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

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

**FIRST FRIDAY BREAKFAST**

IN-PERSON EVENT!

**The Importance of Referral Partners, Mentors and Coaches**

FRIDAY, AUG 5, 2022 | 7 - 9 AM

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

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

RACHEL IVANOVICH

**FIRST FRIDAY BREAKFAST**

**The Science of Success-Using Your Brain To Increase Your Revenue**

FRIDAY, SEPT. 9, 2022 | 7 - 9 AM

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

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

JENNY HARKLEROAD



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Encinitas, CA 92024  
(760) 753-6491  
[sduhsd.net](http://sduhsd.net)  
*San Dieguito Union High School District is a public school district in San Diego County, California, United States. It is the 11th largest public school system in San Diego County. In 2022, SDUHSD was ranked as the 5th best school district in the state.*

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[redlotuswellnesscenter.com](http://redlotuswellnesscenter.com)  
*Red Lotus Wellness Center (RLWC) is a premier Functional Medicine clinic providing a world class environment that supports the recovery and maintenance of optimal health and wellness to the people of Carlsbad, and North San Diego County.*

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Sage Creek High School



**HIGH SCHOOL TEACHER OF THE YEAR**  
Kim Wakefield  
Carlsbad High School



**SMALL BUSINESS OF THE YEAR**  
Dempsey Construction



**PEOPLE'S CHOICE**  
LEGOLAND California Resort



**COMMUNITY IMPACT OF THE YEAR**  
Mitchell Thorp Foundation



**ELEMENTARY SCHOOL TEACHER OF THE YEAR**  
Rae Merritt  
Jefferson Elementary



# CBAD award winners!



**INNOVATOR OF THE YEAR**  
MiQ Partners



**KIND COMPANY INSPIRATION**  
Chris Ryan Productions



**MIDDLE SCHOOL TEACHER OF THE YEAR**  
Edric Uy  
Calavera Hills Middle School



**LARGE BUSINESS OF THE YEAR**  
Tri-City Medical Center



**POLICE OFFICER OF THE YEAR**  
Officer Tyler Mazzocco



**NONPROFIT OF THE YEAR**  
Jacob & Cushman North County San Diego Food Bank





# 40 ★ UNDER ★ 40

FEATURING  
OUR LOCAL  
EMERGING  
LEADERS



# Emerging Leaders, Carlsbad’s Top 40 Under 40

The quality of life we enjoy in our coastal gem of a city, along with this vibrancy in our business culture, is crucial in attracting talent. And the talent is truly amazing here.



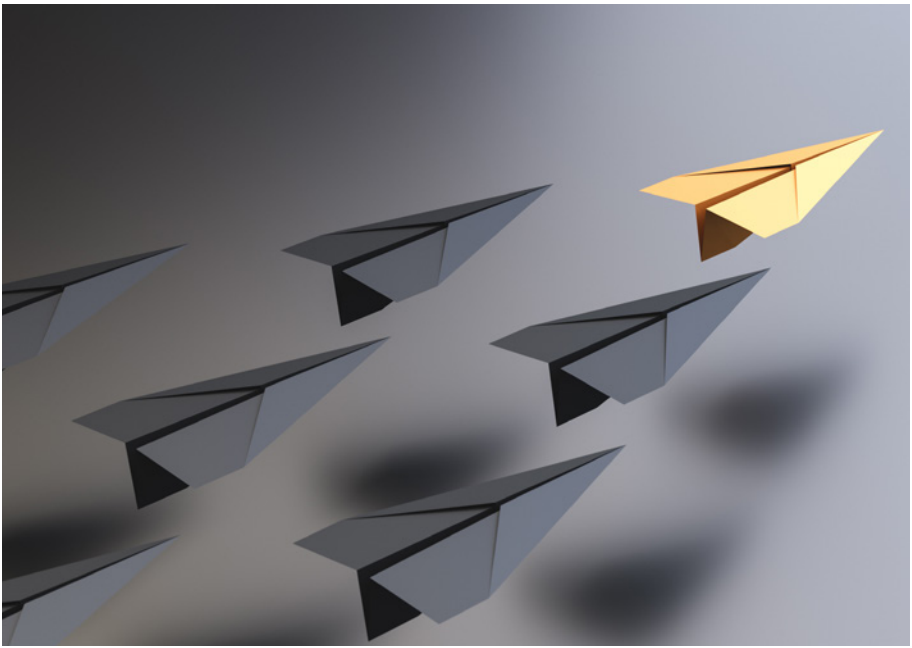
**KATHLEEN MCNARY**  
VP OF MEMBER RELATIONS  
CARLSBAD CHAMBER OF COMMERCE

And leadership comes from all walks of life. This year we are showcasing and honoring emerging leaders in business, government,

education, public safety, nonprofits and more, in four categories: Innovation; Growth; Culture; Sustainability.

Carlsbad is blessed with such a vibrant business community. We are home to headquarters for large corporate entities, small manufacturing, diverse business services, top-tier hospitality facilities, elegant and convenient restaurants, and small boutique retail shops. This eclectic make-up sets Carlsbad apart from the rest of our neighbors in San Diego County and collectively they make this a great place to live, locate a business, shop, dine and vacation.

To keep our community thriving, it takes all of us working together across all of these community building blocks. We hope you enjoy this walk-through Carlsbad’s 2nd Annual Top 40 Under 40! As you meet these emerging leaders, I think you will agree with me that our future is brighter than ever.



## OUR VERY OWN EMERGING LEADER



*“There’s room for everyone to be successful. Redefine your version of success, jump into the unknown, and stay committed to your unique path.”*

**Jess Levy**  
Marketing & Communications Manager  
Carlsbad Chamber of Commerce

Meet Jess Levy—Our newest addition to the Carlsbad Chamber of Commerce. Eight years ago, Jess was working in Silicon Valley at some of the Bay Area’s hottest tech giants. Little did she know, her desire to one day use her content marketing talent, and mission-driven passion back in her beloved Carlsbad hometown would sooner than later become a reality.

This year, when that longterm desire and opportunity became one, her heart instantly knew the Carlsbad Chamber of Commerce would be the perfect environment to blend her passion, profession, mission, and vocation; the answer to her Ikigai.

Jess’s creativity can be found across the Business Journal, website, social media, emails, PR, events, and so much more. In her spare time, she runs her own freelancing business to serve small businesses with copywriting and product messaging. She loves blending that into her role here at the Chamber where she brings clarity to member content. She has a real knack for strategic messaging and

connecting the dots across mediums while nurturing 1:1 relationships and getting to the heart of the matter. And that is why she knows she is truly home at the Chamber. “I love working with community-oriented and authentic humans. It lights me up to help others through innovative thinking, and being able to share that in a variety of ways here, is both my dream job and dream life.”

With the multifaceted career experiences she’s gained in a rather short amount of time, at the ripe age of 31, Jess has learned a lot of life lessons which bring a lot of depth to her work and empower her to be very intentional. “When life offers you a fork or a swiss army knife, always choose the creative swiss army knife. Combining different styles, skill sets, and diverse experiences, equip you with the inner resources to produce fresh ideas, launch products or services, and the fuel needed to embrace change.”

Jess is an Innovative Leader in every way, and we are so glad she is ours. Here’s to innovating forward with her helping hand in this community.







# CARLSBAD CHAMBER EMERGING

## CULTURE



**Aaron Gobidas**  
CEO/Owner  
*GoBeRewarded*  
“Take care of your people and they will take care of your customers.”



**Anthony Anselmo**  
Employee Benefits Consultant  
*KingBenefits Insurance Solutions, Inc.*  
“Unless someone like you does a whole awful lot, nothing is going to get better, it’s not.”



**Betsy Hall**  
CEO & Founder  
*For Their Thoughts Foundation*  
“Actively practice gratitude- big and small. Make space in your dreams for others to join and invest their heart and expertise too. Rinse and repeat.”



**Cassandra Klapp**  
Marketing & Communications Manager  
*Tri-City Medical Center*  
“Listen. Being a student each day teaches you humility, grace and helps you learn the needs of your team. Only then can you support and encourage them.”



**Chad Adcox**  
General Manager  
*Carlsbad by the Sea Hotel*  
“When you help others, you help yourself. In today’s world it’s more important than ever to do everything you can to lift up those around you. When you do this, everything else falls into place.”



**Esther Lan**  
Management Analyst  
*City of Carlsbad*  
“Along your path of finding your way, don’t forget to be kind to yourself. Success looks different for everybody. Fall down nine times, get up ten.”



**Joshua Rillie**  
Director, Solatube Home  
*Solatube Home*  
“One of the keys to creating a successful team is having an engaged workforce. The best way I’ve found to cultivate this is by listening first and then setting expectations.”



**Justin Frank**  
Head Cheese  
*Bread and Cheese Eatery*  
“Make your goal to be 1% better everyday.”



**Kevin Clemons**  
CEO  
*Au Technology Solutions*  
“Along your journey you will find your business peers copy each other’s success to the extreme of cutting innovation; Don’t be afraid to challenge conventional thinking, find new and innovative ways of succeeding where others couldn’t.”



**Lauren Allen**  
Owner  
*FLxR Fitness*  
“Life will be filled with ups and downs. It’s how you handle those experiences that define you as a leader. Be proactive. When emotions set in, take a deep breath, remove yourself, and make decisions that will benefit your team. Most of all, never give up. You got this!”



**Melissa Weibel**  
Memory Care Director  
*Santianna*  
“Always keep an open mind, everyone on your team has something to offer. Be willing to listen to different perspectives, our employee’s knowledge is the key to our success as a leader.”



**Michaela Weibel**  
Director of Marketing  
*Dempsey Construction*  
“Your work as a marketer is NEVER done. Don’t stop innovating. Don’t stop thinking of the next step. When you stop, someone else will step in and do it for you.”



**Mona Gocan**  
Owner/Civil Engineer  
*77 Electrical Services*  
“Don’t let others define what success should look like. It’s your life! Create YOUR definition of success and go after it. Sky is the limit.”



**Rae Henderson-Gray**  
Managing Director  
*New Village Arts*  
“Respect, trust, and incorporate the expertise and contributions of your team members. Be collaborative but decisive. Learn the communication and management styles that work best for your team.”



**Tamina Madsen**  
Community Director  
*Hera Hub Carlsbad*  
“Success is a journey, not a destination. Learn to find joy in your personal journey by savoring all of your “small” wins. Goals come and go. Success lies in how far you have come, not in how much is still left to accomplish.”



**Taylor Beveridge**  
Director of Philanthropy  
*Carlsbad Educational Foundation*  
“It is not about people; it is about relationships. Invest your time building relationships authentically with trust and rapport. A reliable network is invaluable.”



**Trevor Smith**  
Owner/Broker  
*Engel & Volkers Carlsbad*  
“Slow down and enjoy the moments that make life worth living. It’s not all about work!”



**Trish Prendergast**  
Employee Benefits Consultant  
*KingBenefits Insurance Solutions, Inc.*  
“Take every opportunity to educate yourself and learn from others! Be sure to use that knowledge to advocate for yourself and clients!”



**Tyler Hershey**  
Director/Pathfinder  
*Beacons Inc.*  
“Show the world the leader you are, and never let a day pass without giving it your all.”



OF COMMERCE

LEADERS



GROWTH

INNOVATION



**Adam Jacobs**  
Co-Founder  
*The Jacobs Scheriff Group (The JS Group)*  
“Never be the smartest person in the room. Surround yourself with intelligent and experienced people and be a sponge. While there is no replacement for experience, learning is a never-ending project and will help you immensely as you progress in your career and life.”



**Alita Ameneiro**  
Agent  
*Alita Ameneiro State Farm Insurance*  
“Take the risk – and when someone doubts your ability, RISK IT ALL because your entrepreneurial drive is the only thing standing between you and the American Dream.”



**Ashley Johnson**  
CEO  
*75 and Sunny*  
“Take risks and know mistakes will come. Every mistake is a learning opportunity for your next success which will be bigger and better.”



**Ashley Terry**  
Lead Buyer/Planner  
*MiQ Partners*  
“Remain optimistic even during challenging situations. A positive outlook reduces stress, and makes you more approachable by teammates, customers, and superiors. Positivity is contagious resulting in a more productive work force.”



**Christopher Weiner**  
Director of Business Development  
*Alphagraphics*  
“To the next generation of business leaders, love what you do, believe in the product or service you provide, and always stay focused on adding value to your clients.”



**Erin Scheriff**  
Co-Founder  
*The Jacobs Scheriff Group (The JS Group)*  
“Make sure that what you do and who you work for/with aligns with your overall values and principles. While it may be “just a job” in the eyes of some, it’s a significant portion of your time and how you spend your time matters and shapes who you become.”



**Ethan Segovia**  
Dean of Academics  
*Army and Navy Academy*  
“Don’t be afraid of failure. You can learn a lot about yourself during times of struggle, and failure is instrumental to growth and innovation. When one door closes, another opens.”

SUSTAINABILITY



**Dan Lozier**  
Director of Sales & Marketing  
*Primary Funding Corporation*  
“Clearly understand your “WHY” and what drives you. In doing so, life becomes clearer and will allow you to pursue a career passionately with long-lasting motivation.”



**Desiree Perez**  
Corporate Relations Officer  
*Girl Scouts San Diego*  
“Don’t get distracted looking for everyone else’s approval. Be authentic. Focus on your strengths, your purpose, and unselfish pursuits and that will be your legacy.”



**Julia Teske**  
Marketing Communications Manager  
*Calsense*  
“Focus your work on something you’re passionate about and then be your best self by driving toward your objectives, staying organized, prioritizing, executing well and working collaboratively with your teammates.”



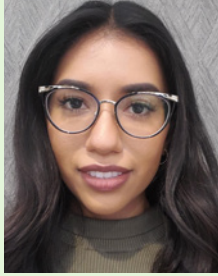
**Jennifer Green**  
Teacher  
*Encinitas Union School District*  
Creating change can sometimes feel so intimidating that people never start. Focus your attention on what you specifically have to offer to your community. Your daily actions and choices often make the biggest impact!



**Kent Seiders**  
Head of Marketing  
*LEGOLAND California Resort*  
“Don’t pay attention to anyone else’s journey. Move at your own pace, make meaningful connections, and take pride in what you do every day.”



**Dustin Relethford**  
CEO  
*West Path*  
“If work is a drag - quit! Find something you feel good about doing. Money is nice, but happiness is the real measurement of success.”



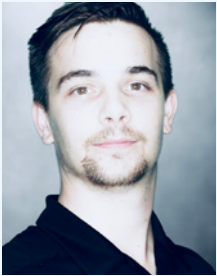
**Karina Manuel Felix**  
Branch Supervisor  
*Pacific Premier Bank*  
“Be courageous and outspoken. Do not belittle yourself and your ability to do great things and make a difference.”



**Madison Techmanski**  
Director of Rooms  
*Cape Rey Carlsbad Beach, a Hilton Resort and Spa*  
“If you thrive on an exciting, fast pace like I do, think about the hospitality industry. There’s an amazing personal and professional reward in giving people from all walks of life and all parts of the world an extraordinary travel experience. Creating the atmosphere where they can create lifetime memories, is simply priceless.”



**Shawnta Fleming**  
Regional Manager  
*Handel’s Ice Cream*  
“Work hard, be humble, do what needs to be done and NEVER GIVE UP. Don’t give up on dreaming, make the community your focus. Work like you need the job no matter how high up you go.”



**Storm Chadwick**  
Regional Sales Director  
*SpotOn*  
“Greatness is a grind, it’s a struggle, a never-ending battle to be the best in your field. Do it, and don’t let anyone tell you that you can’t achieve it.”



**Katie Byrnes**  
Financial Advisor, Senior Portfolio Advisor  
*Merrill Lynch*  
“The best investment you can make is in yourself. Choose a career, not a job, and put yourself on the best path to get you there.”



**Matt Odgers**  
Partner  
*Opelon, LLP*  
“Simplify the complex and communicate often and clearly.”



**Renee Donaldson**  
CEO  
*Eco Direct, Inc.*  
“Often times you will need to take risks to pursue your passion. Choose to live the life you want and embrace your failures as successes, for fortune favors the bold.”



**Samantha Richter**  
COO  
*Agua Hedionda Lagoon Foundation*  
“Communicate, Collaborate, Be Kind and Say Yes! You learn the most when in a new position or situation; especially if it is outside of your comfort zone.”



Anthony Anselmo

Marketing Director / Employee Benefits Consultant

KingBenefits Insurance Solutions

“Unless someone like you does a whole awful lot, nothing is going to get better, it’s not.”



I began my professional career at **KingBenefits** two and a half years ago. I was studying Business & Marketing at **California State University San Marcos** at the time, and then started part-time working in our Marketing department. I have been here for a little less than 3 years now, and I couldn’t be more thankful from my mentors and leaders, Bill King and Jeromy White, for helping me learn and grow to where I am today.

I love this opportunity here at KingBenefits to help small to medium businesses throughout North County, especially in Carlsbad. I love being able to help business owners and employees find the best choices possible for their Employee Benefits, so they can focus on growing the business and improving their employees lives and culture of their business. I want to make their lives easier and help consult them on improving benefits communication and education while building a long-term relationship with their staff.

One of my biggest goals is always to be as active as I can in the community. This passion started a few years after my younger brother, Nick, was diagnosed with Autism at the age of 2. My family started a foundation called Our Nicholas Foundation, an organization that helps children with Autism throughout the Temecula and Murrieta Valley with different events and fundraisers. This has been a driving factor in my life, and is why I love being able to be a part of our local Young Professional Organizations to see how we can help organizations and communities around us. I am very honored to be named one of the 40 under 40 emerging leaders and very proud to work for KingBenefits, an organization that has been helping local businesses for over 50 years.

Trish Prendergast

Account Manager

KingBenefits Insurance Solutions

“Take every opportunity to educate yourself and learn from others! Be sure to use that knowledge to advocate for yourself and clients!”



I began my professional career in Criminal Justice as a Child Forensic Interviewer & Victim Witness Advocate. That lead me to later manage a large Domestic Violence Non-Profit Program whose focus was educating professionals on how to handle complex cases. After 4 years in that industry, I felt pulled in a new direction. I entered the Insurance world years ago hoping to bring that same passion for education and advocacy into this confusing field. I had personally and professionally dealt with Insurance claim and coverage issues and thought that my unique background could bring a valuable perspective. Often, when people think of Insurance, there tends to be emotional responses like stress, confusion, and frustration. My goal is always to alleviate those feelings and replace them with confidence, security, and knowledge. **KingBenefits** has been a trusted ally in the San Diego Community for nearly 50 years. I take pride in being a part of a Firm that Employers and Employees know they can call when they are feeling stuck and in need of guidance. Managing Benefits has allowed me to collaborate with an array of diverse local businesses and community members making me feel more and more connected to our clients on a personal level. Our Owners, William King and Jeromy White, have invested in one-on-one mentoring, allowing me to absorb years of industry experience in a short time. Their commitment to prioritizing ongoing education ensures that we will always provide extensive industry knowledge and innovative solutions. I feel truly blessed to live and work with such an incredible team here at KingBenefits.

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CONGRATULATIONS

Anthony Anselmo  
Marketing Director

Trish Prendergast  
Account Manager

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Melissa Weibel

Memory Care Director  
Santianna

“Always keep an open mind, everyone on your team has something to offer. Be willing to listen to different perspectives, our employee’s knowledge is the key to our success as a leader.”

My career in Memory Care started twelve years ago when I began working as a caregiver. Throughout the twelve years I worked as a Caregiver, Medication Technician, Resident Services Coordinator and now a Memory Care Director. My residents inspire me to be a better leader every day. My residents may be seniors who need help caring for themselves, but they deserve to be in an environment where they can continue to have the best quality of life. That thought alone inspires me every day to ensure my residents are receiving the best my team can offer. Building the right work culture amongst my team is among my top priorities. If my care staff are feeling underappreciated, it starts to reflect in their work. I strive to make sure my care team knows they are valued and appreciate for all the work they do. Simple things like greeting them in the hallways, thanking them with gift cards or buying them lunch allows me to build a culture of appreciation. The goal is to create an environment where they feel welcomed and want to work. Working in memory care can be a daunting experience, you are caring for seniors who often times don’t remember you even though they see you every day. Having a strong support system helps you be the best version of yourself for your residents and team which makes you a successful leader. At the end of the day, everything I do is for my residents and care team.

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CONGRATULATIONS  
ETHAN SEGOVIA

CARLSBAD 40 UNDER 40

Your professionalism and dedication is an inspiration to our Cadets



ARMY & NAVY  
ACADEMY

BE BOLD. BE BRILLIANT. BE YOU.

## Renee Donaldson

CEO

*Eco Direct, Inc.*

**“Often times you will need to take risks to pursue your passion. Choose to live the life you want and embrace your failures as successes, for fortune favors the bold.”**



I grew up in Southern New Hampshire and our family enjoyed exploring our beautiful state. In the summer, cable TV was stopped, and we would pack up our van, hitch up the camper, and load the canoes and head off to various campgrounds throughout the season. I am a born and raised environmentalist.

When I was recruited by a solar company 11 years ago, I was thrilled. Though I knew absolutely nothing about renewable energy at the time, I felt in my heart that this was my opportunity to make a difference. When I learned that you could harness the power of the sun with battery storage, I became enamored with independent energy systems and spent hours after work researching, taking courses, determined to bring this technology to the forefront.

Today, as our CEO, my focus is building a strong team whose focus aligns with our mission to educate our customer base on Energy Storage Systems, providing higher education opportunities for our employees, and developing a corporate culture that is both productive and enjoyable. As we continue to grow, we improve upon our own processes, adapt to new technologies and help facilitate the path to clean energy. Amidst supply chain issues, price increases and a fluctuating economy we have held fast to our mission by working together as a team. I humbled and thankful to help lead our company, our team, and the Carlsbad community in the transition to clean energy solutions.

## Ethan Segovia

Dean of Academics

*Army And Navy Academy*

**“Don’t be afraid of failure. You can learn a lot about yourself during times of struggle, and failure is instrumental to growth and innovation. When one door closes, another opens.”**



16 years ago, Ethan Segovia began working at the Academy and was able to rise through the ranks to become the Department Chair of the Social Science department. His determination and drive allowed Ethan to become the Assistant Dean of Academy within seven years and Dean of Academics within eleven years.

Dean Segovia attributes his drive from his passion for working with young people which came from his time as a basketball coach at the age of 17. He has truly enjoyed working with and molding young men into positive and educated members of the global community.

One of Ethan’s favorite things about the Academy is watching the growth of our young men from the moment that they arrive to our campus as boys to the transition of becoming top leaders as seniors, and eventually going to a great college.

He also enjoys working and collaborating with a diverse group of educators and staff members whose main objective is to prepare our Cadets for the next journey in their lives.

Dean Segovia has been fortunate to have had an incredible boss for the past seven years with Major General Arthur Bartell who has helped me become a better administrator and leader and he is truly grateful. Ethan is very thankful to have his current boss, Dr. Mark Desjardins for guidance and mentorship.

Ethan is also blessed to have had four very different yet very special Academy Administrators who has been mentors and friends, Dr. Lisa Basista, Colonel Russ Hanthorn, General Steve Bliss and Mr. Dennis Anderson. Because of them, he is a Dean today.



# Adam Jacobs

Co-Founder | *The Jacobs Scheriff Group (The JS Group)*



**“Never be the smartest person in the room. Surround yourself with intelligent and experienced people and be a sponge. While there is no replacement for experience, learning is a never-ending project and will help you immensely as you progress in your career and life.”**

After disrupting the status quo of the health and wellness industry by creating a fitness experience that offers the amenities and community feel of multiple boutique studios in one spacious and luxurious facility, Adam, along with his business partner Erin, have embarked on a new venture. Their goal is to help businesses grow by consulting, performing due diligence and offering development assistance to a diverse range of operating businesses and start-up companies both in the for-profit and non-profit sectors. Their focus is on providing services to companies and organizations that generate a net positive benefit to society throughout the business lifecycle. Adam is also involved in several non-profit organizations and demonstrates his leadership by serving as a board member and chair, including being the incoming board-chair of the Carlsbad Chamber of Commerce. Adam is a former collegiate and professional baseball player, having been the starting catcher and captain of the Cornell University team where he majored in Applied Economics and Management and Minored in Communication. Adam believes in a strong work ethic, perseverance, leading by example and giving back to the community.

Adam gives credit to his wife, Amy Jacobs, for always supporting him in his many endeavors and his family for setting the example on how to be successful and also give back to your community. In February, Adam and Amy welcomed their first child in, Aylana Jacobs. Their new addition has added a renewed appreciation and understanding on the importance of thinking about the future.

# Erin Scheriff

Co-Founder | *The Jacobs Scheriff Group (The JS Group)*

**“Make sure that what you do and who you work for/with aligns with your overall values and principles. While it may be “just a job” in the eyes of some, it’s a significant portion of your time and how you spend your time matters and shapes who you become.”**



Originally from the East Coast, Erin moved to San Diego in search of warmer weather and sunshine in 2006 after graduating from college with a degree in Biology. She worked in the biotech field for over five years, but eventually felt drawn to help people in a more direct way. In 2012 she began working on what would become Fortis Fitness & YOGALUX. Now, over 10 years later, Fortis is a staple in the community; offering a safe and fun space where people can not only workout and improve their lives physically, but where they can form lasting friendships in a community that enhances their quality of lives both mentally and emotionally as well. While still the COO of Fortis, Erin has been spending a lot of her time recently launching The Jacobs Scheriff Group alongside her business partner, Adam Jacobs. Their company leverages the partners’ extensive and wide-ranging business background to offer business development consulting services, asset management, and commercial development. Their objective is to work with companies that generate a net positive benefit to society throughout the business lifecycle. Erin is also an active member of the Century Club of San Diego, a non-profit that not only operates the annual Farmers Insurance Open at Torrey Pines, but also gives back to the community through the Champions for Youth program. Erin’s biggest motivation is her family and to be a good role model for her three children ages 11, 9, and almost 2.

# Chad Adcox

General Manager | *Carlsbad By The Sea Hotel*

**“When you help others, you help yourself. In today’s world it’s more important than ever to do everything you can to lift up those around you. When you do this, everything else falls into place.”**



“It’s true that no person is an island and it’s important to remember those in our lives, both personal and professional, who have encouraged and taught us along the way. Truly none of us would be where we are today without our mentors, colleagues, family and friends who have supported us on our journeys.

True hospitality is felt when you take the time to connect with those around you and when you are willing to give yourself to the service of others. My career in hospitality begun nearly fifteen years ago; much has changed in the industry in that time, but the cornerstones of hospitality remain the same. Care. Comfort. Connection. These words ring true not only for my industry but

for many others. Often, we do not fully appreciate the impact that our actions, both simple and grand, have on those around us, but when you stop and think about how the actions of others have helped you in the past, it becomes clear that small gestures can make a world of difference.

As we look forward to the changing world of business, it’s crucial we don’t forget those around us. Muhammad Ali once said, “Service to others is the rent you pay for your room on this Earth.” I invite us all to remember those words. When we do this, we will be stronger leaders and better colleagues, and the differences we make will be remembered long after we are gone.”



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# CONGRATULATIONS

to our General Manager

## Chad Adcox

for being nominated one of Carlsbad’s 40 Under 40!

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## Aaron Gobidas

CEO/Owner

GoBeRewarded

**“Take care of your people and they will take care of your customers.”**



**GoBeRewarded** CEO and owner, Aaron Gobidas started a marketing company with his wife, Madeleine in 2015. In order to accommodate their 15 person in-house growing marketing team, this year the agency moved the business into a bigger, more spacious location in downtown Vista.

From day one GoBeRewarded has only worked with local businesses and only utilizes their local, internal team. This is why GoBeRewarded’s client experience is unmatched by any other marketing company.

Gobidas continues to show growth and commitment to the community. He has maintained a board seat on the Vista Chamber of Commerce and is a part of thirteen other local chambers. He also recently graduated from Awaken Church’s Pathfinders Apprenticeship Program. Recently, he accepted a board of directors position with the

Mottino Family YMCA, located in Oceanside, California. This year, the agency was awarded the Carlsbad Chamber’s Best Place to Work and was a finalist for the 2022 Vista Chamber Small Business of the Year.

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# NIGHT

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## Madison Techmanski

Director of Rooms

*Cape Rey Carlsbad Beach, a Hilton Resort & Spa*

**“If you thrive on an exciting, fast pace like I do, think about the hospitality industry. There’s an amazing personal and professional reward in giving people from all walks of life and all parts of the world an extraordinary travel experience. Creating the atmosphere where they can create lifetime memories, is simply priceless.”**



Starting her career as a restaurant hostess convinced Madison she had the people skills for her chosen industry, but managing the thousands of moving parts in both housekeeping and the front office of several Southern California hotels, is what secured her desire to grow into a leadership position within the industry.

In five short years with **Cape Rey Carlsbad Beach, a Hilton Resort & Spa**, she has moved from Director of Housekeeping to Director of Front Office to her current role as Director of Rooms. Throwing herself and her heart into every facet of the resort, has taught her much more than just the practical tactics to succeed, but more importantly, the compassion to help others along her path to also grow and succeed.

She trains, coaches, mentors and prepares new talent to believe in themselves, just as she has done in herself all along the way. Encouraging her teams’ growth and making their work life as positive and pleasant as possible, has gained her the respect of not only those she manages, but those she works alongside as colleagues as well as every single guest of the resort she interacts with.

As a four-diamond Hilton property, there are very high standards in place from the brand perspective, in addition to the high guest expectations that present themselves daily if not hourly. Madison is a shining light at Cape Rey that rises to not only meet but exceed those challenges with grace.



# Ashley Johnson

CEO  
75 and Sunny



“Take risks and know mistakes will come. Every mistake is a learning opportunity for your next success which will be bigger and better.”

After the success of husband-and-wife Matt and Ashley Johnson’s catering company, **Mangia Mangia**, Ashley was ready for a new business venture.

Ashley is an experienced veteran in the fire and flood industry. After working for a large insurance company handling homeowners claims, she decided to start **75 and Sunny** with her husband, Matt. Ashley experienced claim handling first-hand from start to finish. She quickly realized vendors and insurance companies don’t always provide the customer with direction.

Experiencing a water, fire, or mold loss can be extremely difficult especially if the customer is unfamiliar with his/her insurance policy. Ashley started the business with a goal in mind to make the claims process easy and hands-off for the customer. With her extensive knowledge in claim handling, she is able to assist the customer and the insurance company operating as a liaison between the two. She created 75 and Sunny to cover all mitigation services: fire clean up, water restoration, mold remediation, furniture packout and storage. Her first step was recruiting the top employees in the industry and purchasing the best products. She wanted to focus on giving back to the environment so created an eco-friendly packout option. All this combined and 75 and Sunny was born. With a team of trained supervisors, technicians, and packers, 75 and Sunny is committed to the customer and their home. Having a flood/fire can be difficult and Ashley and her team are here to hold your hand every step of the way.

*Congratulations!*

# Ashley Johnson

CEO / Peace of Mind Coordinator

---

ON BEING NOMINATED FOR

# 40 UNDER 40

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# Samantha Richter


COO  
Agua Hedionda Lagoon Foundation

“Communicate, Collaborate, Be Kind and Say Yes! You learn the most when in a new position or situation; especially if it is outside of your comfort zone.”



Meet our sustainable Samantha; COO at Agua Hedionda Lagoon Foundation. On September 2nd Samantha will be apart of our team for 9 glorious years! Samantha is an incredibly inspiring leader. She has been building our standard of operations library so that anyone is able to achieve the same standard of excellence that she has developed. We have grown in both membership and associates under her innovative methods. By changing databases we are able to track our exact membership ,which allowed her to set a goal to increase our membership from 600 to 700 members this fiscal year. We are currently at 808 active members. This year we added part time and full time associates, as well as teachers. Each new associate receives efficient and accurate onboarding. Samantha utilizes technology to streamline onboarding and our payroll processing. This year


Leadership North County, a program conducted through CSUSM, was her personal team development goal. Not only does Samantha work on her own personal and professional growth, but she encourages all those she works with to expand their knowledge and reach for their own professional goals. Her mantra is to reach out to Carlsbad Chamber members first when we are in need of a new product or service. She has really built a community network that continues to flourish. As a member of the Chamber Green business committee we are always being educated by Samantha on great sustainability initiatives. Sam always gets the job done - modeling great work ethic for her colleagues.




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# discover

## THE AGUA HEDIONDA LAGOON





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**WWW.AGUAHEDIONDA.ORG**



## Storm Chadwick

Regional Manager  
*SpotOn*



**Greatness is a grind, it's a struggle, a never-ending battle to be the best in your field. Do it, and don't let anyone tell you that you can't achieve it."**

Over the past 15 years, Storm Chadwick has been focused on bringing meaningful business solutions to small businesses to his hometown market in Southern California. Storm was born and raised in Carlsbad, and after seven years of being CEO of his own payments company, he joined **SpotOn**, the fastest growing software and payments company for restaurants and small businesses.

As Regional Manager for SpotOn, he leads nearly 100 account executives across Southern California who build deep and meaningful relationships with thousands of local businesses, giving them a unique combination of integrated software and payments technology to help clients grow revenue, reduce expenses and delight customers.

Storm's unique approach blends deep customer empathy with a laser focus on execution and details to help SpotOn customers compete and win. Storm is being recognized because of his exceptional leadership and his passionate advocacy for the small businesses of Southern California.

## Cassandra Klapp

Marketing & Communications Manager  
*Tri-City Medical Center*



**"Listen. Being a student each day teaches you humility, grace and helps you learn the needs of your team. Only then can you support and encourage them."**

Cassie is a force of positivity everywhere she's been. Her first story as a reporter out of college was on a 13-year-old boy who lost his teeth from a decade of cancer treatment. Her story raised thousands of dollars in one day to get him the dentures he needed. In San Diego Cassie highlighted mental health issues through stories with local psychologists, providing families the tools they needed to survive the pandemic and winning the Psychology Association Media Person of the Year Award. Cassie put herself in danger at the La Mesa riots, fires and shootings to report information to keep our neighbors safe. At San Diego Loyal Soccer Club, Cassie's work on a two-month long soccer camp for underserved youth, creation of a partnership with the YMCA and volunteer efforts won the Community Engagement and Impact Club of the Year Awards from the United Soccer League. At **Tri-City Medical Center** Cassie is creating videos and writing stories on the heroes who work diligently to care for our neighbors.

Cassie has been involved in the Junior League for 7 years, across the country. She spends more than a hundred hours each year volunteering in the community. During the pandemic she trained 60 women to become members of the Junior League of San Diego and together raised \$10,000 for JLSD and their non-profit partners supporting foster youth, homeless outreach and women's development. Cassie's desire is to make the world a better place and she is driven to make that mission a reality.





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Area Sales Manager

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For more details and reservations contact:

**Kathy Steffen | Carlsbad Chamber of Commerce**

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





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# 2022 State of the Community

**AUGUST 19, 2022 | 11 A.M. — 2:00 P.M.**

Join 500 Business, Civic and Community leaders as we convene to discuss the State of our Community.

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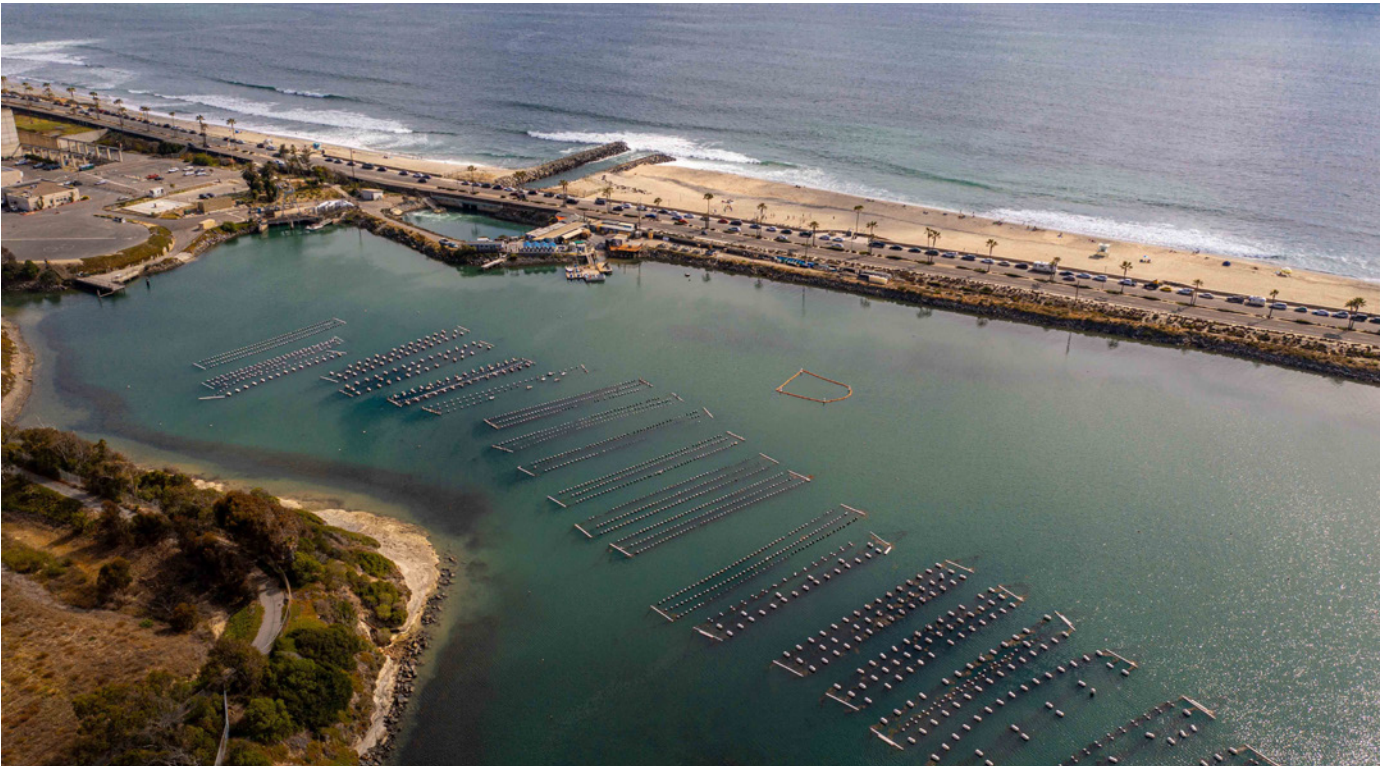
» **ECONOMY**  
Continued from Page 1

lion oysters being grown each year, the fish are drawn in to feast. The pelicans, however, then act as the guardians of the farm as they swoop down and eat the fish. Additionally, the clean water allows the sunshine to penetrate through what was once murky water. This penetration by the sun has sparked the eelgrass to grown to very healthy levels of five and six feet.

Cleansing Agua Hedionda is not Carlsbad Aquafarms only restoration project. Thomas Grimm shared, “Carlsbad Aquafarm has been involved with coastal habitat restoration for years, including restoration projects from Newport Beach Back Bay to the South San Diego Bay National Wildlife Refuge, where our oysters are being used to establish oyster reefs and eelgrass beds to protect shorelines from erosion and provide nurseries for a variety of fish.”

Now the Carlsbad Aquafarm is aiming to assist our Navy SEALs. According to Grimm they are donating 200 cubic yards of oyster shells to the US Navy that will be spread over a wide stretch of beach on Coronado Island near where the SEALs train. The San Diego Bay, where the SEALs train on a daily basis, needs to be cleaned up much the same way that that Aqua Hedionda needed cleaning up back in the 1950's. These oyster shells are being crushed, turned into reef balls and creating an environment for oysters to breed – thus sparking the restoration of the bay – and helping our Navy SEALs. The retail value of those oyster shells that Carlsbad Aquafarm is donating is over \$150,000.

This amazing aqua life cycle can be explored and experienced by the average local citizen and tourist. Farm Tour and Tasting Experiences occur three times every day: 10:00am, 12:00pm and 2:00pm. But reserva-



*Farm Tour and Tasting Experiences occur daily with a brief oyster shucking class as well as a generous oyster tasting. Photos courtesy of Carlsbad Aquafarm.*

tions are highly advised as the tours are frequently sold out ahead of time (book online to ensure you have a spot). The tours are one hour long and include a brief oyster shucking class as well as generous oyster tasting. You can also enjoy the fruits of this aquafarm regularly by ordering these Carlsbad grown oysters and mussels directly from their website: [carlsbadaquafarm.com](http://carlsbadaquafarm.com). If you are wondering, how do I find this farm? It is not as difficult as you think. They are located at 4600 Carlsbad Blvd., right next to the NRG Power Station and directly across from life-guard beach Tower 30. Cheers!



# CHAIRMAN’S CIRCLE

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