

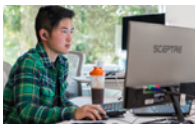


BUSINESS JOURNAL

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

SEPTEMBER 2021



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Back to school season may mean more traffic, but it also means more opportunity.

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The arts are ideal for business!

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Upheaval of District 1

Otto von Bismarck, a 19th century European leader once stated, “Politics is the art of the possible, the attainable — the art of the next best”. I wonder how Otto would rate Carlsbad’s District 1 on his “art of the possible” scale?



The City of Carlsbad converted from an “at-large” council election format to a “district” system between the 2016 and 2018 elections. Four districts were created with the mayor’s position remaining as a city-wide election. In November, 2018 Barbara Hamilton was elected as District 1’s first official council representative. However, less than a year after being sworn in, she resigned citing “family health issues”. Her October 31, 2019 departure left a hole that could be filled by either council appointment or special election. Since her seat still had approximately three years left on its term, the council decided to let the voters decide how to fill it.

In March 2020, Cori Schumacher won that special election for District 1. The unusual wrinkle to that storyline was that Schumacher was already a seated council member.

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STAY PREPARED

Four steps to prepare your business for the next emergency

Over the past 18 months businesses have adapted to a prolonged emergency that caught many off guard. Now, as much of life is returning to normal, it’s time to get prepared for a different kind of emergency, one that is all too familiar to us here in California.

The risk of wildfires has become a year-round phenomenon, but fall can be especially dangerous, following months of little to no rain and more dry Santa Ana winds in the forecast.

That’s why each year the City of Carlsbad spends the month of September, “National Preparedness Month,” promoting awareness of this risk and how to prepare. Following the disruptions brought about by COVID-19, we know businesses have even less time than usual to devote to preparedness. That’s why we developed a tool to help. It’s free to download, simple to use and full of easy steps all businesses can take to increase their levels of emergency preparation, such as:

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BUSINESS SPOTLIGHT

Make your next party a *fiesta*

Diane Powers’ Mexican restaurant **Casa de Bandini** is the go-to spot for North County businesses and residents looking for a festive dining experience. The famous restaurant draws San Diegans from all across the country to its location in The Forum Carlsbad for its vibrant dining rooms, lush patios, mouth-watering Mexican cuisine and giant margaritas. Decorated with hand-crafted furnishings, fine Mexican folk art, and colorful hand-painted murals, your guests will feel the warmth and romance of Mexico as soon as they enter the door.

Did you know Casa de Bandini also specializes in custom-designed events? Turn your next holiday party, banquet, office party, business function, retirement party, rehearsal dinner, wedding ceremony and reception, anniversary, birthday party, graduation or any other celebration into a fiesta!

“We provide hands-on coordination so our clients don’t have to worry about anything,

our party and event planners will take care of it all,” said Gilbert Gastelum, Casa de Bandini’s general manager. “From the décor and ambiance to the food and drinks, customize it how you want it and your guests will never forget.”

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Sala de Santos — the restaurant’s main interior party room decorated with beautiful Latin American artifacts and antique hand-carved figures depicting images and representations of saints — is hand-painted with intricate stenciling and illuminated by two beautiful, wrought iron chandeliers. This private area seats up to 60 guests.

The West Patio – perfect for dining under the stars and can host a private banquet of up to 70 people.

The North Cocktail Patio — seats up to 30 guests and is great for a quick get-together between soccer practice or PTA meetings.

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Carne Asada Tampiqueña

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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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A community comes together

“As Americans we are resilient, and many made lemonade out of lemons.”

That is what Matt Hall, Carlsbad Mayor, said at the annual Carlsbad Chamber of Commerce *State of The Community* event held on Friday, August 20. He was talking about how COVID-19 made life tough for *Carlsbadians*, and how well our community did in these tough conditions.



FROM THE CHAIR

CATHERINE MAGAÑA
CHAIR OF THE BOARD
CARLSBAD CHAMBER OF COMMERCE

Mayor Hall shared how the **City of Carlsbad**, its citizens, and businesses came together under great duress.

As Mayor Hall focused on the impact of Carlsbad businesses, he pointed out that the

City of Carlsbad offered early engagement, economic impact and collaboration with the Carlsbad Chamber of Commerce and the **Carlsbad Village Association**. The City of Carlsbad even created a digital map for take-out delivery service. The message of *Stay Safe, Stay Open, Shop Local* to support small businesses was delivered during COVID-19.

One of the highlights of the afternoon was awarding the *Ready Carlsbad Business Alliance Commitment to Emergency Preparedness Award* to the Carlsbad Village Association. This award recognizes and promotes the importance of emergency preparedness planning. Executive Director, Christine Davis, received the award from the Assistant Director of Emergency Services for the City of Carlsbad and Co-Chair of the *Ready Carlsbad Business Alliance (RCBA)*, David Harrison. Harrison highlighted how proactive the CVA was in providing support for the safe reopening of Carlsbad businesses in the Village. Davis said that the Village in downtown Carlsbad, “inspired her every day to work harder and look for the silver lining and focus on the future.”

The RCBA is a collaboration between the City of Carlsbad, the Carlsbad Chamber of Commerce, and local businesses, which focuses on emergency preparedness, response and recovery. The RCBA was behind a very successful COVID-19 business recovery effort called *Gift Carlsbad* , which gave approximately \$89,000



From left to right: Assistant Director of Emergency Services for the City of Carlsbad and Co-Chair of the RCBA, David Harrison, Executive Director of the Carlsbad Village Association, Christine Davis and President & CEO of the Carlsbad Chamber of Commerce, Bret Schanzenbach.



Executive Artistic Director of New Village Arts, Kristianne Kurner, and Carlsbad City Council Member Priyah Bhat-Patel, among others, attended the 2021 State of the Community watch party at Gnarlywood.



City of Carlsbad Mayor Matt Hall was the event’s keynote speaker.

back to Carlsbad Businesses.

Other featured speakers for the event included Rick Baldrige, President/CEO of **ViaSat**; Steve Hendren, VP & GM of **TaylorMade US**; and Win Cramer, CEO of **JLab**.

Baldrige, spoke about how the company restructured and rebuilt with diversified business, that led to record earnings last year. He also discussed some of the emerging business opportunities.

Hendren, talked about the impact of COVID-19 in his business and how it created an opportunity to facilitate a work from home environment.

Cramer is a 15-year electronics veteran with a scrupulous ear for audio. He spoke about Carlsbad being a hidden gem and shared some of his business experiences

including how JLab innovated with accessible price, brand, and lifestyle. He shared his personal story about his brand and journey over the last 15 years and how they pivoted along the way. He mentioned how the audio industry is projected to grow as he sees wire to wireless to true wireless evolve.

Many thanks to our main sponsors of the event: **Tri-City Medical, Grand Pacific Reports, Wells Fargo, ViaSat, Scripps** and **Seas Production**, the company in charge of the production of the event’s new virtual format. And a big shout out to **Gnarlywood** for hosting our watch party.

If you missed the event, there is a replay link available at <https://carlsbad.org/state-of-community>.



No matter the size of your party, Casa de Bandini’s seasoned professionals get the job done to create memorable experiences that will impress your guests.

CASA DE BANDINI
Continued from Page 1

tional regional recipes — accompanied by 14 salsas and sauces made daily, and hot-off-the-grill handmade tortillas. The restaurant’s delicious menu also has an abundant selection of creative, healthy Mexican salads and vegetarian choices, and 50 gluten-free items. Specialties include *Mole Poblano*, *Carne Asada Tampiqueña* and *Tequila Lime Shrimp*, a famous creation introduced by Casa de Bandini in the 1980s that’s been a

customer favorite ever since. The dish includes Pacific wild shrimp sautéed with tequila, lime and butter, then seasoned with garlic, crushed chili and cilantro atop arroz Amarillo, and served with a side of black beans.

In addition to its award-winning cuisine, Casa de Bandini offers an extensive collection of more than 90 premium tequilas, over 15 specialty hand-made margaritas and of course the famous “Bird Bath” margarita!

If you’re hosting the party at your office or home, let Casa de Bandini bring the fiesta to you! A full-service caterer, Casa de Bandini

can design custom menus for any event and will provide caring and detailed service that customers have come to expect from this North County icon.

With its splashing fountains and beautiful heated outdoor patios, authentic Mexican cuisine and legendary margaritas, Casa de Bandini will give you and your guests a fiesta to rave about.

No matter the event, Casa de Bandini provides hands-on coordination from beginning to end.

For more information about Casa de Bandini’s special event services, call 760-634-3443.

Back to school season may mean more traffic, but it also means more opportunity

A generation ago, internships were often code for coffee runs and paper pushing. But these days, interns are adding value in all sorts of ways. Beyond the work they do, internships offer pre-

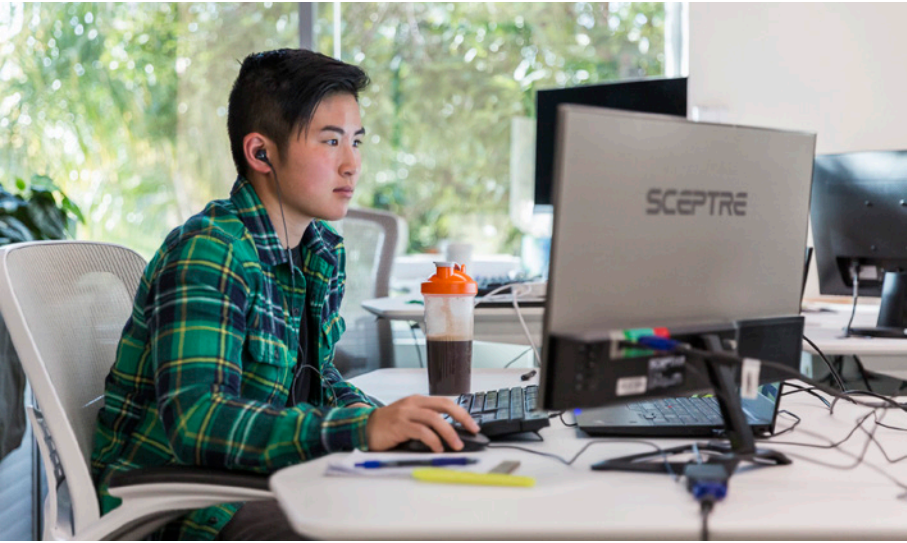
views into careers and are an integral part of shaping tomorrow's talent base.

Framed in the right way, interns can provide immense value and be a resource for businesses. As one example, an intern

from Cal State San Marcos recently implemented cell phone safety plans for each student at Sisu Academy. That included capturing and analyzing data to ensure students were responsibly using their internet access. It's an impressive example — but follows a trend many businesses see.

That's because North County is brimming with talent thanks to **Cal State San Marcos**, UC San Diego, **Mira Costa Community College** and Palomar College. No matter your industry or company size, I'm willing to bet there's an ambitious intern nearby with a useful skill set, who is interested and ready to learn about your company and industry.

An internship can be a critical gut-check for young professionals who are trying to find their way. In fact, the National Association of Colleges and Employers (NACE) recently



When businesses work with our local universities and colleges, they build valuable connections, as these institutions are economic engines and cultural hubs.

found that 81 percent of surveyed college graduates shifted their career paths because of their internships. This bolsters the argument that internships are critical pathways for talent to find new industries and careers.

Especially in the midst of the pandemic, Gen Z interns are putting their tech-savviness to work, not missing a beat. And employers are getting up to speed, too. So much so that Harvard Business School even has handy guidelines for running a virtual internship.

If you're still feeling hesitation, here are a few more perks to consider:

It can bolster community relations. When you work with our local universities and colleges, you're building valuable connections. These institutions are economic engines and cultural hubs. Collaborating with them through internship programs gives you visibility into entirely new talent networks.

It's also worth noting that many North County college graduates stay local. In fact, the **San Diego North Economic Development Council** (San Diego North EDC) recently reported that 85% of Cal State San Marcos graduates remain in our region. In that context, internships are a chance to

build brand awareness among your future customers.

It can enhance your work culture. Most employees want to feel a sense of gratification through their work. For some, that's baked into the mission. But for others, it's not.

Mentoring an intern can provide an excellent opportunity for your employees to give back. It's a chance to have a positive impact in a tangible, meaningful way.

In that vein, it can also give your managers-in-training a chance to sharpen their leadership skills. By allowing them to supervise an intern, you'll be helping them grow on the job.

It can unveil upcoming talent. Lastly and perhaps most obviously, working with interns can be a great way to find your future hires. One recent survey found that two-thirds of interns reported they were hired-on as staff, according to Vault.

But even if an internship doesn't convert into a job, it's a useful way to stay connected to the next generation of leaders in your industry and deepen connections with future talent.

No matter how you slice it, internships are valuable through and through. And North County business owners are especially fortunate to have a cluster of top-notch colleges nearby.

The next generation of leaders is right here, in our own backyard. I hope you find ways to open doors for them. Doing so will benefit your business and make us better as a region. Now that's a win-win if I've ever heard it.

Can loneliness lead to chronic health issues?

5 tips to combat loneliness and social isolation and boost health

For almost a full year, fear of the COVID-19 virus kept many people around the world confined to their homes, only interacting with colleagues, friends and relatives by phone or video.

While the lockdown may have been necessary to reduce the spread of the virus, it contributed to the rise of two other significant health conditions: social isolation and loneliness.

These conditions are not the same, though they may be

related. Social isolation is a lack of social contact with others, while loneliness is feeling alone or disconnected with or without social contact. Social isolation can cause some people to feel lonely, but even people who socialize often can feel lonely if their relationships are not satisfying or fulfilling.

The Centers for Disease Control and Prevention (CDC) says that both are public health risks that affect a significant number of people in the United States, especially older adults. One report found that more than one-third of adults age 45 and older feel lonely, and nearly one-fourth of those age 65 and older are socially isolated. Older adults are more likely to live alone, and factors, such as retirement, hearing loss, decreased mobility and illness, can limit their interactions with others.

Emotional pain can cause physical illness. Loneliness and isolation can lead to sig-



Loneliness and isolation can lead to significant emotional and mental health issues; along with feeling disconnected, people experiencing loneliness may find it hard to trust others or may feel threatened.

nificant emotional and mental health issues; along with feeling disconnected, people experiencing loneliness may find it hard to trust others or may feel threatened. Like physical pain, emotional pain can activate the body's stress responses. Over time, this can result in chronic inflammation and reduced immunity, which can raise the risk of chronic diseases.

"Research has linked social isolation and loneliness to higher risks for serious health conditions including high blood pressure, heart disease, stroke, obesity, depression, and anxiety," says Michael Pham, DO, an internal medicine physician at **Scripps Coastal Medical Center** Carlsbad.

According to the CDC:

- Social isolation significantly increased a person's risk of premature death from all causes.
- Social isolation was associated with about a 50% increased risk of dementia.

- Poor social relationships characterized by social isolation or loneliness were associated with a 29% increased risk of heart disease and a 32% increased risk of stroke.
- Heart failure patients who experienced loneliness had nearly 4 times the average risk of death, 68% increased risk of hospitalization, and 57% increased risk of emergency department visits.

In addition, loneliness was associated with increasing depression, anxiety and suicide among both older and younger adults. In a June 2020 study, symptoms of anxiety, depression, substance use associated with COVID-19 and serious suicidal thoughts in the previous 30 days were most commonly reported by those ages 18–24.

5 tips to combat social isolation and loneliness

If you're feeling isolated or lonely, or know someone who is, it's important to take ac-

tion to help prevent negative physical and emotional effects. Studies show that people who engage in meaningful, productive activities with others experience better moods, have a sense of purpose and tend to live longer. These tips can help alleviate isolation and loneliness:

1. Make self-care a priority. Exercise, eat healthy meals, get enough sleep and try to spend time outdoors every day.
2. Make an effort every day to connect with family or friends in person, over the phone, by text or online. Go for a walk with a friend or neighbor or play games together online.
3. Find an activity that you enjoy. Join an online book club, take a class or join a group that shares your interest. Check with your local community center or faith-based organization for options.
4. Consider adopting a pet if you can. Caring for a companion animal can be rewarding and comforting and can lower stress and blood pressure. If you can't have a pet at home, look into volunteering at a local shelter or pet-sitting for a neighbor.
5. Volunteer at an organization that is meaningful to you. Becoming involved with a cause can ward off feelings of loneliness and help you meet people with similar interests.

"If feelings of isolation or loneliness are affecting your emotional or physical health, talk to your doctor," says Dr. Pham. "Be very honest about how you're feeling and how it is affecting your life. Your doctor can offer suggestions and resources to help you feel better and improve your quality of life

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CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT
MANAGER
CITY OF CARLSBAD



TO YOUR HEALTH



DR. MICHAEL PHAM
INTERNAL MEDICINE
PHYSICIAN
SCRIPPS COASTAL
MEDICINE CENTER
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Silver linings through business innovation and recovery

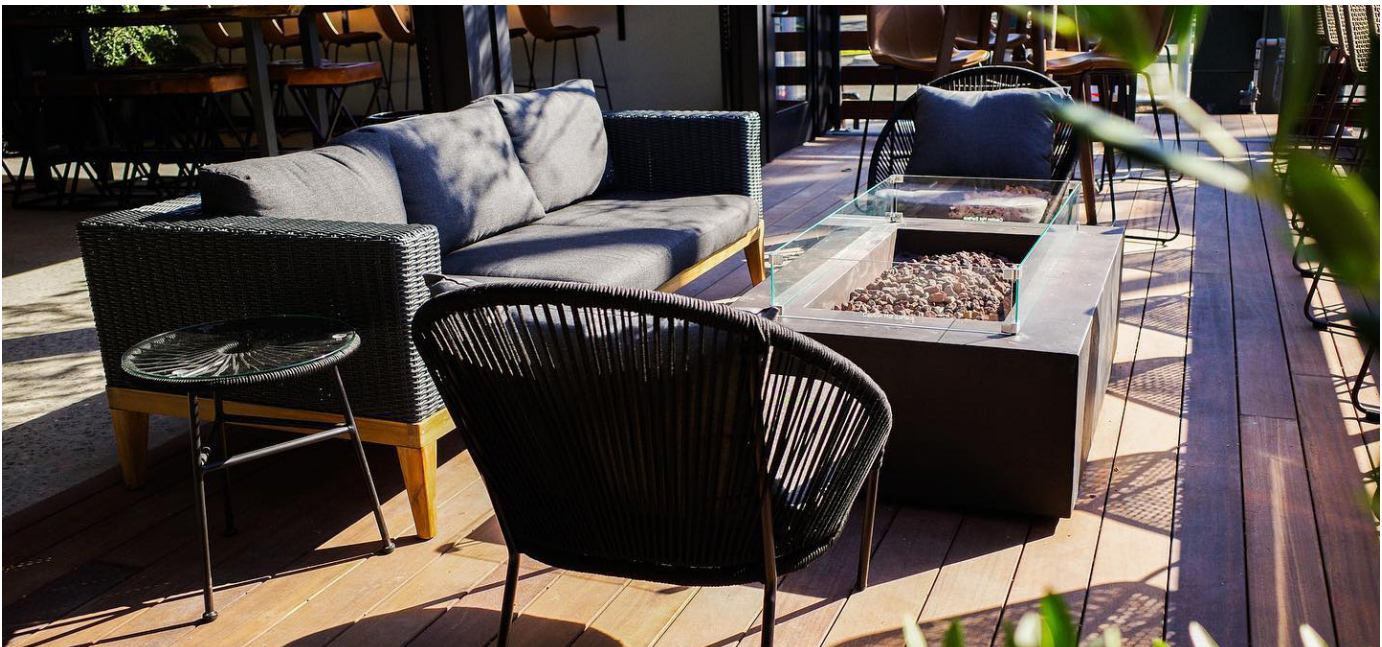
At the recent State of the Community presentation, the **Carlsbad Village Association** (CVA) was honored to receive the *Ready Carlsbad Business Alliance Commitment to Emergency Preparedness Award* for its efforts during 2020 supporting businesses in downtown Carlsbad. The CVA staff and volunteer Board of Directors were grateful for the recognition and proudly accepted the award on behalf of the tenacious small businesses in Carlsbad Village. Expanding a bit on the mayor's theme of "turning lemons into lemonade" CVA would like to brag



a little bit more on how amazing its downtown businesses truly are.

Starting a business is hard enough without the pressures of a national pandemic looming overhead. However, despite the unprecedented situation, more than one business opened its doors during this perilous time. Many did. Au Savon de Provence, a French soap store; **Le Papagayo**, an upscale Mediterranean and Latin fusion restaurant; and **Froglanders**, a yogurt shop that also serves up specialty crepes, are just three of many who hung their shingle in Carlsbad Village during the pandemic.

Two especially innovative businesses, **Pure Project** and **Barrio Glassworks**, opened their doors for the first time on very auspicious days. Pure Project launched its tasting room on the day of the second restaurant shutdown in the summer of 2020 but created an innovative "to-go" model for



Pure Project launched its tasting room on the day of the second restaurant shutdown in the summer of 2020, but created an innovative "to-go" model for their handcrafted beer that was successful from day one.

their handcrafted beer that was successful from day one. Barrio Glassworks, a public glassblowing studio and retail gallery, opened its doors after a lengthy, multi-year construction effort, the first weekend of December 2020, just as San Diego County issued a new regional stay-at-home order. Despite the gloomy economic future, they were able to safely perform live glassblowing for the public and fill their retail gallery with artwork from numerous local glass artists and become a thriving destination for locals and tourists alike.

Other businesses took advantage of their shuttered doors to renovate and recreate themselves. **264 Fresco** added a roof top tapas patio to their ocean view restaurant

and converted their large parking lot into an outdoor dining area that rivals any in the Village, while **New Village Arts** began the process of major repairs and expansion of their community theater. In addition to building a new relationship with the **Flower Fields** so that they could continue to provide performances to the public in an outdoor venue, Executive Artistic Director, Kristianne Kurner and team began working with the city on roof and wall repairs. They also launched fundraising efforts and brought full circle a campaign to undergo a complete remodel of the existing building. When finished, New Village Arts will have a new community gathering space, second performing arts space, an expanded arts ed-

ucation center, as well as a remodeled and more modern stage and theater.

And, during 2020, the Carlsbad Village Association, learned how to operate a public Farmers' Market under extreme health and safety restrictions, utilizing almost 500 volunteer hours in the process, while also recreating the events it did not have to cancel as either outdoors and self-guided, or virtual.

While we all wish that 2020 was fully behind us and merely a memory, it appears that some of it is still lingering today. But, with everything the business community in Carlsbad Village has learned over the past 17 months, and with the support of Carlsbad's business organizations behind them, the future still looks bright with a silver lining.

MEET OUR TEAM!

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DIRECTOR OF COMMUNICATION & ENGAGEMENT

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› DISTRICT
Continued from Page 1

Schumacher had been elected “at large” in 2016 and was due to come up for re-election in November, 2020. However, the only way for her to run in November, 2020 was to move from her current District 1 home to District 2 – which would have involved challenging fellow incumbent Keith Blackburn - or to District 4, which had no official incumbent. Schumacher decided instead to grab her opportunity and run for the newly re-opened District 1 seat. Once she won, she vacated her “at large” seat and became the District 1 council representative. However, the council was still functioning at limited capacity as it still only had 4 members. At this point, Carlsbadians were probably utilizing a score card to keep track of all these moving parts.

Rather than try to fill the now open “at large” seat that Schumacher vacated, the council decided to wait for the November 2020 election that would determine the representatives of District 2 and 4 and would ultimately return the dais to its full five members. Subsequently, in November, Keith Blackburn retained his city council seat, now specifically representing District 2, and Teresa Acosta became Carlsbad’s first elected representative for District 4. The dais was full once again. But that status of a full-slate Carlsbad City Council was not to last.

On July 9, 2021, Schumacher abruptly resigned amidst significant recall pressure and District 1 was without a representative once again. This time around, the council decided to appoint a replacement rather than go through the expense of another special

election. Incidentally, the earliest a special election would have been able to take place would have been April, 2022 – which would only have been seven months until that seat was back up for reelection. So, the council opted for an appointment instead. But they did make one caveat to this appointment decision. The council changed the Carlsbad City municipal code such that whoever gets appointed, is ineligible to run for reelection for the seat in November 2022.

Thirteen candidates put their name in for consideration for the District 1 (hot?) seat. On August 24, 2021, the four sitting council members evaluated the 13 candidates and unanimously decided to appoint Peder Norby to fulfill the remaining 16 months of service for what was originally Barbara Hamilton’s term. Peder has not served on city council in the past, but he does have “planning commission” experience and has worked as a consultant to multiple cities in various capacities. His working knowledge of city government appears very strong.

As the official representative of the Carlsbad Chamber of Commerce, we congratulate and welcome Peder and wish him well in serving our wonderful community.

And in November, 2022, District 1 residents will vote once again...this time to bring their 4th representative in exactly four years to the council chambers.

I don’t know about you, but my score-card is pretty marked up. But no one ever said that the “art politic” was anything other than messy. I’m sure good old Otto would even admit to that. I think the new District 1 slogan is not going to be “four more years”, but just, “four years”. Of course, that is still 16 months away...and as we all know, a lot can happen in 16 months.

The Chamber is collaboration.

The Chamber understands the importance of collaborating and building coalitions. By working together, we can build a better tomorrow.

Local leaders and influencers work together at carlsbad.org

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Western Association of Chamber Executives



Each year the City of Carlsbad spends the month of September, “National Preparedness Month,” promoting awareness of wildfire risk and how to prepare.

➤ **PREPAREDNESS**
Continued from Page 1

1. Inspect your site

- Walk through your workplace looking for things that could easily catch fire. Walk around the perimeter to make sure dry landscaping is not too close to the building.
- Review employee evacuation plans (create one, if necessary).

2. Help employees prepare

- Conduct a fire alarm drill with your employees (good practice and it will raise wildfire threat awareness).
- Check supplies of water, food and other essentials in case you need to shelter in place.
- Raise awareness about the threat of wildfires and encourage employees to prepare their families and homes.

- Encourage all employees to register with Alert San Diego so they are notified via text, phone call and email of a threat at their work location in addition to their home.
- Encourage employees to monitor the city’s social media and other official sources of emergency information.

3. Take care of business

- Conduct an insurance audit/update.
- Consider off site or cloud storage for in-

surance documents, intellectual property, personnel records and other important data.

4. During windy days, avoid (or stop) outdoor spark-and flame-producing activities.

Download our new quick start guide to emergency preparedness at carlsbadca.gov/prepare.

PROTECT YOUR BUSINESS

Download today
carlsbadca.gov/prepare

The arts are ideal for business!

“The arts are fundamental to our humanity,” proclaims Randy Cohen, Vice President of Research for the Americans for the Arts.



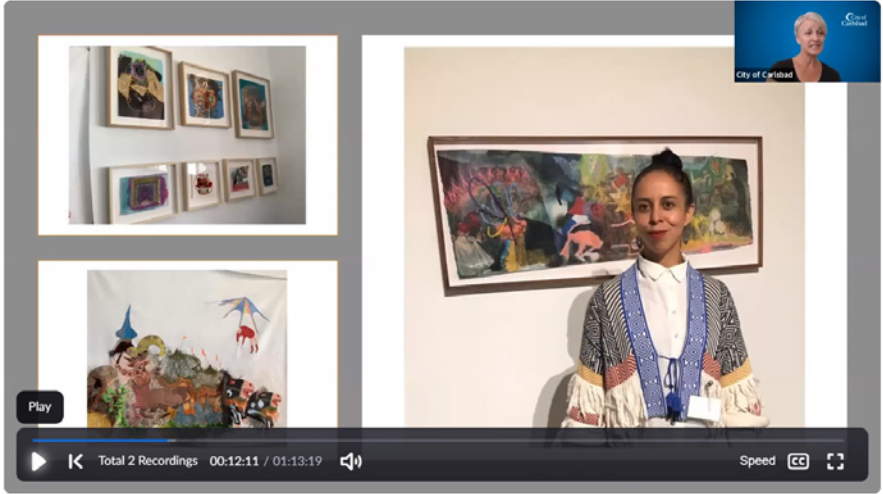
LAURENN BARKER
CHAIR
CARLSBAD ARTS COMMISSION

Cohen adds, “The arts also strengthen our communities socially, educationally, and economically—benefits that persist even during a pandemic that has been devastating to the arts...an investment in artists and arts organizations is vital to the nation’s

post-pandemic healing and recovery.”

Many of our local arts venues have been dormant during the COVID-19 pandemic crisis. It has been sad and I’m certainly missing the lively in-person performances. Yet, despite the challenges, I’ve been impressed to see how the arts have persevered, adjusted and survived. They are coming out now more resilient and vibrant than ever. During the days of lockdown, many performances, were adapted to Zoom and arts programs, particularly for children and families quarantined by the virus, were online. Created by the city’s Cultural Arts Office, these offerings have included the popular Family Open Studio program, the performance series Virtually Artful and at-home projects such as the Public Art Coloring Pages featuring many of Carlsbad’s public art pieces.

It’s not surprising to learn that Carlsbad had been voted one of the 25 happiest places in the U.S. due to its natural beauty and high quality of lifestyle. As we look forward to a rebirth of live cultural events and



more interaction with the business community; we are so appreciative of Carlsbad’s constant support and devotion to the arts. Industries that are planning relocation or expansion place great emphasis on a healthy cultural climate in their selection criteria. Excellent schools and an atmosphere of artistic opportunities for prospective employees and their families provide an environment of creativity; an element needed to develop a workforce that is inventive and cutting edge

in all areas of production and growth. In a national survey, 99% of the CEOs stated that the availability of cultural activities in an area is an important consideration in choosing a new location.

As the chair of the Carlsbad Arts Commission for the last three years, it’s been my mission to unite the arts and business sectors. The potential is great because the arts can strengthen the local economy in numerous ways. The Arts Commission played an in-



During the days of lockdown, many performances, were adapted to Zoom and arts programs, particularly for children and families quarantined by the virus, were online.

tegral role in providing input for Carlsbad’s Arts & Culture Master Plan (2018) which cites the city’s Cultural Arts Office as a connector, bringing together schools, arts organizations and businesses to provide arts experiences for all ages.

Can you imagine an arts workshop for your employees? The integration of arts and business presents opportunities for artists to enliven offices, foster employee development and improve teamwork. Just imagine a local young chorus providing a musical break for your employees. How about utilizing acting techniques to invigorate corporate presentations? Did you know that visual arts activities can expand a team’s creativity? It can happen here in Carlsbad! If you are curious about bringing the arts onsite, reach out to Cultural Arts Manager Richard Schultz and find out how a talented local artist can make a guest appearance at your office.

Editor’s note: Outgoing Arts Commission Chair Lauren Barker, an accomplished artist and author, will continue to serve on the Carlsbad Arts Commission until 2024.

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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- Nonprofit of the Year

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

KEYNOTE SPEAKER

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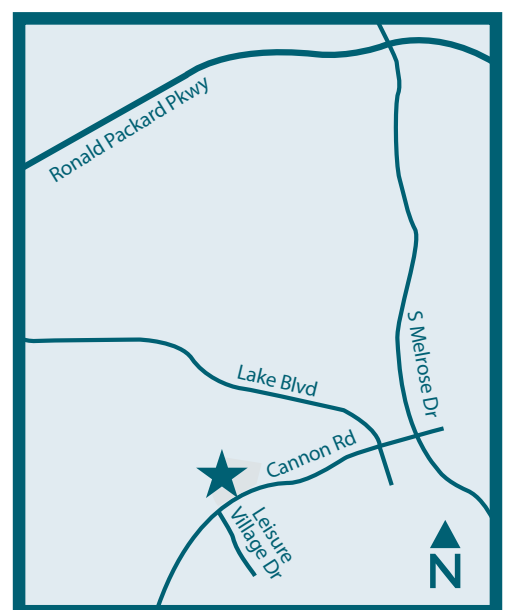
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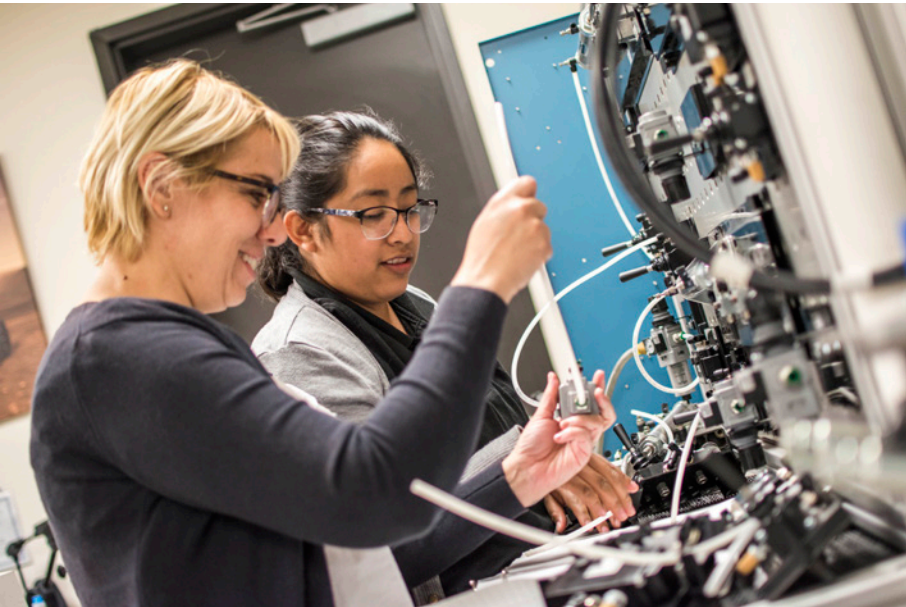
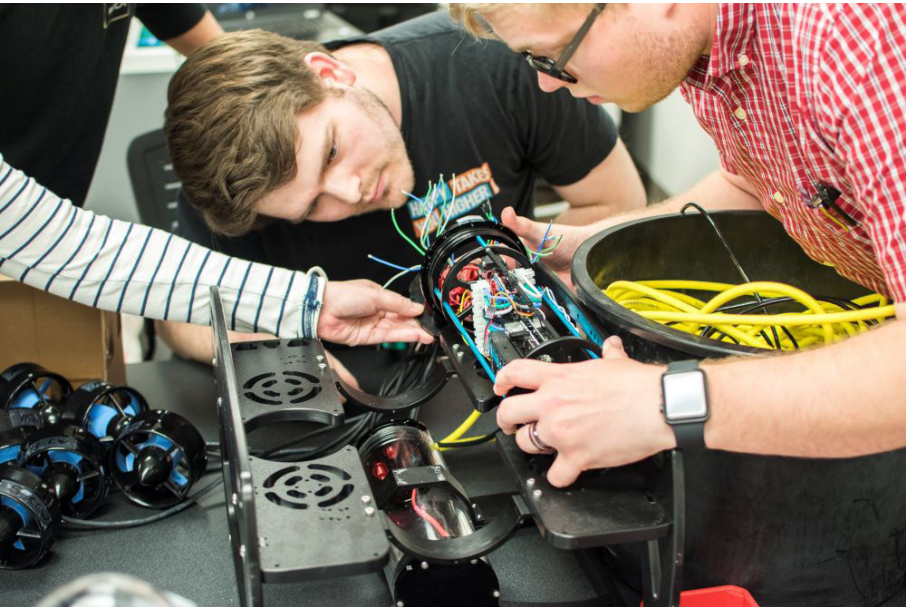

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The Cooperative Education Reskilling and Training Pilot Program will offer several not-for-credit programs to include engineer technician, machinist technology, unmanned systems, welding, biomedical equipment technician, and craft brewing technician, to name a few, that can be completed in 3–6 months.

Expanding workforce opportunities in North County

The recent pandemic and subsequent recession has been a wake-up call for California, creating a critical need on the part of employers, economic development organizations, education, and city governments to work closely together to foster workforce development in a much more coordinated and effective way.

HIGHER LEARNING

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

California Assemblywoman Tasha Boerner Horvath was tasked to work with economists on how to address economic recovery. Her discussions and research highlighted the need for short-term training that included paid internships. "By offering students the chance to take accelerated work training and internship courses, this program will

help folks in our region gain the qualifications they need to compete for well-paying jobs, make career pivots, and more. With our economy in a period of transition, many Californians are in need of a whole different set of skills to break into lucrative industries and get ahead, and this sort of training will help them get there" explains Boerner Horvath.

The *Cooperative Education Reskilling and Training Pilot Program* will offer several not-for-credit programs to include engineer technician, machinist technology, unmanned systems, welding, biomedical equipment technician, and craft brewing technician, to name a few, that can be completed in 3–6 months. Each program would offer adult students the opportunity to re-skill while gaining on-the-job experience through paid internships.

Included in Assembly Bill (AB) 132–Postsecondary Education Trailer Bill, signed by California Governor Newsom on July 27, 2021, **MiraCosta College's Technology Career Institute (TCI)** will receive \$3.5 million in

funding for a Cooperative Education Reskilling and Training Pilot Program. Funds will be used to support short-term programs offering disadvantaged and unemployed adults the opportunity to reskill while gaining on-the-job experience through paid internships.

"The pilot program provides rapid retraining of workers and will allow students to earn while they learn, which will enhance skill development and job placement opportunities while providing income at the same time. MiraCosta College's Technology Career Institute has an established, successful model of accelerated training that can rapidly train technical, collaborative, critical thinking and other essential abilities for high-demand, high-skilled jobs. These types of intensive, hands-on training programs are particularly important for individuals who may face barriers to accessing training and employment opportunities, including veterans, high school and alternative high school graduates, non-traditional learners, and unemployed/ underemployed workers,"

explains MiraCosta College Superintendent/ President Dr. Sunita "Sunny" Cooke.

In addition to the funding allocated to MiraCosta College, AB 132 makes college more affordable and accessible to include the:

Implementation of an expansion of Cal Grant program, improvements to the middle-class scholarship program and dual admissions pathway to UC or CSU for eligible community college students.

Expansion of college savings accounts program for low-income and underrepresented public-school students.

Creation of programs to help underrepresented students gain relevant work experience and support workers displaced by the pandemic with education or high-quality training grants.

Creation of a California Comeback plan to create more slots for in-state students who wish to attend a CSU or UC school.

For more information, visit tci.miracosta.edu

School lessons from the pandemic

SCHOOL NEWS

**ANDRÉE
GREY, ED.D.**
SUPERINTENDENT
ENCINITAS UNION
SCHOOL DISTRICT

As a school district, we have just entered our third school year impacted by the global pandemic. It seems hard to believe we have been at this for so long. Yet, despite being exhausted from the many twists and turns in learning models, guidance and data, the August 17th start to our 2021-2022 school year was optimistic and enthusiastic. We are carrying with us a great deal of knowledge that COVID-19 has taught us about our children and our community.

At the end of the 2020-2021 school year, we engaged in a great deal of reflection about what we learned during the pandemic in order to capitalize on this crisis and use

it as a springboard to transform learning for the better. Here are our top five takeaways:

1. Our children want to be in school and they thrive best when in school! When in person learning was not an option or it was reduced in hybrid, students really were united in the desire to return to in person as soon as possible. As they returned to regular schedules this August, they have universally exclaimed how happy they are to be back fully. Never has there been such an appreciation for school by children than now.

2. Learning is social. As students returned to school, connecting and conversing has been essential. When students talk about their learning with others, they are better able to make sense of it and retain it.

3. A sense of belonging matters for students and staff. Isolation was stressful and strenuous on most, however, as students have returned they have reestablished their connections to school, their peers, and their sense of belonging to a school community.

4. Our parents and families are our greatest partners. Many families learned so much more about what teaching and learning looks like because of the opportunities to see instruction or participate during distance learning or hybrid. Families noted feeling more equipped to support their children. We know we can enhance student learning and success by working together.

5. Social and emotional learning matters. Students cannot learn if they are struggling



emotionally and the pandemic has been emotional and traumatic for some. We know we must make sure they know they are loved and cared for before they can fully access content. We must provide intentional and explicit instruction to support students in gaining skills in self awareness, self-esteem, self-regulation, and empathy so that students can thrive in a complex world.

These valuable lessons are guiding our work and our students will achieve extraordinary things this year. In **Encinitas Union School District**, we are committed to ensuring our students have a school year that supports their learning needs - academically, socially and emotionally despite the continued challenges of the pandemic.

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JOE MUSGROVE



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MEMBERDIGEST

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- Carlsbad Plaza, LLC
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- Carlsbad Sister City Ambassadors
- Chabad at La Costa
- Coherence Associates, Inc.
- Coombs-Hopkins Company
- Cox Business
- Curtis Management Company, Inc.
- Democratic Club of Carlsbad/Oceanside
- Edward Jones (Alessi Vincent, Financial Advisor)
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- Eufora International
- Gems of La Costa
- Goosehead Insurance
- Integral Communities
- Jazzercise, Inc.
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- SD Trophy
- Snyder Art and Design
- The Estate Planning and Legacy Law Center
- The Fields Church
- The Wishing Tree Company
- Wedgewood Weddings

North County nonprofits in need

Connection. This is one of the three main goals of the Carlsbad Chamber. It is often unknown that the Carlsbad Chamber of Commerce, a nonprofit itself, has nearly 100 nonprofits as members among its more than 1,000 members. One of the Chamber's main purposes is to connect these nonprofits with our businesses. Lucky for them, our local businesses are in pursuit of finding ways to give back in the community.

Nonprofits help local businesses grow their consumer goodwill, awareness, and competitive advertising outside and above of just selling products or services. Also, it's not just during the holiday season giving back is critical, it is every day of every year that our nonprofits need help. The COVID-19 pandemic particularly increased businesses' desire to be more locally involved in giving back and there are countless ways to do so. Sometimes the first introduction is just the toughest place to start.

You can view a full list of nonprofit members at www.web.carlsbad.org/NonProfit-Organizations

I have had the blessing of working for our 100 nonprofits that rely on our Chamber. Most recently I had the honor of visiting **Laughing Pony Rescue**, a local nonprofit that has saved over 1,300 horses, donkeys, and farm animals from abuse from all over the country. It is amazing what they have done to save animals. But how they help our local community in addition to the animals is powerful. Below are a few ways the organization has set-up opportunities for anyone to get involved and help the organization.

Therapy

The ranch also offers equine therapy for individuals struggling with all types of personal issues, including PTSD, depression, trauma and abuse.

Corporate

Laughing Pony Rescue offers adult experiences as well both for groups and individuals! Visit the loving ranch for your next offsite to learn the meaningful practice of communicating with and caring for our equines. Join the ranch for a day of interacting with beautiful horses, donkeys and farm animals as you learn *Speak Horse Now* - which is the practice of equine communication and bonding. Participants will learn the basics of horsemanship by creating practical and meaningful bonds with their horses through grooming, horse and human safety education, feeding and equine communication.

To sign up, go to LPR's Airbnb Experience: *'Speak Horse Now'* (airbnb.co.in/experiences/2736782) To find out more about Laughing Pony's Horse Rescue Camps, Therapy and other programs offered by the organization, you can go to LaughingPonyRescue.org

Children Camps

Laughing Pony's name is exciting to kids (and this adult) to start, and it only gets better. The nonprofit offers unique camp experiences for children ages 7 through 11, with the goal to help children build their confidence, self-esteem and social interaction while gaining useful knowledge about the care and feeding of equines and farm animals. Laughing Pony has Fall Day Camps coming up on September 11th, October 30th, November 13th and December 4th for kids ages 7-11!



MEMBERSHIP COUNTS

KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

RIBBON CUTTING

Museum of Making Music

On June 15, the **Museum of Making Music** reopened its doors after a year-long renovation. Located on Armada Dr. the Museum celebrates the music products industry's rich history from 1900 to today. Through unique exhibitions, vibrant and varied live music performances, and innovative educational programs, the Museum shares the accomplishments and impact of the people who make, sell, and use musical instruments and products. This reopening was celebrated with a ribbon cutting ceremony back in August. Congratulations!




MEMBERS ON THE MOVE






UT San Diego's Best 2021

Congratulations to **Solatube Home** and **Sr. Grubby's Carlsbad** on winning Best Local Skylight Company and Best Beach Bar in San Diego, respectively, as part of the *San Diego's BEST Union Tribune Readers Poll 2021*. Both companies are active members of our Chamber and contribute greatly to the quality of life in our community.






IN - PERSON EVENT

CBAD HAPPYHOUR

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web.carlsbad.org/events



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Sand & Sea Investments is an award-winning boutique real estate brokerage and property management company with locations in Carlsbad and Point Loma, proudly serving all of San Diego County.

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★★★★★

Ryan Video Productions does amazing work. Chris is a top notch professional at framing the story you are trying to tell. I have worked with Chris on several projects at The Chamber and have been more than satisfied. I highly recommend Chris Ryan for any video needs you have.

Bret Schanzenbach, CEO, Carlsbad Chamber of Commerce

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