

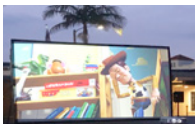


# BUSINESS JOURNAL

CARLSBAD.ORG

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

AUGUST 2021



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## From virtual to in-person schooling

After a year of learning in front of screens, many children are getting ready to go back to school in person. While this should be exciting for students and a relief for many parents who had to turn into tutors and teachers at home, experts have suggested children may be experiencing some anxiety about going back.

To answer many questions about the upcoming in-person school year, we reached out to Licensed Professional Clinical Counselor, National Board Certified Counselor and Credentialed School Counselor, Audra Wallace MS, LPCC, who is part of **Coherence Associates Inc.**

### What is the impact online learning has had on students in our community?

Delayed development academically, social-emotionally and in brain development. One study from the National Institutes of Health (NIH) that began in 2018, shows that

› **SCHOOLING, Page 16**

## Reaching FOR THE Stars AND BEYOND

In September 2020 the Carlsbad Chamber launched its second annual *Rising Star of the Month* program to honor local area high school seniors for demonstrating character, integrity, love of learning, involvement in school and community activities and the ability to overcome challenging life circumstances without compromising their education. And despite COVID-19 moving the entire program to Zoom, nearly 40 high school seniors from four different high schools were honored.

The *Rising Star of the Month* program has quickly established itself in the Carlsbad community for the impact it brings each month. “The opportunity to identify and honor a student as the Rising Star is one of the highlights of my month every time,” shared Bryan Brockett, Principal at **Carlsbad High School**. “The Rising Star’s focus on students who have overcome adversity to impact their school and community is particularly meaningful, because it shows students that we recognize the efforts that it takes to be successful and validates the hard work that these students do.”

The **Carlsbad Educational Foundation** was founded in 1983 to raise private support for public education. They have contributed over \$10M to public schools in our community throughout that time. They

have been a sponsor for both years that the Rising Star program has been in existence here locally. “Hear one persevering story of a Rising Star and you will forever be impacted,” said Laura Pitts, Chief Executive Officer of Carlsbad Educational Foundation. “These honorees demonstrate what it means to have resilience, what it looks to like to overcome obstacles, and what it takes to give generously in spite of hardship. We’re fortunate to have these young leaders in our community and it’s an honor to help them succeed.”

Rosemary Eshelman is the Student Services Specialist for the **Carlsbad Unified School District**. She witnessed the program first-hand when it first arrived in Carlsbad. “The Rising Star Program is such an amazing way to highlight high school students who have persevered to achieve their goals,” stated Eshelman. “It is also a wonderful way to bring the community together through sponsors and showing these young people that they have many people encouraging them to succeed. It is a win-win for Carlsbad.”

› **RISING STARS, Page 1**

## BUSINESS SPOTLIGHT

# Excellence through challenge

At Carlsbad’s **Pacific Ridge School**, students in grades 6 – 12 are both equipped and inspired to meet the demands of a rapidly changing world. They learn to confidently approach new ideas, ask the right questions, and think beyond what’s in front of them to make connections and find their path. Talented faculty, small class sizes, advanced coursework, and state-of-the-art facilities support students to achieve whatever academic goals they set for themselves. Active participants in their learning, students build skills that will serve them outside of the classroom and into adulthood.

### Harkness learning

It all starts with seminar-style classes of 15 students and a teacher engaged in lively discussions around “Harkness” tables. Each student is seen, heard, and included, which helps them develop strong critical thinking and communication skills, as well as an un-

derstanding of different perspectives. Students become comfortable with difficult conversations, feel confident expressing themselves, and aren’t afraid to ask questions.

### Growth through experience

Through a combination of interactive coursework, a weekly service-learning program, arts, athletics, and student-led activities, Pacific Ridge students are empowered to experiment with new ideas and interests, pursue their passions, and develop their voice. A unique weekly schedule incorporates most of these activities into the school day, promoting both opportunity and important life balance.

### Global engagement

At the end of each school year, students and faculty travel to destinations across the



**Active participants in their learning, students build skills that will serve them outside of the classroom and into adulthood.**

› **PACIFIC RIDGE, Page 3**

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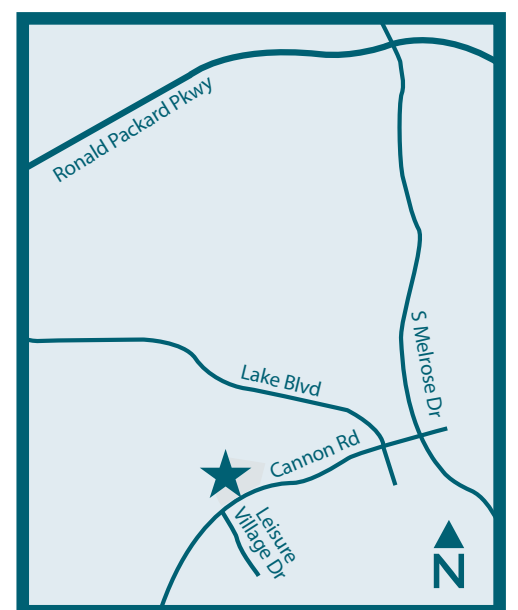
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CHAMBER PURPOSE

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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# Staying connected in Carlsbad

The Carlsbad Chamber of Commerce will host its annual *State of the Community* on Friday, August 20, 2021, from 11:30 a.m. to 1 p.m. featuring a top-notch lineup of speakers, including keynote speaker Carlsbad Mayor Matt Hall.



Other speakers include President and CEO of **Viasat**, Rick Baldrige, VP & GM of **TaylorMade US**, Steve Hendren, and CEO of **JLab**, Win Cramer, Every year, Mayor Hall provides an in-depth overview of the **City of Carlsbad** and shares a video to highlight some of the work done in our community. I always look forward to hearing about all the great work that is being done by our local city government. Furthermore, with business making a comeback, it should be interesting to hear from some of our top Carlsbad employers.

Baldrige is responsible for Viasat's executive and operational leadership, with a focus on building and growing a customer-centric organization that will continue to deliver compelling global services and products. This American communications company based in Carlsbad but with additional operations across the United States and worldwide, is a provider of high-speed satellite broadband services and secure networking systems covering military and commercial markets.

Hendren joined TaylorMade US earlier this year after spending several years as President of Galvin Green and Strategic Account Director of Nike. TaylorMade Golf Company is an American sports equipment manufacturing company based in Carlsbad. The company focuses on the golf equipment market, producing golf clubs, balls, and clothing. TaylorMade Golf is currently a subsidiary of KPS Capital Partners after it was purchased from Adidas in October 2017.

Cramer, is a 15-year electronics veteran with a scrupulous ear for audio. JLab Audio is an American consumer audio brand

founded in 2005. The company began by making value priced in-ear headphones but has since expanded to include premium in-ear and over-ear headphones, as well as wireless headphones and Bluetooth speakers. After growing more than 250 percent from 2015 to 2017, JLab moved into a new facility in Carlsbad to support its growth.

The Chamber is thrilled to have all these inspiring community leaders and speakers join us as we celebrate our Carlsbad community. This year's free and virtual event is newly designed and will be produced by **SEAS Productions**, a Carlsbad company. In addition, there will be a VIP/Sponsor-Only viewing party at **Gnarlywood**. With this new format, we anticipate a lot of participation from the community.

Please make sure you register today as you do not want to miss out on this special event. Go to [web.carlsbad.org/events](http://web.carlsbad.org/events) for more information.

A big thank you to **Grand Pacific Resorts**, **Tri City Medical Center** and **Wells Fargo** for being our presenting sponsors for this event.

## » PACIFIC RIDGE

Continued from Page 1

country and around the globe for cultural exploration, world language study, and service. These experiences help students think beyond themselves, develop empathy, and prepare to contribute to the world. Gaining perspective on their own lived experiences gives students a broadened worldview, expanding the possibilities and breadth for what they choose to do next.

### Community of care

Teachers take an active role in overall student well-being, working together to understand the whole picture and what each student needs to flourish, both academically and emotionally. They offer support, kindness, and understanding, whether it's in the classroom, on campus, or traveling the world. Families are a welcome part of the community.

### The middle school experience

Because of the changes they are undergoing, middle school students are primed for exploration and self-discovery. Given support from caring and experienced teachers, students can get comfortable with themselves, take risks, develop their voice, and build key academic, social, and emotional skills needed for high school and beyond, all while celebrating who they are and who they are becoming.

In Pacific Ridge's Middle School, students in grades 6 through 8 learn new ways of thinking and communicating, tackling real-world issues that require collaborative solutions. Students have numerous opportunities to challenge themselves and devel-



Through a combination of interactive coursework, a weekly service-learning program, arts, athletics, and student-led activities, Pacific Ridge students are empowered to experiment with new ideas and interests, pursue their passions, and develop their voice.

op new interests and passions – in the classroom and on the field, in the studio and out serving the community. Reflecting on these experiences, students deepen their knowledge of who they are as learners, community members, artists, athletic team members, travelers, and friends.

### The upper school experience

Students in grades 9 – 12 continue their explorations in an environment that allows them to pursue their academic and co-curricular interests as far and wide as they want to take them. A robust curriculum with ample honors and AP courses is matched

with advanced opportunities for participation and leadership in multiple student-led service groups, clubs, activities, athletics, the arts, and global travel. Upper school students refine their skills and delve deeper into academic classes and activities that interest them.

When it comes time to apply to college, Pacific Ridge students understand what they want from their college experience, and the skills they have learned allow them to flourish, both in college and beyond.

For more information about Pacific Ridge School, please visit [www.pacificridge.org](http://www.pacificridge.org)

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CHAMBER OF COMMERCE

2021

State of the Community

FRIDAY, AUGUST 20, 2021

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PUTTING THE ACTION IN “LIFE IN ACTION”:

# How we’re funneling the nation’s top talent toward Carlsbad

After this past year, one thing is clear: We’re all rethinking our status quo.

The pandemic changed what we consume, how we work, and even where we live. In fact, a staggering 14 to 23 million Americans are expected to move in the wake of COVID, according to an Upwork study. And The Wall Street Journal reports that most of that migration is moving from dense urban cores



to surrounding areas.

Naturally, we expect to see the same for Carlsbad. As our local companies regain momentum, they need and deserve the nation’s top talent. That’s why we’ve launched a new tool, called Life in Action Recruiter, to help them get it.

We’re excited to announce that we’re building a national talent pipeline for Carlsbad companies. In a nutshell, here’s how our



*The City of Carlsbad is building a national talent pipeline for Carlsbad companies.*

free service works:

As we market Carlsbad nationally to job-seekers, we’re inviting them to join our list of interested candidates. They can tell us some useful information, like what industries they work in, and when they might be

ready to relocate to Carlsbad. They can also upload a resume.

Over time, we’ll accumulate a curated list of talent from across the nation who want to move to Carlsbad. When a local company has an opportunity, they can tap into our pipeline.

So, for example, maybe there’s a software engineer in Seattle who dreams of moving to Carlsbad — but she won’t be ready to move for another six months. That’s precisely the sort of candidate we want in our digital Rolodex. And now, I’m happy to say we’ll have it.

Of course, attracting top talent is good for our economy. But beyond that, it’s good for our community. When we gain residents who are genuinely excited to be here, that shows up across the spectrum of civic life.

The bottom line here? This is a win-win. We hope you’ll help us spread the word about this new free service — and take advantage of it, too. Here’s how to get started:

**For Carlsbad businesses:**

Companies that want to access our talent pipeline can email Management Analyst Joe Stewart at [joe.stewart@carlsbadca.gov](mailto:joe.stewart@carlsbadca.gov), or call him at 760-602-4620.

**For job-seekers:**

Candidates that want to be considered for Carlsbad opportunities can visit [carlsbadlifefinaction.com](http://carlsbadlifefinaction.com) and click on “Recruit Me.”

## My doctor is not in, can I see an NP or a PA?

Your cough isn’t getting any better after a week. Your throat is aching now. But when you try to make an appointment, your primary care doctor is not available.



You’re asked if you’d like to see someone sooner. A nurse practitioner (NP) or physician assistant (PA) can see you in the morning.

Not sure what to do? Or the difference between physician assistants and nurse practitioners? There are differences in their training and requirements.

But both are licensed health care providers who can treat patients. And as their ranks grow, they are helping to increase access to health care for millions of Americans. “Nurse practitioners and physician assistants are highly qualified medical professionals who can provide the same general care services as physicians,” says Carol Coloma, NP, a family nurse practitioner at Scripps HealthExpress in San Marcos.

In contrast to a nurse or medical assistant, who can take your weight and blood pressure and prepare you to see the doctor, a NP and PA can examine and treat you. Both hold advanced education degrees and extensive medical training.

Nurse practitioners and physician assistants in primary care

The number of NPs and PAs has steadily risen since the 1960s when programs for these medical professions began largely in response to a nationwide shortage of primary care physicians. Today, there are more than 325,000 licensed NPs, and about 140,000 certified PAs, practicing in the United States in a variety of health care settings.

At **Scripps**, NPs and PAs staff more than a dozen Scripps HealthExpress walk-in clinics. These convenient clinics — located at Scripps Clinic and Scripps Coastal Medical Center sites across San Diego County —



*Nurse practitioners and physician assistants can both treat you if your doctor is not in.*

provide same-day care for minor illnesses and injuries. Primary care teams made up of primary care physicians, NPs and PAs are also common at Scripps primary and specialty care offices.

**Nurse practitioner’s role and scope of practice**

Both PAs and NPs must have completed specific educational requirements and training programs in order to be able to treat patients. NPs and PAs provide the same general care services as physicians, including:

- Conducting physical exams
- Diagnosing and treating common, routine and acute illnesses
- Ordering and interpreting lab tests and X-rays
- Prescribing medication

**What’s the difference between an NP and a PA?**

Although their roles are similar, NPs and PAs have some differences in background and training.

NP programs are based on the nursing model and have a strong population focus. All applicants must be registered nurses (RNs) before they can complete the grad-

uate-level education and clinical training needed to earn an NP degree.

NP licensing is done at the state level, generally by the board of nursing for the state in which the NP will practice. Certification is sometimes required to obtain a license. Certification is granted by national organizations in specialty areas of nursing practice.

**Understanding the NP’s role**

In addition to providing general care, NPs generally play a greater role in patient education and counseling than PAs. They focus on illness prevention and staying well. Most NPs specialize in primary care areas, such as family medicine, gerontology, women’s health, pediatrics or acute care.

A handful of states require NPs to practice in collaboration with a physician, including California, or under a physician’s direct supervision. Many states allow NPs to practice without any physician involvement.

**Understanding the PA’s role**

Physician assistant programs are master’s level programs. Students must complete at least two years of college coursework in

basic and behavioral sciences before applying to a PA program. Many PA programs also require prior health care experience with hands-on patient care.

Most students have a bachelor’s degree and about three years of health care experience before entering a PA program, according to the American Academy of Physician Assistants.

PA programs are based on the medical model and are more disease-centered. In addition to classroom and laboratory instruction, PAs complete clinical rotations in areas such as primary care, surgery, pediatrics and emergency medicine. PAs practice in medicine in all settings, including primary, emergency and surgical specialties.

The designation of PA-C, or physician assistant-certified, means the PA has been certified by the National Commission on Certification of Physician Assistants. Like NPs, many PAs pursue additional education to focus in a specific area.

Most states, including California, require PAs to have an agreement with a specific physician in order to practice.

**PA vs. NP**

**So how do you know whether to see the doctor or a PA or NP?**

“When you are faced with the choice of seeing an NP or PA right away or waiting for a physician, it’s generally better to get in and be seen,” Coloma says.

For coughs, earaches, rashes and other routine ailments, it’s fine to see an NP or PA. “Both work under the supervision of a physician and will discuss your care with him or her in case your problem turns out to be something more serious,” Coloma says.

Coloma adds, “The PA or NP will make sure your doctor is aware of your condition and proper actions are taken to provide the care you need.”

*To Your Health is brought to you by the physicians and staff of Scripps. For more information, please visit [www.scripps.org](http://www.scripps.org)*



# Summer on tap in Carlsbad Village

Just 45 days ago, a proverbial light switch was flipped and Carlsbad Village as we knew it returned. Five days later summer officially arrived and there was no turning back.

The **Carlsbad Village Association** (CVA) programs dozens of events d o w n t o w n throughout the year, including its weekly certified organic farmers' market. There's almost always something to do or look forward to in the Village, and this season is no different. Here's a quick snap-

shot of what is on the calendar downtown; we hope you, your family, and friends will join us just two blocks from the beach in the heart of Carlsbad Village while summer is still in session!

**July 22 to August 12** - *Flicks at the Fountain* brings community together each Thursday night through August 12 with outdoor movies starting at dusk. While you might have missed *Toy Story* and *Ghostbusters*, there's still time to catch *Frozen* (August 5) and *Star Wars: A New Hope* (August 12). Great family fun for all ages.

**August 4** - *National Farmers' Market Week* will be celebrated at the *State Street Farmers' Market* with its biggest market bounty giveaway yet. This is CVA's way of saying thank you for honoring farmers' markets in general and our very own market in particular. No purchase is necessary to be entered for a chance to be a winner.

**August 14 to September 6** - *Pop Up Art: A New Experience* showcases artwork from 10 local artists in 20 different business locations in the Village. This temporary art activation between local artists and businesses is the second phase of a two-part project that is hosted by CVA and supported by the City of Carlsbad's Cultural Arts Office. Painting, photography, mixed media, and even chalk art will be introduced during this three-week program called "Spirit of America."

**August 24** - *Village Voices* returns for its first in-person business networking meeting since March 2020! Come get reacquainted with the amazing small business owners, managers, and staff that make downtown thrive, get "up-to-date" on Village issues and projects, and much more.



On July 22, families gathered for *Toy Story*, the first of the 2021 Flicks in the Fountain outdoor movie series which continues in August.

**September 18** - *37th Annual Coastal Cleanup Day* organized by **ILoveAClean San Diego**, will help bring attention to our coastline and adjacent Village. Since all gutters lead to the ocean, this year we are focusing our efforts on Carlsbad Village with three cleanup locations. Even though summer officially ends on September 22, CVA already has so much more in store for the fall including a blood

drive on September 25 and Taste of Carlsbad Village on October 14, to name just two events. For more information on how you can enjoy downtown Carlsbad and experience the Village in fun and meaningful ways, visit the Carlsbad Village Association at [www.carlsbad-village.com](http://www.carlsbad-village.com)

## › RISING STARS

Continued from Page 5

After witnessing the program, Eshelman recommended that the Chamber apply for a grant from the **Carlsbad Charitable Foundation** to get support. The Carlsbad Charitable Foundation became the title sponsor in 2020-21. Estella Mitrani, the Coordinator for the Carlsbad Charitable Foundation stated, "The Carlsbad Charitable Foundation is proud to support this program. The impact it brings to Carlsbad to honor these students is so valuable."

The students who are honored each month are selected by the high schools themselves. The Chamber shares the mission statement of the program and the schools take the initiative from there. Brockett shared, "Each month I go back to the mission of the program to see which criteria our candidates meet; I really think that this gives us a diverse group of honorees throughout the year, which only makes the program stronger."

Brockett concluded by sharing, "I know I speak for all the schools involved when I say how much we appreciate the efforts of the Chamber and program sponsors in recognizing an amazing group of students each month."

At the end of the school year, those students who were honored throughout the year as Rising Stars of the Month, are then eligible to apply for the Rising Star of the YEAR scholarship. This year the Carlsbad Chamber was able to honor nine exceptional students. They were all recognized for making a difference in their home, school and community. Each of the nine Rising Stars of the Year were acknowledged last month with a \$1,500 scholarship. A short description about each student is listed here to introduce them to you. To get a better idea of their impact, go out [Carlsbad.org](http://Carlsbad.org) and view the recording of our scholarship celebration.



**Karen Antonio** (Carlsbad High School) has been an active member of **MANA** since 7th grade. MANA helps Latina women go to college, something Karen never

imagined for herself. But she has learned that great leaders have vision, and now she is passionate about helping others in low-income situations succeed. In the fall she will attend **Cal. State San Marcos** and study Childhood Development and Psychology. She plans to be a child psychologist and/or teacher.

**Carter Blom** (Sage Creek High School) has bled Sage Creek green and gold for four years. As the leader of the Bob Squad, Carter has led everyone in school spirit. His leadership helped Sage Creek win the 2020 KUSI Battle of the Fans. Carter has always believed in leading by example. He will attend Baylor University in the fall and major in Sports Business.

**Chiara Frank** (La Costa Canyon High School) moved to the Carlsbad area just a couple of years ago, but has made a large impact in a short amount of time. Not only did she join Speech and Debate and help lead a "Be the Change" food drive with Feed America during the pandemic, but she also brought Michelle Obama's My School Votes program to LCC. Over 300 students attended virtual presentations on the importance of voting. Chiara was also a huge advocate for student mental health and helped save Wellness Wednesdays when the district contemplated discontinuing them. Chiara will attend UCLA in the fall and plans to study microbiology and education.

**Bennett Hochner** (Sage Creek High School) has been passionate about making an impact in Carlsbad for a long time. At school Bennett was a Link Crew leader who helped 9th graders acclimate to high school. He has volunteered for several years at **Agua Hedionda Discovery Center**

with trail maintenance. And his Sage Creek Genius Project identified over \$1M in unclaimed funds for local area businesses and organizations. Bennett will attend USC this fall and major in Business Administration.

**Aiko Lozar** (Carlsbad High School) is so passionate about storytelling that she created a new Student Production Club at Carlsbad High. As part of this club, she wrote her own play entitled "Love is Blind". After winning awards for the script, the play was professionally produced. Now, the Student Production Club is helping others write, direct and produce their own creations. In the fall Aiko will attend Chapman University and major in Film Production. She plans to be a Film Director and create films for under-represented voices.

**Nolan Mejia** (Sage Creek High School) responded to the COVID-19 pandemic by creating Grocery Grab, a free food delivery service for senior citizens in Carlsbad. This service delivered over 10,000 grocery items during the pandemic. Additionally, over \$2,500 in tips came in from grateful seniors, and these funds were given to the COVID Response Fund. Nolan is also the President of the Latino STEM Club, aimed at encouraging more Latinos to go into STEM professions. Nolan will attend Stanford in the fall and major in Management Science & Engineering. He plans to lead a biotech company to help improve our quality of life.

**Bella Niems** (Sage Creek High School) lost her grandfather to COVID last year, which profoundly affected her. She responded by serving others. Bella was a Community Coordinator for Grocery Grab, to help bring food directly to seniors in Carlsbad. Additionally, after seeing the rise of home-



lessness in Carlsbad, she created Holidays for Homeless. She raised over \$2,000 that she used to give blankets, food, socks and more to local homeless. In the fall Bella will attend USC and major in Business Administration. In the future she plans to become the CEO of a nonprofit.

**Ismael Vera** (Carlsbad High School) came to the United States the summer before his 8th grade year. He did not know one word of English. Now, only 5 years later, he not only is an honors student, he has become the lead supporter for new students coming here from all other cultures. His incredible work ethic coupled with his engaging smile have served him well. He plans to attend **Mira Costa Community College** in the fall, then transfer to Cal State San Marcos to major in Marketing. Ismael intends to go into International Business.

**Kami Zablan** (Sage Creek High School) has excelled at bringing out the best in others throughout her life. She has been a leader in Link Crew, Generations of Children, Fast Fashion and more. Her bend toward community service has been evident from the beginning. She will attend UCSD in the fall to study Human Biology. Kami intends to go to Medical School and become an OB/Gyn so she can assist the underserved populations of our community.

*Congratulations to all our Rising Stars of the Year. We look forward to seeing your star shine brightly in the future and we hope you bring your light to Carlsbad and San Diego North County.*





# 7th Annual Golf Tournament & Fundraiser

Aviara Golf Club

Thursday, November 18th

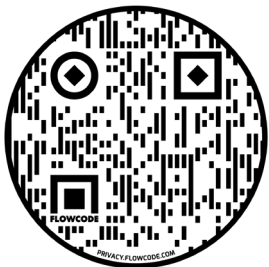
## A fun packed day with:

- ✓ Golf
- ✓ Friends
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We're always looking for players, participants, donations, and volunteers.

Scan the QR code for more Information or visit our website: [carlsbadfdf.org](http://carlsbadfdf.org)



## Top-of-the-line cosmetic center in the Village

Integrity. Excellence. Results – That’s the **Moradi MD** difference! After twenty years sharing their expertise from their offices in Vista, the team at Moradi MD are delighted to bring their talents to the Carlsbad area. With a background in research and a focus on the patient experience, Dr. Amir Moradi’s team of skilled professionals look to provide patients with personalized, quality care at their new Med Spa, located in the **Village Faire Shopping Center**.

In their new offices, this award-winning practice offers custom, affordable care designed to enhance your beauty through non-invasive cosmetic enhancement techniques. In addition to offering body shaping such as CoolSculpting and popular injectables including fillers and Botox, the office also offers a range of revitalizing treatments like laser hair removal, Exilis skin tightening, IPL and Diamond Glow skin rejuvenation.

At a complimentary consultation to determine which treatments will best suit them, staff will explain each step of the process and answer any and all questions. Time will be scheduled for the procedure to take place that day or can be scheduled for a later date if preferred.

“We see ourselves as our patients’ best advocate,” says Dr. Moradi, who works primarily out of his Vista office but oversees all business at the Med Spa. “It’s important to us to choose the best treatments and procedures based on the individual patient’s desires and needs.”

The Moradi MD Med Spa team invites you to come visit them at their new location at 300 Carlsbad Village Drive, Suite 124. Call 760-434-8118 today for a complimentary consultation.

For more information go to [moradimd.com](http://moradimd.com)

# Keep your business healthy post-pandemic



BY SCOTT RIPPERTON  
SENIOR DIRECTOR,  
TORREY PINES BANK

The pandemic hit everyone hard. But now that workplaces have reopened, businesses may be wondering how they can leverage important lessons as they plan for the future. With Q4 on the horizon, now is the time to plan for the 2022 fiscal year. Here are three tips for managing business finances in a post-COVID world:

### 1. Create a resilient business.

Think strategically about strengthening your company for a more unpredictable world via investments in automation, complementary business lines, alternative delivery systems and more. The pandemic thrust many businesses into remote work and the scramble to shift business models taught all of us the value of flexibility. With interest rates still at record lows, now is a great time to consider system upgrades, equipment purchases and even new hires with skills for a changing marketplace.

### 2. Consider the kind of credit you need – before you need it.

Be aware of the variety of business loan and credit programs that can provide added flexibility to stay ahead in the fast-changing

economy. Secure the credit you need to take advantage of expansion opportunities, fund equipment purchases and manage your working capital. For instance, a line of credit empowers you to fund seasonal changes, make the most of vendor discounts, or meet unexpected cash needs. But don’t wait until your business needs to utilize additional funds. Consider fine-tuning your credit resources now, before you need them – in case someday you do.

### 3. Maintain a relationship with your business banker.

Having an established relationship with a banker who knows you and your business is an important resource to have in your corner. In 2020, Torrey Pines Bank helped businesses retain more than 150,000 employees, thanks to PPP loans generated by us and across our parent company, Western Alliance Bank, Member FDIC. This was possible because we have genuine relationships with our clients – we know their industries and we work to understand the unique opportunities and challenges facing their individual businesses. With our customer-focused approach, Torrey Pines Bank’s experience and entrepreneurial mindset help business clients in San Diego County and across Southern California meet their goals, no matter what the future holds.

For more information go to: [torreypinesbank.com](http://torreypinesbank.com)



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# Carlsbad Music Festival makes a harmonious comeback

One of Carlsbad’s favorite summer musical traditions returns with its 17th annual season of “adventurous music by the beach” on August 27 to 29. The Festival will take place

outdoors in the Village of Carlsbad with the Festival Hub on the lawn at **St. Michael’s by-the-Sea** and will feature a craft beer garden, food trucks, artisan market and a playground for kids. New for 2021, all concerts will be ticketed at prices accessible to all.



Festival Founder and Artistic Director, Matt McBané remarked, “I’m so thrilled for the return of the **Carlsbad Music Festival** after this tragic past year. I believe that live music -- with its ability to bring different cultures and communities together, and to move our souls and bodies -- is exactly what our community needs right now. I expect it to be a positively cathartic experience!”

The Festival’s programming is characteristically musically omnivorous with a wildly eclectic mix of dozens of musicians performing for thousands of attendees. Programming ranges from the most exciting new composition, to the hottest local indie-rock, to traditional music from cultures across the globe, to music wonderfully defiant of characterization, all presented with the same adventurous community-minded spirit.

He added, “I’m very excited about our entire program and the featured musicians including Arooj Aftab performing her gorgeous new album “Vulture Prince” with an



**The 17th Annual Festival will feature dozens of adventurous and eclectic artists.**  
Photo by Tim Hardy Photography

all-star band of Shahzad Ismaili and Gyan Riley; The Mattson 2 who since they last performed have released a series of records to critical acclaim and international audiences; Calder Quartet who have been closely associated with the festival since its beginning, and continue to raise their playing to exquisite new heights; and Systems Operator, Zach Smith’s (Pinback, Three Mile Pilot) band which has been releasing a series of terrific singles throughout the past year.”

**Other performers include:**

- Trouble in the Wind, a local favorite returning with an Americana sound

- Sunny War, a blues/folk/punk guitarist and singer-songwriter whose last album brought her universal praise and a powerful Tiny Desk performance at NPR
- Shane Hall, whose ‘West’ album won the 2019 San Diego Music Award for Best Blues album, brings a soulful accounting of human conditions in a blues-driven American style
- Echo Mountain String Band, a five-piece old-time string band based out of Los Angeles, with a repertoire reflecting the full spectrum of the old-time tradition, tackling complex fiddle tunes and rich harmony singing with new energy while remaining



**The mission of the Carlsbad Music Festival is to engage and inspire local, national, and international communities of composers, performers, creators, and concert-goers through world-class performances of adventurous music.**

true to traditional style and form.

- Viento Callejero, representing the newest incarnation of the Latin music movement in Los Angeles, breaks down the rhythmic and melodic pulse of Cumbia and fuses it with electronic experimental and psychedelic soundscapes.

Founded in 2004, Carlsbad Music Festival (CMF), a nonprofit arts organization, aims to engage and inspire local, national, and international communities of composers, performers, creators, and concert-goers through world-class performances of adventurous music. CMF is committed to premiering new works, programming fresh and compelling music and providing professional opportunities for established and emerging performers. It strives to enhance Carlsbad as a cultural center, engaging diverse audiences and providing wide accessibility by integrating events within community spaces.

For more information, visit [www.CarlsbadMusicFestival.org](http://www.CarlsbadMusicFestival.org).

## Something for Everyone

Golfing, hiking, camping, swimming, surfing, meetings or a weekend getaway...

**McClellan-Palomar Airport in Carlsbad is a gateway to San Diego’s North County. The new passenger terminal at the airport includes a restaurant, Wi-Fi access and rental car desks. Located at the core of San Diego County, Gillespie Field is a combination airport and business park with excellent accessibility, globally via air, locally by rail and regionally via multiple freeway collections.**

**County Airports**

- \* Agua Caliente \* Borrego Valley \* Gillespie Field
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For More Information, Please Visit Us Online: [www.sdcountyairports.com](http://www.sdcountyairports.com)

The County of San Diego - Department of Public Works - Airports

# RESILIENCE

## CARLSBAD BUSINESS ACHIEVEMENT & DISTINCTION Awards

2021 | LUNCHEON

*Save the Date!*

**THURSDAY, OCTOBER 21, 2021**  
**THE WESTIN CARLSBAD RESORT & SPA**

AWARD CATEGORIES

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

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

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](http://carlsbad.org)

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View Menu

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# Longtime CoBA dean set to begin next chapter

Jim Hamerly thought the first time he retired from **Cal State San Marcos** would be the last.

HIGHER LEARNING



**DR. PATRICIA L. PRADO-OLMOS**  
VICE PRESIDENT OF COMMUNITY ENGAGEMENT  
CALIFORNIA STATE UNIVERSITY SAN MARCOS

Hamerly was the director of business community relations, responsible for leading the College of Business Administration's (CoBA) Senior Experience program, for nearly seven years when he decided to retire in 2013 to spend time working with alumni start-up businesses.

It turned out to be a short-lived departure. About a year later, Hamerly was coaxed out of retirement to serve as CoBA's interim dean.

"When they initially asked me, I think I turned down the provost three times," Hamerly said.

Encouragement from Ron Gerevas, a member of the CSUSM Foundation Board and the CoBA Advisory Board, helped change Hamerly's mind. And it wasn't long before that interim title was removed for a more permanent one.

"I fell in love with the place again," Hamerly said.

After nearly seven years as dean, Hamerly decided to retire from CSUSM for a second time. He stepped down at the end of June, with longtime professor of management and entrepreneurship Bennett Cherry step-



*Jim Hamerly, who grows sequoias on his property on Palomar Mountain, has retired as dean of the College of Business Administration at Cal State San Marcos.*

ping into the role of interim dean on July 1.

"We have great faculty and staff, and the best thing you can leave on is full confidence that they will carry the college strongly forward," Hamerly said.

Hamerly has always had a wide array of interests, which kept him moving throughout his career. A glance at his résumé shows that he rarely remains in a position more than five years. Notably, both of his CSUSM stints lasted longer than that.

But Hamerly said the time was right this

time around because the college achieved two important goals:

- Receiving accreditation from the prestigious global organization Association to Advance Collegiate Schools of Business (AACSB); and
- Improving the college culture.

CoBA received word of its AACSB accreditation in April, putting the college among the top 5% of business schools in the world.

Changing the culture in CoBA was something that Hamerly knew was nec-

essary when he accepted the position as interim dean. It's something he has done at every company he has run or started. It's never a quick fix, but it's one he knew was necessary to put the college on a strong path forward.

CoBA has implemented training on communication and behavioral styles while utilizing tools such as CliftonStrengths assessments and 360-degree reviews, among others, to improve collegiality throughout the college.

Hamerly also is proud of CoBA's focus on student personal and professional success. He noted that the college has recruited more than three dozen professionals who volunteer as Executives in Residence, helping to guide students through the Business Professional Development program and develop the professional skills they'll need in their careers. That external community engagement has been a boon to the college and its students.

And though Hamerly is retiring as dean, he will be staying busy. He serves on advisory boards of four alumni startups and he has dozens of hobbies, including participating in triathlons, hiking and growing the largest sequoia grove in Southern California.


As Hamerly prepares for the next chapter, he does so knowing that CoBA is in position to continue to thrive.

"We have people who know how to do it and they're good at it," Hamerly said. "They might need me as a cheerleader, but I've contributed the best of what I can and they're ready to move forward, which is great."

# Back to school safely

**Carlsbad Unified School District** is ready and eager to welcome our 11,000 students to the 2021-22 School Year. We look forward to this fresh start and a healthy, challenging year of learning and growing.

SCHOOL NEWS



**DR. BEN CHURCHILL**  
SUPERINTENDENT  
CARLSBAD UNIFIED SCHOOL DISTRICT

We all endured a year like no other last year, and I am immensely grateful to our dedicated teachers, staff, and administrators, who rose to the occasion for our students. The pandemic closed schools in March of 2020, and our teachers did exceptional work in adapting their instructional programs to a virtual, on-line format.

Ahead of the curve, Carlsbad Unified was among the first districts to reopen in the county. High-needs special education and preschool students came back to school daily in September 2020; our elementary schools opened in a hybrid format, also in September, with daily, in-person instruction

beginning in January; and, by the end of March, we had daily, in-person instruction at all of our schools, kindergarten through twelfth grade. Further, all students were allowed to choose to continue distance learning instruction as an alternative.

So what do we expect this new year to look like? COVID-19 cases in our area are low, vaccination rates are high, and life is beginning to look more "normal" for all of us.

Schools at all 15 of our campuses will return to pre-pandemic bell schedules, and all of our high schools will start at 8:30 a.m. to comply with new legislative requirements.

Brunch and lunch will be served on campus, and clubs and athletics will continue. "Specials" at the elementary level (music, art, PE, etc.) and elective courses at the secondary level will be offered on campus without additional restrictions.

We will continue to offer the K-12 independent study program at Carlsbad Seaside Academy (CSA) to serve students who choose to continue learning remotely. Dual enrollment opportunities will continue for students in grades 6-12, allowing them to take virtual courses for a portion of the day through CSA.



*Schools at all 15 CUSD campuses will return to pre-pandemic bell schedules, and all high schools will start at 8:30 a.m. to comply with legislative requirements.*

And we will provide additional support for ongoing mental and emotional health and wellness for our students.

Since the virus is still present in our community, we remain vigilant about COVID-19 transmission. We are committed to providing the safest possible in-school experience, based on evolving guidance and mandates from the California Department of Public Health and the San Diego County Health & Human Services Agency. At the time of writing, our planned virus mitigation strategies include:

Face coverings will not be required for anyone outdoors. Indoors, face coverings will be implemented if required by the California Department of Public Health.

Staff and students will be responsible for self-checking for symptoms and fever each day of attendance. Parents will check their children for symptoms at home each day.

Contact tracing and close contact ex-

posure screening will be conducted as required by public health.

Hand washing and hand sanitizing protocols will be followed on all campuses and facilities.

Classrooms and common spaces will be cleaned and sanitized regularly, and electrostatic sprayers will be used for disinfection.

Plexiglass barriers and appropriate Personal Protective Equipment for staff members will be used where required.

HEPA and MERV 13 air filtration systems will be utilized, and ventilation will be increased in classrooms by keeping doors and windows open.

We are thankful to be back on campus, healthy and raring to go. As always, we are committed to ensuring that all students receive the academic, social, and emotional support they need to learn, grow, and thrive.

## PALOMAR FORUM BUSINESS PARK

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# 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

## Hybrid meetings kick off at the Chamber

MEMBERSHIP COUNTS



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

With several restrictions lifted back in June, the Chamber has decided to welcome committee members to our offices again this month for all meetings. We are very excited to see many of you in person again! Per Cal/OSHA regulations, unvaccinated members are required to wear a mask, and due to the increase in COVID-19 cases in our region, the County of San Diego is recommending vaccinated individuals also wear one indoors. We always have two types of masks available at our office in case someone forgets theirs. Additionally, as we understand some people may not be ready to gather just yet, and others have embraced the remote meetings, the Chamber has acquired special hardware and implemented the technology to accommodate “zoomies” (people on Zoom) and “roomies” (people in the room.) As our staff gets acquainted with the new software we have in place, we ask for patience, especially for the first few meetings. Likewise, some of our workshops may be embracing the hybrid format.

*You can find information and details regarding all these events on our events calendar: [web.carlsbad.org/events](http://web.carlsbad.org/events)*



This “Alexa-looking” device will help the Chamber accommodate hybrid meetings moving forward.



MUSEUM OF MAKING MUSIC

JOIN US FOR A


**RIBBON CUTTING!**

WEDNESDAY, AUG 4, 2021 | 10 AM

Museum Of Making Music  
5790 Armada Dr., Carlsbad CA 92008

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






IN - PERSON EVENT

**CBAD HAPPYHOUR**

WEDNESDAY, AUG 18, 2021 | 5 PM - 7 PM

Batiquitos Lagoon Foundation (Nature Center)  
7380 Gabbiano Lane, Carlsbad 92011

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





FIRST IN-PERSON EVENT!

**Elevating Women in North County**

*Connect / Empower / Impact*

WEDNESDAY, AUG 25, 2021  
4:30 PM - 6 PM

MIXER AT HERA HUB CARLSBAD  
5205 AVENIDA ENCINAS, STE. A,  
CARLSBAD, CA 92008

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





CYP CARLSBAD YOUNG PROFESSIONALS

**Taste of Carlsbad Food Tours**

THURSDAY, AUG 26, 2021 | 4 PM - 6 PM

Explore Delicious Foods from  
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Limited to first 20 registrants





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**JOE  
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We welcome our newest team member to The Premier Automotive Group: Joe Musgrove! The Premier Automotive group expands with two new stores in Carlsbad: Premier Chevrolet of Carlsbad and Premier KIA of Carlsbad! We're proud to serve the Carlsbad and surrounding communities. We bring the Premier Promise to San Diego. With over 25 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! We're open, stocked with tons of new and pre-owned inventory! Premier Chevrolet and Premier KIA will actively partner with Glving Hope, a charity that serves it's communities with groceries to the needy, hungry and food insecure.

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## ELEVATED LIFE. EXCEPTIONAL CARE.

Offering memory care and assisted living in Carlsbad, California, La Marea Senior Living provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Our community is designed to provide a lifestyle that enhances your life as you age, bringing you a new level of care.

La Marea Senior Living embraces an innovative approach to the dining experience. Enjoy a warm and comfortable dining room with the attention of an experienced culinary team. Our Elevate® dining program is an enhanced culinary experience, integrating California Fresh culinary traditions with our residents' favorite home-style meals.

Our residents will take part in Vibrant Life®, an innovative program allowing residents to create their own schedules. Thoughtfully designed to connect you with family, friends and the community, it challenges – even dares you to be adventurous.

At La Marea Senior Living, the health and safety of our residents will be our top priority. Our community is equipped with an on-site emergency generator so that our residents will never go without power. We will also feature touchless common areas, personal split HVAC systems for all apartments, the iWave system that destroys bacteria and viruses, and a PHI system, which utilizes a powerful UV light to kill viruses and bacteria as air is circulated throughout the system.

**THERE ARE SO MANY AMAZING DETAILS ABOUT OUR COMMUNITY!**

We'd love to tell you all about them. Give us a call today at (833) 526-2732 or visit [lamareaseniorliving.com](http://lamareaseniorliving.com) to learn more.





# EXCEPTIONAL CARE IN A *familiar setting.*

*Our senior care services are personalized for each of our community members to enhance their quality of life and to provide you, their family, with peace of mind.*

With firsthand knowledge of how family members and friends are affected by memory issues (including Alzheimer's, Parkinson's-related dementia, and mild cognitive impairment), Vista Gardens is a special and unique community that treats everyone with the highest respect and dignity.

Our mission is to provide quality service and comfort in a caring, compassionate, and innovative community... through personalized care in an environment that feels like home and enhances the quality of life for our residents.

Our care program and community are based on the most current research and education in the field of aging. We specialize in:

- Alzheimer's and other forms of dementia, including mild cognitive impairment
- Parkinson's disease

Our senior care services are personalized for each of our community members to enhance their quality of life and to provide you, their family, with peace of mind.

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> SCHOOLING

Continued from Page 1

children who spent more than two hours a day on screen-time activities scored lower on language and thinking tests. Children with more than seven hours a day of screen time experienced thinning of the brain’s cortex, which relates to critical thinking and reasoning. Researchers hypothesize that the results show a delay in development through a narrowing in children’s interests which limits their types of exploration and learning. With young children it can be difficult to become engaged in less entertaining types of activities



AUDRA WALLACE  
MS, LPCC  
COHERENCE ASSOCIATES INC.

which foster the imagination, creativity and exploration of their environment. The developmental delay that can result are appropriate social skills. Using mostly screens is like developing only one set of muscles at the expense of the rest of the body.

Are there any differences between age groups/grades?

In normal development for the different grade levels, elementary students would be figuring out how to read, write and do math. Socially they are trying to learn to interact with each other, learning empathy, controlling impulses, understanding different viewpoints, fitting in, cooperative skills, values and beliefs, and independence.

Normal development in middle school students would be refinement in all the above areas with an emphasis on developing an acceptance of who they are, torn by wanting security and exploring independence, and learning to manage changes that come with puberty.

Normal development for high school students is all about refining and perfecting communication, social cues, independence, managing confusing emotions, self accep-



“Discipline and structure equal safety for children and help them to negotiate new situations” says Credentialed School Counselor Audra Wallace.

tance and self in a larger social context.

That’s all normal - the amount of screen time our children has experienced during the pandemic have definitely delayed “normal” development. How much? We aren’t sure yet and likely depends on the individual child and their family. Overall in both children and even adults we are finding that regulating emotion especially anger, sadness, and anxiousness has become very difficult. People have become extremely reactionary in general.

With the proliferation of and dependence on screens, how can we ease kids out of them?

Limit screen time, get outside with fun activities, create no screen times such as the meal time, family time and bedtime. Start to create family excursions to public places to reacclimate children on navigating public places and debrief the success or not of the outing.

What are the signs parents should be paying attention to that may indicate the student is anxious about going back?

Red flags are lack of sleep, irritation,

and lack of willingness to comply with expectations.

What is the best way to prepare kids to go back to in-person schooling?

Implement a schedule and discipline that mimics the school routine and schedule. Discipline and structure equal safety for children and help them to negotiate new situations. Talk about what it is going to be like to go back to school - both what they are looking forward to doing and what they might not be excited about. Walk through solutions to possible difficult scenarios. Remind children of resources and strategies that they can use to foster resiliency: Mentally - awareness and adaptability and positive thinking; Physically - sleep, nutrition, and exercise; Socially - connection, communication and support; and Spiritually - core values, perseverance and perspective.

How can we make it exciting for little kids to go into a larger setting?

Little kids are generally the most resilient of us all. They do not have enough context in the world yet to do some of the awfulizing that older children and adults do. Talk

about the fun new opportunities that are now available once they are back in person.

How can parent engagement with the student’s school help students as they go back in person?

I feel like this depends on the school. The best to do is to keep communication open with teachers and hopefully your school administration will keep parents overly informed.

Going back to school after vacation is always difficult. How much more difficult is this time around?

We will have been on a 17 month break from in-person school, our children have encountered a delay, social-emotionally, academically and physically. Getting your children back into structure is always more difficult but the structure and discipline and routine will make all the difference in this next transition. Start to teach children resilience skills and their bounce back to normalcy will be much more smooth.

We wish all the children in our community a safe return to school!

Build NCC

CALTRANS AND SANDAG TO BEGIN NEW I-5 CARPOOL / HOV LANE CONSTRUCTION IN CARLSBAD IN FALL 2021!

Build NCC I-5 Carpool/HOV Lanes - Palomar Airport Road - State Route 78

Build NCC crews will break ground on new Carpool/High Occupancy Vehicle (HOV) lanes, auxiliary lanes, sound walls, and bike/pedestrian improvements between Palomar Airport Road and State Route 78 in Fall 2021.

Residents and travelers can expect to see or experience the following during construction:

- Median vegetation removal
- Temporary concrete barriers and narrowed travel lanes
- Orange travel lane striping – new pilot program for work zone awareness!
- Heavy equipment
- Noise and night construction

Upon completion of the Build NCC program in 2023, there will be the additional 14 miles of I-5 Carpool/HOV Lanes between Solana Beach and Oceanside! Learn more at [KeepSanDiegoMoving.com/BuildNCC](https://www.KeepSanDiegoMoving.com/BuildNCC).

DRIVE 55 ALONG the 5

LEGEND

- Carpool/HOV Lanes (one in each direction)
- Auxiliary Lane
- Additional Lane to SR 78
- Sound Walls
- Bike/Pedestrian Improvements
- Point of Interest

August 2021

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## Foundation approves \$1 million to support local schools

An upended school year has yet to deter the great schools that are at the foundation of this great community.

Students and teachers learned valuable lessons from adversities caused by distance and hybrid learning models. We, at Carlsbad Educational Foundation, learned something too.

We have a new appreciation for educational experiences offered in Carlsbad that help students realize their potential and pursue their dreams.

Nolan Mejia, a 2021 **Sage Creek** alumnus headed to Stanford University this fall, credits Project Lead the Way (PLTW) for inspiring his passion to pursue biomedical science:

"This program made my career goals clear: empower the community with medical tools to transform healthcare. In the future, I aspire to lead a biotechnology company that creates groundbreaking medical devices that improve people's quality of life."

As we prepare for the year ahead, **Carlsbad Educational Foundation** approved more than \$1 million in funding for Project Lead the Way and other programs that provide

hands-on experience in music, science, technology, engineering, math and the arts.

We're excited to bring back experiences like 2nd-grade robotics, K-8 Science Days, 5th-grade BizTown, 12th-grade Finance Park, elevated science labs, and designated elementary school music teachers.

Every student of every age benefits from these programs, and these experiences are one reason why Carlsbad's graduates are prepared to become influential leaders and successful adults.

Thank you for the help from generous donors, the partnerships with Carlsbad's business community, and the thoughtful adaptations made within Carlsbad Educational Foundation.

We're excited to start this school year and return to what we've missed with even greater appreciation!

*To learn more about programs exclusively funded to the Carlsbad Unified School District from Carlsbad Educational Foundation, visit [www.CarlsbadEd.org](http://www.CarlsbadEd.org).*



*As back to school and dance starts up again this Carlsbad Village boutique has everything a dancer needs.*

## Dance your soul away

**Dancin Soul Boutique** is your local family owned dance retail outlet. This Carlsbad Village store is open and looking forward to seeing familiar faces and new dancers! At Dancin Soul we love our customers and our community. It is a joy to fit dancers of all ages in their first pair of tap shoes, ballet shoes, jazz shoes and pointe shoes. As back to school and dance starts up again be sure to shop with us for all your dance needs. We include fitting your shoes correctly the first time without an extra fee. Save time and restocking fees by shopping at Dancin

Soul the first time, every time!

New dance and audition wear are still arriving. Shopping local is still essential to our survival post pandemic. Please remember to try local first- we promise not to disappoint. Dance on down to Carlsbad Village where our boutique is stocked and ready to fit you. As always Dance on in and be inspired! Additionally, our new website is easy to shop from and pick up in store or curbside for no extra fees.

*For more information go to: [www.dancinsoul.com](http://www.dancinsoul.com)*



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# Fountains, marigolds, and podcasts

Most everyone has heard the phrase, “Be a fountain, not a drain” which encourages optimism and confidence to fill others up (like a fountain) versus being a drain by depleting other people’s resources and energy.

And then there are the marigolds and walnut trees. Marigolds are used in gardening to repel pests and keep weeds at bay making everything around them stronger and healthier. Walnut trees, on the other hand, give off a toxic substance killing everything nearby.

Finally, we have podcasts and audiobooks. While I would never say audiobooks are in the same category as drains and walnut trees, they do have a downside when compared to podcasts. Audiobooks tend to require more energy to follow, while podcasts have shorter monologues and interactive discussions which require less focus, thus making them easier to listen to while walking, commuting, doing chores, and waiting. Podcasts tend to include several points of view and experiences, whereas an audiobook presents only that of the book author. With audiobooks, one feels a connection with the fictional character or detached reader (very few are read by the actual author). However, when listening to podcasts, you get to know the host; and like any friendship, the more time you have together, the more connected you feel. And, finally, podcasts are free and available whenever you are. They are easy to search to find just the right topic of interest and desired listening time. From health and fitness and other forms of self-improvement to history, business, money management, investing, arts, culture, designing, and technology. You name it, there is a podcast for it.



*Element Education’s podcast focuses on the value of self-determination for authentic learning and happiness.*



As such **Element Education** hosts a podcast, *Element is Everything*, focused on the value of self-determination for authentic learning and happiness. So what do fountains, marigolds, and podcasts have in common? They are all essential elements to finding your element. Giving and receiving positive energy, finding companions and

mentors who make us stronger and healthier, and tapping into the wisdom of podcasts which share our interests make us better and empower us to take ownership of our learning and our happiness.

For more information go to [www.myelement.org](http://www.myelement.org)




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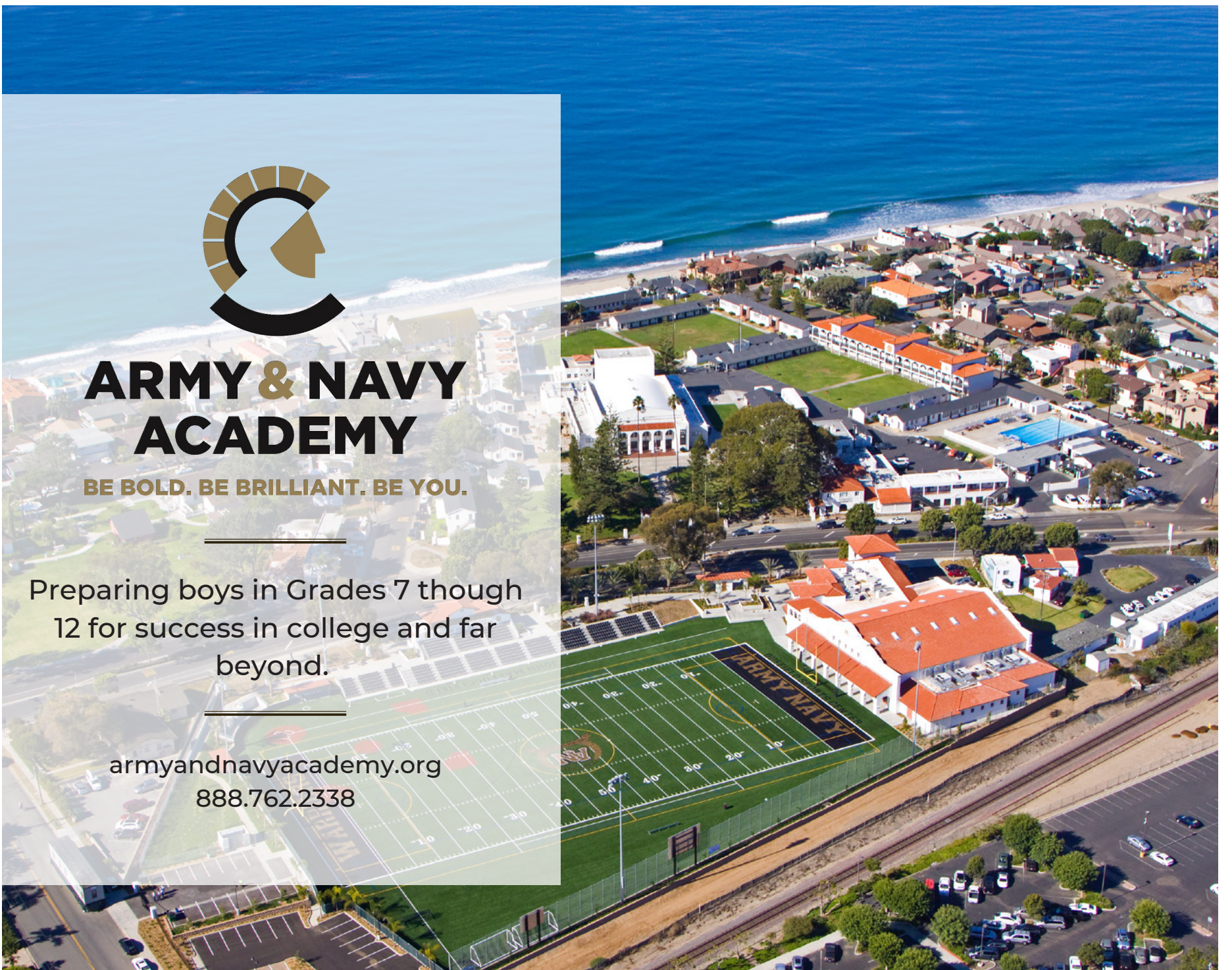


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At **Village Montessori School**, trained Montessori teachers help guide children as they develop at their own pace and in their own way. Maria Montessori (1870-1952) observed the way children naturally learn and developed a method that assisted them while respecting their independence.

Our infant program encourages babies to move freely as they are able. They sit at a low table to eat when they are developmentally ready. Small classes and a low ratio allow for a calm and peaceful environment.

Beginning with the toddler environment, children learn skills of daily living while developing eye and hand coordination, control of movement, and concentration. The

Practical Life area is the foundation of all academic work. In the sensorial area, children refine their senses and learn to discriminate according to size, shape, color, weight, and texture.

The youngest children in our early childhood program have the opportunity to learn the sounds the letters make and to begin to decode words. They learn to write words and even sentences with a moveable alphabet. Language is an integral part of the program with card sets that teach the names of things from geometric shapes to the parts of a fish.

Through the use of materials designed to teach a specific concept, children can learn to recognize numbers from 1-9 and associate quantity. Other materials help the child to understand the decimal system. Any math operation is taught by showing a child how to use a material and encouraging them to practice.

Beautiful materials entice the child to explore our natural world, the biomes, the continents, and the solar system. The child

gradually learns to read about what they are learning and to write in order to share what they learned.

Our curriculum helps children develop and cultivate an interest in music and movement, to explore different media and learn to express themselves in creative ways.

Our Montessori environments are carefully prepared, giving the students strong guidelines to establish good work habits and social skills. Our goal is to provide the students with a solid academic background and a lifelong love of learning.



Montessori: An Education for Life



# Village Montessori Schools



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life-long love  
of learning!*



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THE FUTURE OF JOBS AND SKILLS:

# Creating a new workforce strategy

Disruptive changes to current business models have had a profound impact on the employment landscape over the last decade. In fact, for many industries, the most in-demand occupations or specialties did not exist 10 or even five years ago, and the pace of change is accelerating. The impact of technological and other changes is shortening the shelf-life of employees' existing skill sets. In such a rapidly evolving employment landscape, the ability to foresee and prepare for future skills requirements is increasingly vital for every business and organization in order to fully seize the opportunities presented by these trends.

With this accelerated change comes a rapid growth in middle-skill occupations, which require a high school degree and technical training but not necessarily a two or four-year college degree. It's these jobs that many employers everywhere are struggling to fill. These are well-paying jobs with the potential for career growth, and they offer struggling families the real prospect of economic security. In the U.S., the need to fill these middle-skill jobs is threatening sustained economic growth and limiting opportunities for struggling populations.

However, if we look to our Colleges we can probably all agree that most institutions provide highly siloed training using outdated 20th century practices that are hindering progress on today's talent and labor market issues. College institutions are struggling to keep up with the rapidly evolving changes. Increasingly, workers need to acquire skills on the fly and need greater learning options aligned to the specific and sometimes nuanced skills required for them to progress.

In response to this need, **MiraCosta Community College** has taken an innovative approach to accelerated work skills training by creating the Technology Career Institute (TCI) in Carlsbad. This marked



*MiraCosta Community College has taken an innovative approach to accelerated work skills training by creating the Technology Career Institute (TCI) in Carlsbad, CA.*

a significant milestone in talent development with TCI offering a large variety of robust certificate programs that train students in the technical skills needed for growing industries such as advanced manufacturing and engineering, maritime technology, ROV/Drone technology, biotech equipment manufacturing, and even craft brewing. TCI offers programs that are tuition assisted using state-of-the-art equip-

ment for a hands-on experience. The success of the program is exhibited in its more than 90% completion and employment rates. Students attending the training programs focus on exactly the skills needed and the training is more akin to on-the-job training, rather than just academic theory. Consequently, both students and employers are pleased with the outcomes as students enter the workplace much more

job ready. TCI bridges the gap between traditional education and focused workforce training to swiftly educate and train a rapidly changing workforce, modeling a timely example of what is needed to transform the way we educate and train the next generation of workers.

For more information go to:  
[tci.miracosta.edu](http://tci.miracosta.edu)

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*With classes offered nights and weekends, on-ground and online, MiraCosta College delivers the flexibility you need to earn a degree or certificate.*

## College smarter, life happier

In San Diego County, approximately one-third of existing jobs typically require a college degree or credential at the entry level. The need for qualified workers is expected to increase in the next decade, when nearly 42 percent of new jobs will require a degree or credential. Meanwhile, the number of San Diego County residents with college degrees does not currently meet the demands of the innovation economy, and demographic trends suggest the gap will widen.

Working collaboratively, **MiraCosta College** is responding to the demands for tomorrow's workforce.

With hundreds of courses and more than 75 different disciplines, from landscape architecture to web design and biotechnology, at MiraCosta College students take advantage of the most affordable path in higher education. Each year, nearly 2,000 graduates earn associate degrees and certificates providing

the know-how and education needed for a new career or for transferring to a four-year college or university.

MiraCosta College offers the most affordable education anywhere. ALL first-time college students taking 12+ units a semester can receive two years of college for free. Returning college student? No problem. For only \$46 a unit with ample scholarships and grants available, MiraCosta has you covered.

With classes offered nights and weekends, on-ground and online, MiraCosta College delivers the flexibility you need to earn a degree or certificate. If you're looking to land a perfect career, transfer to a university, advance your skills, or take college courses while in high school, there's no better time.

MiraCosta- College Smarter, Life Happier!

Learn more at [miracosta.edu](http://miracosta.edu).





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Tri-City Medical Center



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