



## BUSINESSJOU

CARLSBAD.ORG

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**VILLAGE BEAT** How we got our name.



**CUTLURE BUZZ** Artists showcase the chair



**SCHOOL NEWS** Carlsbad recognized as 2022 list of cities with the best public schools.

#### Carlsbad turns 70!

Lucille Ball once said, "The secret of staying young is to live honestly, eat slowly, and lie about your age." For the City of Carlsbad, however, there is no reason to lie about its





PRESIDENT & CEO

age. 2022 marks 70 years as an incorporated city and Carlsbad thriving as a high-quality tourist destination and a center for

industry. Ironically, one of the key issues that drove Carlsbad to incorporate 70 years ago was removed from our community this year. In 1950, Oceanside wanted to annex a strip of coastal Carlsbad where a power plant was going to be built. However, with the Chamber and other local leaders help, Carlsbad rebuffed the annexation attempt. Instead, the community decided to incorporate and take advantage of the economic boom that the power plant would bring. The Encina Power Plant, as most know, was decommissioned several years ago and replaced with a much more efficient power generating facility on a small portion of the property. And this year, as we celebrate Carlsbad's 70th birthday, the Encina Power Plant's smoke stack that graced Carlsbad's skyline for all 70 years of its existence, has been demolished.

One of the key leaders for Carls-

Permit #67

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## **Events & holiday parties bounce back**

COMMUNICATIONS

MANAGER

OF COMMERCE

o you have childhood memories of eating a favorite food? Maybe you remember how you eagerly anticipated getting

to spend the day cooking your families recipes with grandma during the holidays? Attending an annual friendsgiving at a nostalgic restaurant? If you stop and think about it, you probably associate some of your favorite foods with community and celebratory memories. Food is a powerful connective tool. We love to use food to mark special occasions, birthdays, anniversaries, weddings, baby showers, graduations, family reunions...No matter

the culture, the desire to gather for a meal is universal; It connects us all.

Meetings, small and large events, and the seasonal holiday parties have returned after a large pause of uncertainty. Weddings that have been put on hold are in full swing again. Leisure travel has increased where families can reconnect and get together for small group events. With the changing nature of the workforce, more employees are now untethored from the office which increases the rise

in remote work travel. Holiday season is just around the corner and now more than ever we seem to crave more comfort. Families, companies, churches, classes, clubs, teams, you name it, are coming back together to make new memories over a shared meal to make up for lost time.

These parties can provide a stable setting to converse, debate, and strengthen our relationships. At this year's State of the Community, during our Tourism fireside chat, Erin Francis-Cummings, President & CEO, San Francisco based Destination Analysts, mentioned Carlsbad's ethnically diverse stats. This makes Carlsbad a bountiful place to host a party, with such a wide selection of cuisines and influences that shape the venues across town. Carlsbad is also a unique city in terms of where it's located in Southern California. Tim Stripe, Co-President and Co-Owner of Grand Pacific Resorts, highlights Carlsbad's unique accessibility for travelers to drive here, especially for those afraid to fly still. He also mentioned the high safety, and low crime and homeless scores of our city compared to other towns when familes are researching vacations spots. With year round tourism, "Carlsbad is truly a vacation and

We can't wait for large gatherings to restart. But why?

> HOLIDAY Page 14



**BUSINESS SPOTLIGHT** 

## **Mouth-watering Mexican cuisine**

For most San Diegans, there's nothing better than the delicious flavors of authentic Mexican cuisine paired with freshly made tortillas. And, if you're like most residents of North County, Diane Power's Casa de Bandini in The Forum **Carlsbad** is hands down your favorite Mexican restaurant. With vibrant dining rooms, lush patios, mouth-watering Mexican cuisine and giant margaritas, Casa de Bandini continues to draw loyal fans from all across San Diego County, years after its relocation from Old Town to Carlsbad.

Owner and Operator Diane Powers is a recognized entrepreneur and design professional, the creator and driving force behind some of San Diego's beloved retail and restaurant destinations the Bazaar del Mundo Shops and Casa Guadalajara restaurant in Old Town, Casa de Pico in La Mesa and Casa de Bandini in Carlsbad.

Long known and respected for her unique perspective and signature style, Powers credits her passion for Latin American color and culture to



Casa de Bandini has one of the best happy hours in North County!

> CASA DE BANDINI, Page 3

# We're Growing!



The Premier Automotive Group is proud to be a part of Carlsbad and our surrounding communities and vow to continue to provide excellent service and convenient hours.

We're bringing the Premier Promise to San Diego, providing for our community through our charity:
Giving Hope. Giving Hope provides groceries to the needy, hungry and food insecure.
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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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## RCBA leadership at the helm

Member run committees are one of the most valuable ways for individuals to create business relationships and make an impact on an area they are passionate about. Chamber members can join a committee at any time, and they require little time commitment – often a single meeting per month. A committee offers a clear path for leadership development within the Chamber Organization. With eight committees (Ambassadors, Business Resources, Education, Government Affairs, Green Business, Military Affairs, Ready

**JOSH MAZUR CHAIRMAN OF** THE BOARD

sionals) there is something for everyone. One of the

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tees I am passionate about is our Ready Carlsbad Business Alliance (RCBA). It was created almost a decade ago with the vision of promoting emergency preparedness, continuity of operations, and community recovery through services, educational programs, and cooperative partnerships. The committee has received national recognition for its impact on our local community. In recent years, we collaborated with the City of Carlsbad to donate tens of thousands of dollars towards

an economic development program, Gift Carlsbad, which assisted many of the businesses challenged with COVID 19

The committee was founded by David Harrison, Jeff Segall, and Deb Bedoe - as well as several chamber employees and passionate community members. The leadership has been instrumental in developing a working knowledge and providing lessons learned from disasters. There is no shortage of topics: wildfires, earthquakes, power outages, active shooters, pandemics, and cyber-attacks to name a few.

Each month the committee provides information on current events and plans for what could come next. The vision for much of the content has come from the longest serving member and co-chair, David Harrison. David has dedicated much of his life towards helping others. He has decades of experience from large scale international oversight of regional military operations to assisting a local single business owner. His contributions are beyond descrip-

David announced his retirement last month and has opened a new chapter in his life. We wish you the best! I'd like to offer a warm welcome to Ms. Kim Young. Kim is serving the community as the Assistant Director of Emergency Services with the City of Carlsbad and as RCBA co-chair. In addition, she leads the InfraGard San Diego Chapter as current President



CEO. She has extensive experience with Business Continuity and Emergency Management across all sectors of society and

levels of government. We look forward to working with you Kim and thank you both for your service!

#### CASA DE BANDINI

Continued from Page 1

extensive travels throughout Mexico and many other South and Central American countries, during which she's gained insight and understanding for her life's work. With its splashing fountains and beautiful heated outdoor patios, authentic Mexican cuisine and legendary margaritas, Casa de Bandini embodies those experiences.

Powers' creative and artistic approach is apparent in all aspects of her business. She is personally involved in most facets of the business, from the overall internal design and thoughtful setup to the formation of creative advertising concepts and menu design and development.

Her outstanding passion for quality has propelled Ms. Powers' Bazaar del Mundo to the esteemed position as one of the largest 100% woman-owned businesses in San Diego and one of the top 500 woman-owned businesses in the nation.

Casa de Bandini's award-winning dishes are made with fresh ingredients and traditional regional recipes — accompanied by 14 salsas and sauces made daily, and hotoff-the-grill handmade tortillas. Chef Ignacio prepares authentic specialties including Enchiladas del Mar, Carne Asada Tampiqueña and Tequila Lime Shrimp, a famous creation introduced by Casa de Bandini in the 1980s and a favorite ever since. Casa de Bandini also has an abundant selection of creative, healthy Mexican salads and vegetarian choices, and 50 gluten-free items.

In addition to its mouth-watering cuisine, Casa de Bandini offers delicious margaritas in



Casa de Bandini's lively Cantina is home to more than 95 varieties of premium and specialty tequilas plus live mariachi performances.

three generous sizes, from 17- to 32-ounce glasses, where various flavor options and a selection of more than 95 of the most popular teguilas join forces to create some of the best and most flavorful margaritas you'll find anywhere in San Diego.

Casa de Bandini also has one of the best happy hours in North County! Casa de Bandini's lively Cantina is home to more than 95 varieties of premium and specialty tequilas. Visit the Cantina every Monday through Friday, 3-5 p.m. for \$7.95 margaritas and specials on shareable plates such as the "Muchos" Taquitos for \$6. This appetizer-sized serving of the customer-favorite "Muchisimos" Taquitos platter is the perfect dish to share with your happy hour buddy.

In addition to authentic food and décor, Casa de Bandini hosts live mariachi performances. Request your favorite Mexican song or a birthday serenade from these worldclass strolling musicians every Thursday to Saturday from 5:30–8:30 p.m. and Sunday from 2–5:30 p.m.

Long-time fans may not realize, however, that Casa de Bandini also specializes in custom-designed events - including holiday parties, banquets, office parties and business functions including the Carlsbad Chamber of Commerce's Happy Hour Mixer on September 21.

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

CARLSBAD.ORG CARLSBAD CHAMBER OF COMMERCE

## Our workforce is our strength, and our challenge

When I talk to Carlsbad business leaders, human resource reps, hiring managers, and technical leads, they almost always mention the workforce, also known as talent.

It's not surprising. Carlsbad's talent is one of the top reasons companies choose to be here. Our workforce is very well-educated, with roughly 60% of workers having at least a bachelor's degree and more than 24%

having a graduate degree or higher.

Companies—especially those in innovation industries like tech, life sciences and cleantech—are eager to tap into our well-qualified candidate pool, making it one of our biggest economic assets.

Yet it's not as simple as just putting bright people into good jobs. That's because the future of work is fuzzy. Remote and hybrid work are changing how companies operate—and the workforce is changing right along with them. Some candidates are rerouting their career paths entirely, as evidenced by headlines about "The Great Resignation," which is perhaps more accurately a 'great reshuffling'.

ECONOMIC DEVELOPMENT MANAGER

Here in Carlsbad, the unemployment rate is 2.8%, about the lowest rate it has ever been. And in the last three months, there were 15,313 unique job postings.

Suffice to say, employers are concerned about workforce challenges. And as these issues of workforce development, talent attraction, and everything in between come more into focus, it is clear that cities have a role to play. In Carlsbad, we are proud to be stepping up.



Carlsbad's talent is one of the top reasons companies choose to be here. Companies—especially those in innovation industries like tech, life sciences and cleantech—are eager to tap into our well-qualified candidate pool, making it one of our biggest economic assets.

We obviously can't know everything about the future of work. But we do know that a well-stocked talent pool will be needed. That's why we've launched two programs to help make that a reality:

#### Taking our talent pipeline national

In late 2020, as many workers first started to reconsider where they were working and living, Carlsbad launched "Life in Action Recruiter," a tool available through the CarlsbadLifeinAction.com to capture inbound interest from talent all across the country who had expressed an interest in working in Carlsbad. Since then, more than 325 individuals from here to Pittsburgh have signed up to learn more about Carlsbad businesses

and share their information, including resume details, with Carlsbad employers.

Now, the platform has just relaunched to serve Carlsbad businesses more comprehensively. Starting in August, businesses can sign up to access a new self-serve portal, search through candidates, and see their experience automatically. This allows the most up-to-date access and a streamlined approach for businesses. Carlsbad businesses can go to recruit.carlsbadlifeinaction.com/talent-roster to sign up for portal access.

#### Harvesting our homegrown talent

Just as it is important to put Carlsbad on the map as an ideal destination for innovative talent, it is also crucial that we support our residents who may not have had the same access to opportunities. As such, we have been working diligently to stand up a new pilot program to connect our most vulnerable workers with job opportunities in in-demand industries.

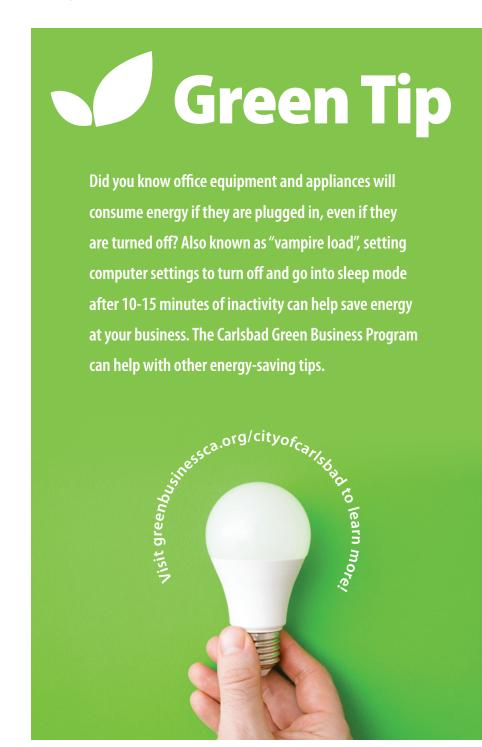
In partnership with the Carlsbad Chamber of Commerce, The Drucker Institute, and Lightcast, we have launched the Carlsbad "Job-Readiness Room." This first-of-itskind program leverages our libraries (both online and in person) as a resource to connect individuals with basic skills training in manufacturing, office administration, and hospitality & food service. Upon completion of that training, those individuals receive a micro credential, and have a guaranteed job interview with a Carlsbad business.

The Job-Readiness Room supports hidden and vulnerable workers who may have had difficulty accessing work opportunities. At no cost, it provides them with 15 to 20 hours of self-paced skills training, and a link to employers in industries that we know are hiring entry-level workers.

Carlsbad businesses that participate get leads to candidates who have demonstrated interest by completing their skills-training and that they know have interest in working in the industry.

We hope that these individuals prove to be committed workers who stay and grow in their jobs once given the opportunity to succeed. Businesses can participate by emailing us at business@carlsbadca.gov

Addressing workforce and talent issues are critical to our economic development efforts. As noted above, our talent-base is a primary reason businesses choose to be in Carlsbad and it is critical we keep expanding our pipeline. We hope these two programs do just that.





Carlsbad has grown from a sleepy bedroom community to a thriving city of over 115,000 people that is second only to the City of San Diego in tourism revenue annually.

### > CARLSBAD Continued from Page 1

bad's growth and success these past decades has been Mayor Matt Hall. As Carlsbad moves into the future, Mayor Hall will say goodbye to a decorated life of service here. Mayor Hall served for 10 years on the Planning Commission, 16 years as a City Council Member and now 12 years as our Mayor. That's 38 years total of service to the community of Carlsbad. And in August, he gave his final "State of Carlsbad" address. Here are some highlights:

Carlsbad has grown from a sleepy bedroom community to a thriving city of over 115,000 people that is second only to the City of San Diego in tourism revenue annually. The city's growth was primarily done through a "Growth Management Plan" that city leaders (including Matt Hall) put into place in 1985. As Mayor Hall stated, "The onus was on developers, not on our citizens... Developers had to provide for local fire protection, water, sewer, drainage, traffic, libraries, parks, schools, and open space." And speaking of "open space", at that time, "the city set a goal of around 40% of the city to be open space in perpetuity, areas that growth could not occur in," recounted Mayor Hall.

The Mayor shared how Carlsbad's "master planned community" accounted for where our business park, retail centers, and golf courses would be located. Mayor Hall reported that, "Today, we have \$99M in unrestricted reserves." He also announced that last week the City Council "approved building a new City Hall at the current site on Carlsbad Village Drive." This will replace our current 1960's era city hall.

The future of Carlsbad is definitely bright. However, Mayor Hall recounted that the "local control" that Carlsbad fought for back when it incorporated in 1952 is in jeopardy again, this time from the State of California usurping it. And even though Carlsbad is now mostly "an infill community", a new Growth Management Plan is being put into place through a process called "Carlsbad Tomorrow". Carlsbad Tomorrow "will focus on community infrastructure development standards and the financing mechanism for future growth, those things that our Growth Management Plan did exceedingly well," stated Mayor Hall. He encourages all of YOU to provide your input into Carlsbad Tomorrow as it will create a "roadmap for future generations."

Mayor Hall, thank you for your incredible leadership and service to Carlsbad. The positive impact of your service will be felt for many more generations to come.

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## How Carlsbad got its name

Did you know that Carlsbad has two sister cities? One is Futtsu, Japan, and the other is Karlovy Vary in the Czech Republic. While both play special roles in our history, Karlo-

BEAT (S)

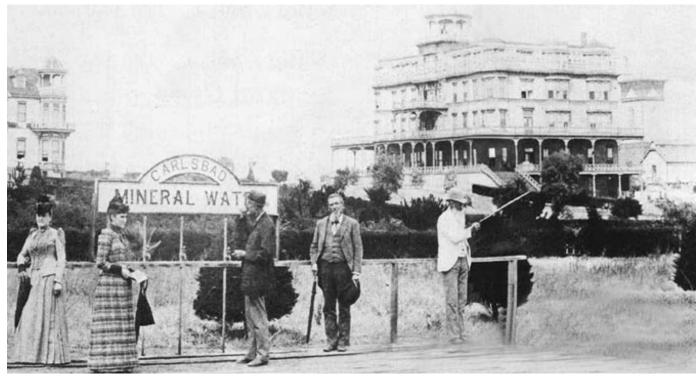
CHRISTINE DAVIS EXECUTIVE DIRECTOR CARLSBAD VILLAGE

vy Vary shares our name and love of the water with sisterly love.

Before we became known as Carlsbad, we were really just a small train stop called Frazier's Station. A man named Capt. John Frazier, a sailor, needed water for the 126-acre farm

he bought here for \$1.25 an acre. Tired of traveling three miles inland to the Marron creek, he drilled in a spot that is now the corner of Carlsbad Blvd. and Christiansen Ave., in downtown Carlsbad, despite suggestions by a Los Angeles paper that it was ludicrous to think that anyone could find fresh water in that location. Not only did he find fresh water, but more importantly for our history, Frazier found mineral water. The water also cured a stomach ailment from which the captain had suffered for years. That was

Within a short period of time, water became the base of the local economy due to the spread of word about the mineral water and the frequent train stops carrying travelers who came to drink of the water. Two different types of water were tapped: one artesian and the other a mineral water allegedly identical in taste and chemical content to water lauded for its healing powers found



Back in 1887, Carlsbad Mineral Springs Hotel and Spa (now Carlsbad Alkaline Water) helped boost tourism and development in Carlsbad Village.

at a famous spa in Karlsbad, Bohemia (now Karlovy Vary, Czech).

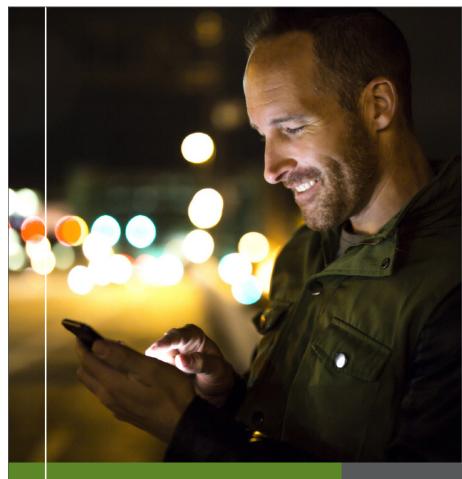
After his water was tested and found to be legitimate, Captain Frazier began the construction of the Carlsbad Mineral Springs Hotel and Spa. The hotel was completed in 1887, boosting tourism and development in the Village. Captain John Frazier was credited with founding, developing, and naming the town of Carlsbad, California, aligning it with its famous counterpart 6,000 miles away.

During WWI Carlsbad was briefly renamed "Carl" for a time because of confusion with Carlsbad, New Mexico on train schedules. Thankfully, popular demand quickly rectified that unfortunate situation.

Since Carlsbad and Karlovy Vary, a popular tourist destination to this day, became sister cities in 1991, there have been many cultural exchanges with student visits, delegations and tour groups, as well as city proclamations, all of which have nourished the relationship between the two cities.

And that is how we came to be known as Carlsbad (and not Frazier's Station or Carl). Our city's name originated right here in the Village!

Mark Your Calendar: Heart of the Village Blood Drive Saturday, September 24th 10am-3pm hosted by the **Carlsbad Village Association** at Carlsbad Village Music (505 Carlsbad Village Dr.) Visit www.carlsbad-village.com for more information on this event and many others taking place in September and through the end of the year.



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Whatever your goals, a loan may be the right option to help make them a reality and Torrey Pines

### Questions to ask before you borrow

#### Considering a Small Business Loan? Here Are the Questions to Ask Before You Borrow

When the economy experiences turbulent times, small businesses may be more vulnerable. Even in boom times, financing can make all the difference for companies. The bottom line? At some point in the life of your business, you may wish to consider applying for a loan.

Here are some questions to help you decide whether applying for a business loan is a good option for you right now.

#### How will I use the money? And how will I pay it back?

Before you seek financing, ask yourself these two crucial questions and formulate clear and detailed answers to both.

### What type of loan is best for my business?

Depending on your business type and size, you may have robust options, including

an SBA loan, revolving line of credit, equipment term loan, commercial real estate loan and more.

### Can I provide all the information lenders need?

In considering you for a loan, the bank will want various documentation. Make a checklist beforehand (or ask your banker for one) so that you can be prepared.

#### What terms work best for my situation?

Before approaching lenders, think through variables such as the length of the loan and repayment terms. One rule of thumb: Use short-term money for short-term purposes and long-term money for long-term purposes.

Whatever your goals, a loan may be the right option to help make them a reality. To learn more about how we can help, contact your Torrey Pines Bank relationship manager. Torrey Pines Bank is a division of Western Alliance Bank. Member FDIC.

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## Artists showcase the chair

Inspiration may come from many sources. It may be another work of art, a beloved artist or the spark lit by a new idea. Several years ago, I visited the Gallery of Function-



KAREN MCGUIRE
CURATOR
CITY OF CARLSBAD
WILLIAM D. CANNON

ne Gallery of Functional Art, now Lois Lambert Gallery, in Santa Monica. The gallery was featuring a chair exhibition. Imagine my delight when I saw dozens of different versions of a "chair." The chairs ranged in size and shape and color and design. They were not

only functional, as the title of the gallery suggested, but were whimsical, fun, formal and casual. The chairs I experienced not only as functional items, but as sculptural as well. I decided at that time to one day present a chair exhibition at the William D. Cannon Art Gallery for visitors to also enjoy a wide range of on how a chair could capture one's imagination and expand an existing perception on the meaning and concept of a chair

Opening On Sept. 10th, the Cannon Art Gallery will present "artists showcase THE CHAIR," featuring 24 chairs by 16 artists. Most of the artists featured in the exhibition are Southern California artists. Some are products of the fine furniture department at San Diego State University, led for many years by Wendy Maruyama. Some chairs are borrowed from Lois Lambert Gallery. (How could we not borrow from the gallery that first inspired the exhibition?) One of the artists, John Cederquist, an Orange County furniture designer, and maker was featured in a solo exhibition at the Cannon Art Gallery



John Cederquist

eight years ago. His work is in craft museums and other major museums across the United States. San Diego artist David Fobes works in a variety of mediums; several of his chairs from across his career will be featured in the exhibition. Another artist who has been a San Diego staple for more than 30 years, DeLoss McGraw was also presented in a solo exhibition at the Cannon Art Gallery several years ago. His whimsical "Alice in Wonderland" creations help fulfill the fanciful aspect of the upcoming exhibition.

This exhibition is unique in that the artists represented are not only furniture makers, but are ceramicists, painters, and installation artists as well. Although wood has been an ongoing and traditional medium for chair makers, the featured artists work in a vari-



Cheryl Tall

ety of other materials, such as cardboard, ceramics, found objects and paint. The chair as a functional object is its primary essence, but the "idea" is what is important, and to that end, artists choose the materials to best represent their idea. A well-made chair with its design, texture, and shape are the challenges each artist addresses.

As I've researched and worked on curating exhibit, I sought to highlight the idea that a chair is more than something to sit on. It is a dynamic merging of form and function. The objects in the exhibition are utilitarian while also displaying artistic qualities of beauty, invention, and masterful technique. They are both beautiful and purposeful and were chosen for their attractiveness and individuality; some are imaginative and color-



Roy Jenuine, Side Chair



Johnny Swing

ful, while others are sleek and architectural.

The exhibit runs through December 3 featuring the talents of Erin Behling, John Cederquist, David Fobes, Paul Henry, Roy Jenuine, Nina Karavasiles, Seth Keller, Adam John Manley, Wendy Maruyama, DeLoss McGraw, Christopher Polentz, Lee Puffer, Johnny Swing, Cheryl Tall, James Watts and Gabriel Weise.

Sept. 13-Dec. 3 William D. Cannon Gallery Carlsbad City Library 1775 Dove Lane in Carlsbad





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Justin Sachs is a native San Diegan and now calls Oceanside his home. Justin has been an entrepreneur for most of his adult life, having dabbled in several types of business ownership. **Hometown Plumbing & Restoration** are the result of an intuitive desire to help the communities of San Diego. With tremendous growth in the last three years, we have developed teams built upon our 5-Star Service Program.

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Justin Sachs brings his passion to help the communities of San Diego into every restoration and plumbing project.

restoration needs and treat each customer like family-helping you restore your home and life quickly and efficiently. We strive to be the "best in the business" daily and serve with integrity, commitment, great workmanship, and honesty.

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## Extra-curricular writing for cadets

This year the **Army and Navy Academy** will be focusing on extra-curricular writing for all of our Cadets. As many are aware, writing is a vital art form that many students across the country struggle with. At the Academy we have implemented several specialized programs in order to enhance

NEWS

**DEAN OF ACADEMICS** 

and encourage our Cadets to become strong writers and to become more familiar with the writing process. More importantly, the unique writing skills they will learn through these programs will help better prepare them for college and eventu-

ally for the careers of the future.

Select seniors will be involved in a senior passion project called the Barry Shreiar Virtuous Man Project. These seniors will choose a topic of interest and will delve into the research, writing, and peer editing process in conjunction with their college applications. Although these projects will have a research paper tied to the final submission, Cadets are also encouraged to be as creative as possible with their final submissions. Recent projects of note have included the creation of an alumni magazine, an original multi-instrument composition, a weekly podcast about life at a boarding school, and a psychology experiment centered around philanthropy through recycling. During the second semester each senior will present their findings to a panel of judges from both the community and from the Academy. The top candidates will receive a large monetary prize that will be used towards their future college enrollment.

Underclassmen will have the opportunity to join the Learning by Doing program. These Cadets will be engaged in active writing and peer listening/feedback activities with our 11th grade English and English Honors teacher. As Cadets reach specific benchmarks, they will receive rewards such as gift cards to local Carlsbad eateries. This non-traditional writing program will focus on the act of writing and presenting a paper



Senior group



Virtuous Man Senior Project last year

months. These papers will be accompanied by a creative project that can be anything from a Google Slides presentation to an old-school poster board project. Cadets will present their final projects to the school and community on a National History Day during the second

semester. Prizes will also be awarded to

the top candidates.

**History Days** 

Over 90% of our seniors will attend a fouryear university next year, and we are excited to see these young men develop a love of writing before they head off on their next journey.

We would like to send a special thank you to Jack and Valerie Cumming for all of their support with our young men.

in front of a group of peers. Our primary goal is to prepare our young men to not only excel in writing, but also to be confident when speaking in front of both small and larger audiences.

Lastly, all 10th grade Cadets will choose a historical passion paper to research and write about over the course of several

## Affordable housing management

Whether you're interested in becoming a property manager, a teacher's aide, an office clerk, or want to learn more about using Google apps, MiraCosta College is offering

> free short-term classes in fall 2022 to help

train students for the job market.

Students can earn a certificate in just a few weeks or no more than a semester. Classes begin August 22, and all are being offered online.

The Affordable Housing Manage-

ment certificate provides students with the tools and skills to be successful in the property management industry with an emphasis on affordable housing. Through a partnership with the San Diego Housing Federation, students will work directly with mentors from the housing industry.

Classes are being offered in Introduction to Affordable Housing Management and Emerging Leaders in Affordable Housing Management. A certificate can



Students can now earn a certificate in new classes being offer including Introduction to Affordable Housing Management and Emerging Leaders in Affordable Housing Management.

be earned in eight weeks.

The Teacher's Aide certificate was created after MiraCosta College faculty member Regina Darling, who is also a K-12 instructor, noted a shortage of teacher's aides in area school districts. The certificate can be earned after completing two of the three offered courses—The Basics, Educational Technologies, and Special Education.

Erica Duran, chair of the noncredit and short-term vocational programs at MiraCosta College, said the certificate program is designed for students interested in becoming a teacher's aide as well as cur-

rently employed aides who want to brush up on their skills.

"For those wanting to enter the field, it gives them a step up for applying if they don't have any experience," Duran said.

The Office Clerk certificate was developed after area business leaders said they needed more qualified applicants for the available jobs. A certificate can be earned in one semester after completing five courses—Beginning Microsoft Word, Beginning Microsoft Excel, Applied Computer Skills, Word Processing, and Office Skills and Procedures.

A Google Apps certificate was created to assist students in working with Google apps, such as Google Docs, Google Slides, Gmail, or Google Calendar. The apps are becoming increasingly common, especially for elementary and high school students, Duran said.

"Many of our students are parents, and this was developed out of a recognition that our own students were struggling to help their kids," she said. A certificate can be earned in eight weeks.

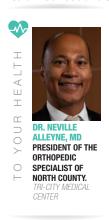
To learn more and apply for the classes, go to miracosta.edu/jobtraining. For more information, contact Erica Duran at eduran@



CARLSBAD CHAMBER OF COMMERCE

# Dr. Neville Alleyne appointed to National Spine Health Foundation Board

Dr. Neville Alleyne, chief of the orthopedics division at **Tri-City Medical Center**, has been appointed to the National Spine Health Foundation's elite 50-member board.



The Medical and Scientific Board is comprised of the nation's top spine surgeons, who are all recognized leaders in the field. The NSHF's mission is to improve spinal health care through education, research and patient advocacy and is the United States' only nonprofit, pa-

tient-centered organization dedicated to helping patients overcome debilitating spinal conditions and improve their quality of life

"Our board members represent the best and brightest that the spine health community has to offer," said Dr. Rita Roy, Chief Executive Officer of the National Spine Health Foundation. "We're proud of the excellence and vast experience of our Board." The patient-centered non-profit is celebrating their 20th anniversary of helping patients overcome debilitating spinal conditions and take back their lives.

In addition to his role at TCMC, Dr. Alleyne is the President of the Orthopedic Specialist of North County, also known as OSNC, a comprehensive orthopedic clinic in Oceanside that is owned by Tri-City Healthcare District. Dr. Alleyne has performed himself, or as part of a team, more than 800 spine procedures using next generation robotics. He is trained on the Mazor X, and was the first surgeon west of the Rocky Mountains to perform lower back surgery using the ad-



 ${\it Dr.\,Alley} ne \, can \, be \, found \, in \, the \, operating \, room \, specializing \, in \, spine \, procedures.$ 

vanced system in 2017.

"Dr. Alleyne is a pioneer in orthopedic spine surgery," remarked Steve Dietlin, President and Chief Executive Officer of TCMC. "This appointment is yet another acknowledgement of the important role Dr. Alleyne plays in advancing high-quality orthopedic care in our region and around the country."

"My practice philosophy is simple," Dr. Alleyne said. "I treat my patients as I would treat my family. Each of my patients gets

my undivided attention, and all of their questions are answered. Most of the time when they leave, they have an excellent understanding of the disease process and the treatment plan that will be outlined for them."







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GlenBrook Health Center is an established health center adjacent to La Costa Glen, a continuing care retirement community nestled among rolling hills in Carlsbad, CA. GlenBrook Health Center, open to the public, provides living options in Memory Care, Assisted Living and Skilled Nursing with Rehabilitation. At GlenBrook Health Center, you have greater peace of mind that your loved ones will *Live Better and Live Longer*.

For the well-being of residents, GlenBrook Health Center strives to follow CDC guidance and comply with recommendations from state and local health officials. Offerings depicted are subject to change. State of California License Numbers: #374601560 and #080000786.



CARLSBAD BUSINESS JOURNAL





## MEMBERDIGEST

SPEAKING FOR BUSINESS, LISTENING TO THE COMMUNITY

## What time is it? It's Google workshop time!

It has been a few years since the Google workshops have made their way through the Chamber, and they are BACK! Right



VP OF MEMBER

RELATIONS

OF COMMERCE

now, we have three workshops beginning September 13, 27 and October 11. So, what will be covered? Well, how to make your business/organization to benefit of course.

The first workshop is "Get Your Local Business on Google Search and

Maps". While this is critical for many businesses where customers need to be there physically (restaurants, dentist, hair styler), it also benefits businesses that may not need clients to come directly to the business. However, a future client searches and gets to see that the business really is a part of the local community. It has a big impact.



So, this workshop will show all the various steps it takes to get your businesses listed, recognized and how to manage changes.

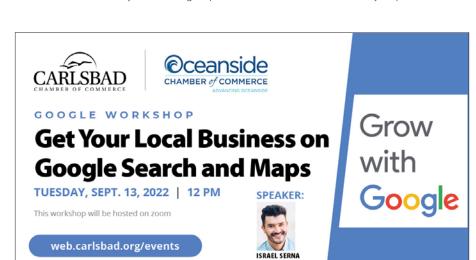
Up second, we've got "Make Your Website Work for You". Um, yes please! In this

one you will discover how to create a search-friendly website that goes beyond just great design, but also functions. Now this will benefit all types of businesses as well. One of the most anticipated is learn-

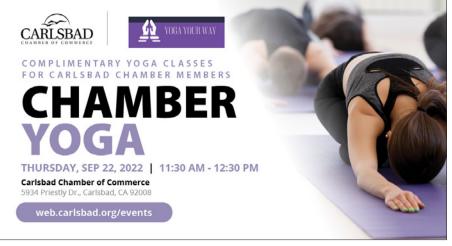
ing about how to get your website ranking high in search results and have action for the web visitors.

And finally, in October the workshop is "Sell Online with E-Commerce Tools + Intro to Shopify". Now this one is more directed for businesses that "Sell Online", hence the name. Simply put, learn how to sell your products online. We'll walk through listing your products for free with Google Business Profile and Merchant Center. And we'll show you one way to sell on your website, using an E-Commerce store built with Shopify. Plus, learn about more helpful tools to stand out online, such as Local Opportunity Finder and Grow My Store.

Each of these workshops are available to be reserved on our website at web. carlsbad.org/events. The search engines' optimization is a constantly changing world and it affects every business and organization. It's been too long since we got to host, and we are thrilled members and the community will benefit. Hope to see you soon!













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Kimberly Smith 4075 30th St. San Diego, CA 92104 AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age.

#### **Plastic Beach**

Matthew Clough

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#### MEMBERS ON THE MOVE

## Carlsbad Sister City Ambassadors celebrates student achievement

### Carlsbad Student Wins International Poetry Award Grand Prize.

Carlsbad Sister City Ambassadors is proud to announce a wonderful achievement for one of our Carlsbad students. Sponsored by Carlsbad Sister City Ambassadors, Arianna Sharifi, a rising sophomore at **Sage Creek High School**, has just been named the Grand Prize Winner in the 2022 International Young Artists and Authors Showcase, a program of Sister Cities International. The Showcase encourages youth to submit entries in six categories, classic art, digital art, essay, poetry, photography and original music. The competition received more than 360 entries representing 16 countries. As the grand prize winner in her category, Arianna was awarded \$1000.00 and was invited to read her poem "The very Life We Are Made of: Trickles of Sustenance", at the International Youth Summit on International Youth Day, August 12, 2022. It will now be published on the Sister Cities International website along with the 1st, 2nd and 3rd place winners in all six categories.

Arianna is an outstanding student in Carlsbad and through her studies has maintained a focus of STEM and biological studies, although she also maintains a passion for creative writing as well. She has a goal of becoming a neurosurgeon one day. At her school Arianna has created a club to explore STEM careers. She also plays cello in her school orchestra and has founded the Junior Joy Givers Club to play music for the elderly and disadvantaged. In her free time, Arianna enjoys the abundant outdoor activities that Carlsbad offers, including swimming, hiking and tennis. She has traveled abroad with



Well done to Arianna Sharifi, Sage Creek High School student, for achieving International Young Artists and Authors Showcase Poetry Award Grand Prize, a program of Sister Cities International.

her family and will now expand her activities to becoming a member of the Carlsbad Sister City Junior Ambassadors focusing on interaction with her peers abroad. She is a versatile and talented student and CSCA is very proud of Arianna and her accomplishments.

# GoBeRewarded Marketing Agency acquires Ryan Video Productions

Recently, Vista marketing agency GobeRewarded acquired Ryan Video Productions. The Vista marketing agency plans to offer additional video productions services with this exciting new merger. The acquisition will bring both GobeRewarded's media team and Chris Ryan's video production company together, with huge thanks to John Sanders helping put this dynamic duo together. Clients from both companies can still expect the premium quality they have always received over the years. Services will expand with a multitude of clients with a variety of needs for their business.

GoBeRewarded's media team will continue to produce brand videos and take pictures for their custom-designed websites and produce social media advertisements. Meanwhile Ryan Video Productions will create videos with compelling stories that



Good luck to two incredible Carlsbad Chamber members, GoBeRewarded Marketing Agency, and Chris Ryan of Ryan Video Productions on your recent merger.

have an emotional in-depth connection to target audiences. Now all of these services will be offered in one convenient place with resources being combined. Owner of Ryan Video Productions, Chris Ryan wants to assure clients that his relationship with his clients will not change and that the only differences they will see will likely be the look of the invoices and his email address. Ryan said, "As always, I will be working to remain laser-focused on helping you, and other North County businesses and organizations communicate value and develop effective video marketing messages. Ryan Video Productions remains committed to customer service, high quality, and now with more resources!"

CEO and owner of GoBeRewarded, Aaron Gobidas said, "This acquisition is an opportunity to offer more for our clients. There will be opportunities to be more creative, create more effective videos for businesses, and find different ways to generate testimonials." Ryan also commented that with the merger, "There are several experienced and talented creative people who will be helping me on the production side. I'm looking forward to working with them as we continue to raise the bar on our overall production quality as well as our capacity to serve North County businesses."

If you are a current client, feel free to contact GoBeRewarded with any questions about the merger at goberewarded.com/contact-us and for more information about Ryan Video Productions visit ryanvideoproductions.com

#### San Diego Photographer of the Year

Congratulations to **Melanie Robertson Photography**for winning this year's High
School Senior Photographer of
the Year for San Diego County!
Professional Photographers of
San Diego County is an educational affiliate of Professional
Photographers of America PPA
and California PPC. Professional Photographers of San Diego County awarded Melanie
Robertson Photography Senior Photographer of the Year
for both 2020 & most recently

Melanie specializes in high school senior photography, as well as headshots, and portraits. Thanks to Melanie's fantastic clients she is able to consistently enter client work over the past years in print competitions.



Congratulations to Melanie Robertson Photography for winning Professional Photographers of San Diego County 2022 Senior Photographer of the Year Award.

You can learn more at melanierobertsonphotographyca.

#### MEMBER RENEWALS

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#### > HOLIDAY

Continued from Page 1

What do we get out of them that's worth "the risk"? Experts and researchers claim large gatherings provide connection that's pivotal for our overall health. The experiences gained from a large event may decrease depression, loneliness, and anxiety, and increase one's meaning, happiness, and calmness.

Besides planning and attending events this season, the impact of attending them can positively linger. Kurt Stocks, President of **LEGOLAND California**, speaks similarly about this in paralell to the grand impact tourism provides. Events provide the environment for people to create lifelong memories Kurt points out. Nick Hopkins, professor of

social psychology, University of Dundee did a study that showed "even a month after a large event, participants reported feeling more content than similar people who hadn't attended the event." Shira Gabriel, an associate professor of psychology at SUNY, University at Buffalo notes such benefits, too. "You can see the positive psychological effects lasting for literally months," she said. These events "really do affect our mood and our well-being overall in life."

Tripleseat, (a web-based sales and event management platform for restaurants, hotels, and unique venues) consumer survey shows that events are picking back up for the holiday season. Restaurants, hotels and other venues should do their best to be prepared for a busy season of booking events, holiday travel reservations, weddings, catering orders and workplace holiday parties. Tripleseat's survey hilights 66% saying their employers will be holding a holiday celebration this season and 84% of those events are in-person this year. This is a huge influx compared to the amount of 2020 virtual events.

Lastly, large events also supply us novelty. Even without the restrictions of a pandemic, it's often easy to go about our day to day lives doing the same repetivitve thing which can begin to feel monotonous. The importance of bringing back these events can help us directly add that pizazz back into our life.

Attending large events is truly a foundational human need that we have not been filling as much as we want to. Looking toward the future, more people will flock back to events, maybe in even greater numbers than 2019 levels. Will business operations be ready to handle the demand?



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