VOI 38 NO. 9



# BUSINESSJOUR

CARLSBAD.ORG

AWARD WINNING PUBLICATION OCTOBER 2021



**VILLAGE BEAT** Carlsbad Village businesses are hiring for different positions.



**CULTURE BUZZ** The need for the arts s greater than ever!

8



SCHOOL NEWS The importance of arts in your child's life

# Sharing **YOUR** stories

One of the most important things we do at the Carlsbad Chamber of Commerce is share the stories of our members. Storytelling is an art



and it can take many

different forms. Through the centuries, stories

to

on

have been used preserve culture and pass cultural heritage and knowledge from one generation to another. A decade ago a team of neuroscientist at Princeton

did a study that showed actual neurological connections between storytellers and their audience. Literally the same parts of the storyteller's brain would activate as listener's brain as the audience listened to the story. This is not a surprise to the casual observer, but the bottom line is that stories connect us.

The power of storytelling is definitely beyond measure. With that in mind, the Carlsbad Chamber recently launched our own podcast. Podcasts have been growing in popularity over the past 15+ years. According to podcastinsights.com, as of April, 2021, there were over 2,000,000 podcasts and over 48 million episodes that had been published (and that's be-

> STORIES Page 7

# DOING OUR PART AND BECOMING



n the past 18 months, while frontline healthcare workers were fighting a global virus, another set of workers were battling a different global viral threat: cyberattacks. Rick Cassoni is the Department Chair for Computer Studies at MiraCosta College, and as someone in charge of training the future cybersecurity specialists, he knows first-hand demand for

these experts has risen considerably. "Cybersecurity became especially important not only in education environments but throughout the worldwide workforce," says Cassoni. "Having persons work from home (WFH) to contain the spread of COVID put extra pressures on cybersecurity teams for private and public companies, government, and educational entities, as persons had to log in to access systems over the internet from home, providing vectors for cyber criminals to deploy attacks versus from the safety of a physical company behind firewalls."

Assistant Special Agent in Charge at the San Diego FBI Cyber Program, Houtan Moshrefi, says that in the current environment "the most prevalent cybersecurity threats facing all companies today are Business Email Compromise (BEC) attacks, phishing, ransomware, hacking, and insider threats." However, there is one particular risk

> CYBER SMART Page 3

### BUSINESS SPOTLIGHT

# **Transform your home with natural light**

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while saving some precious cash on your monthly energy bills, look no further than the #1 Skylight Company in Southern California, Solatube Home. Our manufacturing facility in Vista creates products that are energy-efficient and technologically advanced above other similar brands you've seen around.

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Our Solar-Powered Fresh Breeze Skylight has even more amazing features. To start, it

> SOLATUBE HOME, Page 6



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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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# Get your finances in order before the holidays

As Benjamin Franklin once said, "If you fail to plan, you are planning to fail!" Benjamin Franklin's quote applies to many choices we make in life including our financial well-being.



October is National Financial Planning Month. A good financial plan adapts to your changing circumstances such as a major life events and tax laws. We all know that in the last 18 months there were a lot of lifestyle changes which meant there were a

lot of spending pattern changes too. That's why I believe this is an excellent time to review your financial plan and goals.

As we approach the holidays with shipping and delivery shortages across the country, now is the time to review your budget for the holidays too.

Creating a lifestyle financial plan helps you plan for your financial future by setting long and short-term goals. With a financial plan, you have a road map to follow, and this can help you understand the implications of each financial decision you make.

Everyone is at a different phase in their life and may have different goals, so it's important to have a unique financial plan that works for your own financial situation. It can give you peace of mind knowing that you have a



real and detailed plan you are following.

There are some misconceptions about who needs financial planning. A comprehensive financial plan can benefit all income levels and different age groups. A comprehensive financial plan can cover savings, investments, planning for retirement, education, emergencies, major purchases, insurance needs, taking tax law changes into

consideration, and other financial and personal goals.

There are many Carlsbad Chamber of Commerce members who are excellent financial planners and financial advisors. These planners are great resources for you. So, reach out to one of our members and get a financial plan or get a second opinion on one you already have.

# > CYBER SMART Continued from Page 1

that has stood out: ransomware. "A traditional ransomware attack will encrypt (make inaccessible) all files on a computer or server, affecting a company's ability to operate," says Moshrefi. "Modern ransomware goes a step further; malicious actors steal sensitive data and extort companies who do not pay the ransom by threatening to publish company records and data to the internet."

Unfortunately, according to Moshrefi, ransomware has driven cyber criminals to organize in a way that makes it more prolific, which he refers to as "the emergence of 'ransomware as a service."""The most sophisticated ransomware groups are increasingly offering to sell their cyber tools to less sophisticated cyber criminals as a bundle, providing both the malware and the phishing operation, payment platform, and premade data leak site. The impact of ransomware as a service is that it lowers the barrier of entry into the cyber-crime business." With this in mind, and just like in the past 18 years, the Cybersecurity and Infrastructure Security Agency (CISA) recognizes October as Cybersecurity Awareness Month in an effort to educate organizations and individuals on how to have a safe and secure online experience. Under the theme "Do Your Part. #BeCyberSmart." CISA is focusing on topics from phishing to careers in cybersecurity. Locally, Au Technology Solutions CEO and Owner, Kevin Clemons, has seen his fair share of cyber attacks. But the most common cybersecurity issue he has been deployed to address is "securing safe email services." He adds that there are three 'must haves' particularly for small businesses to protect themselves from attacks: "multifactor authentication, secure email and secure file sharing."

Moshrefi suggests that cybersecurity in an organization should start with self-examination. "Assess your current cybersecurity posture. Every organization should ask themselves: what are our present cyber risks and the potential business impact of each risk; how is executive management informed of these cyber risks and the potential business impact on the company; how are our organizations applying industry standards and best practices; and how comprehensive is our incident response plan and how often is it tested."

Luckily, organizations can trust that when cybersecurity issues arise, there will be someone that can help. A perfect example, is the MiraCosta College Cybersecurity program. "Our goal is to provide students with in-depth knowledge reinforced with hands on labs using the same tools as cybersecurity professionals, courses that help prepare students for industry certifications and both informal and formal work-based learning experiences that include classroom labs, internships, and Club IT, CSIT Department's Student Club." As someone who has spent many years in the field, Clemons believes that these three skills are also very important as the cybersecurity professionals of the future are trained: "problem solving, excellent communication and proactive attitude." For those who would like to take their career to a federal agency, Moshreti says that "the FBI is always interested in applicants with a strong computer science or cyber background." In fact, there are opportunities for both students through "student programs to include our Honors Internship and College Hiring Initiative" and for working professionals. "Applicants with a background in cybersecurity or computer science can bring those abilities to the FBI working as computer scientists, or utilize their analytical skills and cyber knowledge in positions such as Special Agent or Intelligence Analyst."

Visit www.cisa.gov/cybersecurity-awareness-month to learn more about Cybersecurity Awareness Month and access cybersecurity resources.



## HOW TO REPORT A CYBERSECURITY INCIDENT.

An incident may be reported at any stage to the FBI, even when complete information may not be available. Companies can report to a local FBI field office, the Internet Crime Complaint Center at www.ic3.gov or through Cy-Watch, the FBI's 24/7 Operations Center (855) 292-3937, cywatch@fbi.gov

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# INDEX





## **INTERESTED IN A CYBERSECURITY CAREER WITH THE FBI?**

More information on available student programs can be found at: https://fbijobs.gov/ students

For more information on STEM (Science, Technology, Engineering, and Mathmatics) careers at the FBI – visit: https://fbijobs.gov/career-paths/stem

# Spotlighting the importance of cybersecurity in Carlsbad

There's an industry booming right under our noses, quite literally.

The digital devices we're constantly staring down at depend on cybersecurity — a

ÎÎÎ S  $\ge$ Z  $C \mid T \neq$ ECONOMIC DEVELOPMENT MANAGER

sector that's growina significantly here in our region. In fact, the San Diego area is home

to more than 12,400 cybers jobs that generate a \$3.5 billion impact every year. That's the same as hosting nine Super Bowls, or twenty-three Comic-Con conventions.

Let that sink in.

Because October is Cybersecurity Awareness Month, this is the perfect time to underscore this sector's local importance. From my perspective, here are top three things you should know:

# 1. The local cyber job market is red hot.

The Cyber Center of Excellence (CCOE) reports a 9% job growth projection. And 3 out of 5 cyber companies in our region say they plan to increase employment in the next year. That includes Carlsbad-based Proficio, which has been growing by about 40 percent annually.

Proficio recently moved its headquarters from Irvine to Carlsbad, largely because of



Cybercrimes have skyrocketed during the pandemic, by as much as 300 percent according to the Federal Bureau of Investigations (FBI).

# our talent pool.

"We noticed a lot of top talent was coming from this area because of the military industry and all of the universities," said CEO Brad Taylor. "Carslbad was the perfect answer for us. This puts us closer to the talent." Proficio is making the most of that by

working directly with our local universities, ensuring students are prepared to enter the cyber workforce. California State University San Marcos (CSUSM) has an entire cybersecurity education hub, complete with resources, training and programs that reflect industry trends and needs.

Proficio also participates in programs that help local veterans transition from military service to cyber careers, including the Career Transition Assistance Plan (CTAP).

"Even as technology advances at lightning speed, we still need the next generation of professionals," Taylor said, adding that there's a tremendous talent shortage nationally.

One recent survey by a cybersecurity training nonprofit called (ISC)2 found that more than 300,000 cyber jobs go unfilled every year.

"If you enter the cyber security industry, you'll enjoy great job security and you'll never get bored,"Taylor added.

## 2. Cyber security is for everyone.

Cybercrimes have skyrocketed during the pandemic, by as much as 300 percent according to the Federal Bureau of Investigations (FBI). Even more startling: There's a cyber attack every 39 seconds in the US, according to a study by the University of Maryland.

Businesses are more at risk than ever, and virtually every business is a target. I say that not to stoke fear, but to make the point that a cybersecurity strategy must be part of any business plan today.

"If you have data, even if it's only employee data, that's valuable to hackers," said CCOE President and CEO Lisa Easterly.

As more companies are shifting operations online and allowing remote work, it's especially important that they mitigate risks such as hacks, malware, and ransomware.

Easterly says smaller businesses are especially vulnerable because they tend to be easier targets.

"Ninety five percent of breaches happen due to human error," she said. "That's why cyber education is so critical — for both business owners and their employees."

In addition to education, Easterly encourages business owners to outsource to cybersecurity professionals when it makes sense.

"Thankfully, San Diego has a robust cyber ecosystem that business owners can plug into," she said.

### 3. We're here to help.

If you're part of a small business, we understand that cybersecurity might feel overwhelming. That's why we're here as a resource. We're proud to offer a free educational program in partnership with CCOE.

When you sign up, you'll be able to access training to help your employees become more cybersecurity-aware. You'll also get a cyber risk assessment report from RiskRecon, a Mastercard company — along with customized recommendations about how to reduce your vulnerabilities.

No matter your industry, doing business smarter and safer online makes for a more resilient economy, which benefits us all. In my book, that's something worth celebrating this month — and all the year through.

If you'd like to take advantage of this, you can register here for our next cohort. https:// www.surveymonkey.com/r/8H7G6G7

# **Eight ways to build a strong relationship with your doctor**

You've waited several weeks to see your doctor, but after you leave the office you still have questions, and you don't quite understand your diagnosis. If this sounds familiar, it's time to improve your relationship with



your physician. А good patient-physician relationship can go a long way in helping you stay healthy and getting the care you need when you're not feeling well. "Patients who take an active role in their care may

not only feel more

satisfied with their

There are several ways to get the most out of your medical care, including preparing questions before appointments, following COVID protocols, using your patient portal and more.

what medications you're taking, including vitamins and supplements, and the dosages for each"

If you need lab work or other tests, get them before your appointment so you and your doctor can go over them together

### 4. Bring a companion to your appointment when necessary

Bring a friend or loved one with you, especially if you feel like you have trouble retaining information or you are discussing something serious like cancer or heart disease. Be aware of any visitor restrictions in place due

changes you have noticed in your appetite, weight, sleep or energy level."

Don't feel embarrassed. Your doctor isn't perfect, and he or she doesn't expect you to be either.

# 6. Be sure you understand your care plan

Before you leave the doctor's office, make sure all your questions have been answered or if you need to schedule a follow-up visit. Have a clear understanding of everything your doctor has told you about your condition and what you need to do, such as getting lab tests, taking medications and caring for yourself at home.

"If you're not quite sure about something, don't hesitate to ask for clarification before you leave," says Dr. Shragge. "If you have questions once you get home, contact your health care team by calling the office or using an online patient portal to leave a message."

## 7. Communicate with your physician, use patient portal

Many health care organizations offer patients a secure health portal in order to communicate with their physicians and manage

Shragge, DO, an internal medicine physician at Scripps Coastal Medical Center Hillcrest. Communication, respect and trust are keys to any healthy relationship. And the relationship with your health care provider should be no different. Here are eight ways to help you

build a good patient-physician relationship and get the most out of your appointments.

doctors, but also more in control over their

own health and well-being," says Rebecca

# **1.** Be prepared for your appointment

Take a few minutes to prepare for your appointment with your physician so you can make the most of your time together. You may be able to message your concerns ahead of your appointment through a patient portal.

Common questions to consider include:

- Do you have a new symptom you want to discuss?
- Do you want to go over how a treatment is affecting your daily life?
- What side effects are common with a particular medication you are prescribed?
- Do you need vaccines, including the flu, pneumonia or shingles?

"Before your visit, make a list of your symptoms and how long each has been present," suggests Dr. Shragge. "Write down

# 2. Prioritize health issues to discuss

Start your discussion with your physician with the most important health issue or question on your mind.

"Don't put off things you really need to discuss until the end of the visit. Bring them up right away," says Dr. Shragge.

# 3. Follow COVID safety precautions

Be prepared to follow COVID safety protocols before entering the clinic and at the doctor's office, including wearing a face covering and physical distancing. At Scripps, all physicians, staff members, patients and visitors are required to wear face coverings. Scripps also offers curbside check-in as an additional safety measure so that you can remain in your vehicle until an exam room is ready for your visit.

to COVID-19.

"Bringing a friend or family member along can be extremely helpful when it comes to asking questions and clarifying information, especially for older patients or anyone who is nervous about seeing the doctor, or someone who needs a language interpreter," says Dr. Shragge.

# 5. Be honest with your physician

Your lifestyle and daily habits impact your health, and the information you share with your physician is confidential so be candid. If you are not honest about things, such as smoking or having a couple of cocktails daily or occasionally skipping your medications, your physician won't have accurate information, and that can impact your care.

"Let your doctor know what has happened in your life since your last visit," says Dr. Shragge "For instance, mention any their health records.

Scripps Clinic and Scripps Coastal Medical Center patients can use MyScripps, the online patient portal where you can check test results, schedule appointments, review your medical history and leave messages for your physician.

# 8. Follow your care plan

Follow your individualized care plan to get results and monitor progress. Your care plan may include tasks such as monitoring your blood sugar, getting more exercise or taking your blood pressure.

If a physician's recommendation doesn't sound doable or your medication isn't working, let them know so you can re-evaluate and make adjustments to your plan.

To Your Health is brought to you by the physicians and staff of Scripps. For more information, please visit www.scripps.org

# **Carlsbad Village businesses are hiring**

The mission of the **Carlsbad Village Association** includes supporting the efforts of the hundreds of small businesses in downtown Carlsbad as it works towards making Carlsbad Village a premier destination in North County San Diego. That is why we answered the



call by employers in the retail, restaurant and hospitality sectors when they made it known they were having trouble filling open positions by hosting an in-person job fair on Sept. 25.

lt was every business owner's assumption that after living with the

COVID-19 virus for 18 months, that business would be back to normal or at least a close version of normal. But while consumers are returning to main street to shop, dine and play, workers are not returning in levels to keep up with the demand.

The small businesses in downtown Carlsbad have shown tremendous resiliency and creativity for the past year and a half. But now they are faced with a new challenge, because of the pandemic, and this one does not come with relief funding, grants, or financial assistance from the state, county or at the local level. When they should be in full recovery mode, they are now short-staffed, and the strain is starting to show.

"I've been in this industry for a long time, and I've never worked so hard to find qualified employees," said one general manager of a fast-casual eatery in Carlsbad Village.



Many small businesses in Carlsbad Village are currently short-staffed and actively hiring for different positions.

"We used to turn interested applicants away because we didn't have room for them. Now we're just chronically short-staffed and hoping people will just show up for their interviews." Interview no-shows are more prevalent now than ever before.

At the recent job fair, employers from the **Carlsbad Inn Beach Resort, Handel's Ice Cream**, and even the **Carlsbad Fire Department** were on site, along with over a dozen other enthusiastic businesses. Many others would have participated, but, ironically, they could not leave their businesses

long enough to attend due to being short-staffed.

"We're Hiring!" signs adorn the windows of many businesses in the Village. It is a daily topic of discussion, and the issue of a staffing shortage does not look like it will be ease up anytime soon. Meanwhile restaurants are reducing their hours of operation and retail stores are doing their best to make do with less coverage on the floor.

How can you help? First, spread the word that Carlsbad Village businesses are hiring. Part-time, full-time, salaried, per diem, you name it. The Carlsbad Village Association is teeing up a job board on its website (*www.carlsbad-village.com*) for downtown businesses to help move the needle on this problem. Second, continue to support the small businesses downtown and continue to play an active role in their recovery from the pandemic. Help them through this new and difficult phase in their recovery efforts as they learn how to meet consumer demands with less staff on hand as they search for their newest team members.



"Local businesses are an integral part of every community, and there's nowhere I'd rather help them grow and succeed than right here at home."

Are you ready to grow your business?





FOOD: Fish Tacos

**DRINK:** Chai Tea Latte

**MOVIE:** Princess Bride & Lord of the Rings

**BOOK:** Screwtape Letters by C.S. Lewis

MUSIC: Christian Hip Hop/R&B

HOLIDAY: Christmas

WORST FEAR: Snakes HOBBIES: Hiking, Reading, Sudoku



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For the well-being of residents, La Costa Glen strives to follow CDC guidance and comply with recommendations from state and local health officials. Offerings depicted are subject to change.





# > SOLATUBE HOME Continued from Page 1

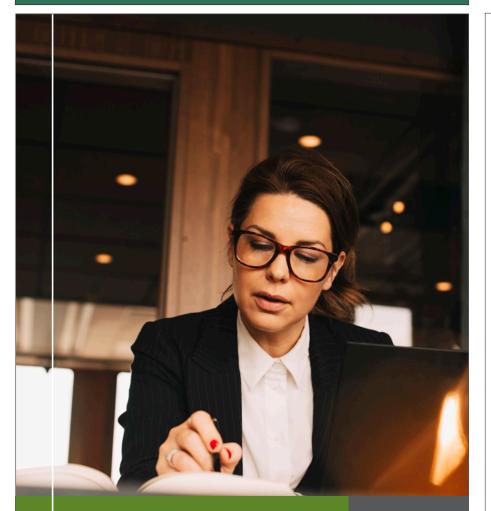
comes with a built-in rain sensor that shuts your skylight automatically in the event of unexpected weather. Better yet, this solar-operable model gets you a 26% federal tax credit after installation. Whether you're getting our operable skylight or a fixed skylight, you'll also enjoy maximum sound absorption and guaranteed better impact protection.

Unlike traditional skylights, Solatube Home's tubular skylights (or Solatubes as some call them) capture the sun's abundant light and delivers it indoors where sunlight was previously unheard of. Spaces like hallways, closets, bathrooms and other areas of your home with scarce window light can now come alive with vibrant, natural light. This breakthrough technology can transform virtually any room.

What about creating a cooler home? We have built premium ventilation systems to keep your space comfortable and refreshed. Solatube Home Whole House Fans are an energy-efficient way to rid your home of hot air and pesky germs and allergens. Our Solar-Powered Attic and Garage Fans also drive out heat and moisture from your attic or garage space that can damage your home while simultaneously driving up energy costs.

We have installed over 100,000 natural lighting and ventilation systems over the past 30 years. Solatube Home's overall goal is to help you reduce your reliance on electricity, be more sustainable, and save money in the process. That's the brightest idea yet if we do say so ourselves.

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# connection.

The Chamber excels at bringing together leaders and influencers from throughout the community to build the teams that make things happen.

Build strong business relationships at carlsbad.org



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# **> STORIES** Continued from Page 1

fore ours arrived). According to Inifite Dial 2020, over 75% of the US population is familiar with the term "podcasting" and over 104 million people listened to a podcast in the last month.

With all that knowledge, we decided that it was time for the Carlsbad Chamber to get into the mix. With the help of our friends at **Imagine Podcasting**, we launched our weekly podcast in July, 2021 called *Carlsbad: People, Purpose and Impact*. Each week we interview a different guest who comes and shares their stories about themselves, their business, their mission and more. If you live, work, play, or care about Carlsbad, this is a show for you. As I write this we have published ten episodes.

The guests have ranged from Mayor Matt Hall of the City of Carlsbad to Carolyn Grant, Executive Director of the Museum of Making Music, to Jill McManigal, the Executive Director of Kids for Peace to Geoff Gray, General Manager at the Park Hyatt Aviara and Resort and many others. Future episodes will soon be out with Chris Ryan, Owner of Ryan Video Productions, Adam Jacobs, Founder and Owner of Fortis Fitness and Strength Training & YOGALUX, and Bryan Snyder, the Creative Director of Snyder Art & Design. We also have an interview coming up soon with our new Police Chief Mickey Williams of the Carlsbad Police Department.

I share all this because I want to encourage you to check out our podcast. You can find it anywhere where podcasts are consumed. If you are a podcast junkie and have a favorite app for listening, you'll find it there (my favorite is Spotify, but that's just me). If you are new to podcasts and have never listened, you can get your start by going to



Chris Ryan, Ryan Video Productions



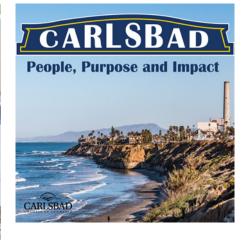
Mayor Mat Hall, City of Carlsbad.

our website: *carlsbadpodcast.com*. You can listen right from the website or find an app (all the most popular podcast apps are listed on the site). The website has all the episodes available.



Carolyn Grant, Museum of Making Music

After you listen (and hopefully like our storytelling) I have two requests: 1. *Follow our podcast* (some apps use the word *subscribe*, but don't worry, it doesn't cost anything), and 2. *Share it.* The vast majority of people





Jill McManigal, Kids for Peace.

find out about a podcast as a referral from a friend or family member. And if you are really inspired, leave us a comment about our show on our podcast website, we would love to hear your feedback.

So whether you are relatively new to podcasts or a veteran, please give us a listen. I know you will be inspired by the amazing organizations, businesses and people here in our community. And feel free to binge, you have our permission!

Listen to our podcast: www.carlsbadpodcast.com/

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# The need for the arts is greater than ever!

Quite simply, it has never been more challenging to create art in any of its forms. Yet, it has never been easier to make the



case of the vital need for the arts. This month, there's coast-to-coast recognition of the importance of culture with the designation of National Arts & Humanities Month. Launched by Americans for the Arts more than 30 years ago, this month-long cele-

- bration strives for the goals of:
  - Focusing on equitable access to the arts at local, state, and national levels;
  - · Encouraging individuals, organizations, and diverse communities to participate in the arts;
  - Allowing governments and businesses to show their support of the arts; and
  - Raising public awareness about the role the arts and humanities play in our communities and lives.

The arts and humanities have played a critically important role in getting us through the COVID-19 pandemic and in amplifying the need for racial equity across the country. National Arts & Humanities Month is an ideal time for Carlsbad to recognize the power of the arts to make a difference and change lives for the better.

On Oct.12, the Carlsbad City Council recognizes the importance of the arts with a proclamation designating October as National Arts & Humanities Month. Throughout our community, an array of events will showcase the diversity found in the arts and the talented artists who share their voice and vision. So, catch an arts event and join the celebration of the arts that entertain, educate and enlighten in October and yearround! Here's a few options:

# **NEW VILLAGE ARTS @ THE FLOWER FIELDS New Village Reinas**

All Latina Drag Show Oct. 3 @ 7 pm Tickets: \$15

### **Free Community Event** Oct. 10

3:00 - 4:20 Sanjorombe - A tour through South America 4:30 - 5:15 Flamenco Arana - Spain and Cuban influences 5:30 - 7 Bachata Class & Social

# **MUSEUM OF MAKING** MUSIC

5790 Armada Dr, Carlsbad, CA



San Diego's all-female salsa band ¡Sabrosas! share a common love for classical, jazz, and Latin music with a spicy kick.





Chaz Cabrera







### **Echoes** Oct. 15 @7 pm Tickets: \$20

Free streamed online live Inspired by 21st-century ideals of cross-pollination and experimentation, Echoes augments its music with a variety of electronic instruments, loops, and triggers to explore new sonic and rhythmic territory.

# Chaz Cabrera Oct. 29 @ 7 PM

Tickets: \$20

Free streamed online live

Saxophonist, pianist, composer, and arranger Chaz Cabrera has garnered a multitude of career highlights and performances with locally renowned groups.



Clay Colton Band

# **CITY OF CARLSBAD CULTURAL ARTS OFFICE**

Schulman Auditorium -Carlsbad Library on Dove Lane

## ¡Sabrosas! Oct16, 7:30 P.M.

Free admission

San Diego's all-female salsa band share a common love for classical, jazz, and Latin music with a spicy kick.

# **Clay Colton Band** Oct 23, 7:30 P.M.

Free Admission

The Clay Colton Band has been playing across Southern California since 1999 with a blend of classic rock, Americana, southern and alternative rock.

Amanda DeRosa

# Virtually Artful Streaming Concert Amanda de Rosa

# Oct 27-Nov 7

This San Diego native is a multi-lingual vocalist with a special love of Portuguese Folk music.

(COVID-19 attendance policies may vary by organization and venue.)



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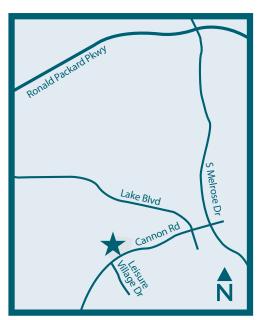
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# CSUSM part of iPad program to help bridge digital divide a community comes together

**Cal State San Marcos** is doing its part to help bridge the digital divide that has been exacerbated by the coronavirus pandemic. CSUSM is one of eight campuses partic-



ipating in a California State University called initiative CSUCCESS (California State University Connectivity Contributing to Equity and Student Success) that aims to enhance student achievement and create more equitable opportunities for the CSU community by providing industry-lead-

ing technology.

Under the program, all CSUSM first-year and transfer students are eligible for a new iPad bundle, which includes a 64-gigabyte iPad Air, an Apple Smart Keyboard Folio and an Apple Pencil, as well as technology support from Instructional and Information Technology Services (IITS).

Students do not own the devices but can use them for the duration of their undergraduate education at CSUSM. The iPads are managed by CSUSM, which preloaded them with certain campus applications, but the university is not monitoring students' day-



Cal State San Marcos President Ellen Neufeldt hands out an iPad bundle during a campus distribution event in late August. Photo by Andrew Reed

to-day activities on them.

Almost 1,900 students have registered for an iPad bundle.

CSUCCESS represents the latest response by the CSU to the challenges of the pandemic, during which students have pointed to a lack of access to a computer or mobile device as an obstacle in the way of their achievement. Over the last year, for example, CSUSM has loaned 669 laptops, 191 mobile hotspots and 176 other pieces of equipment to students.

"The shift to virtual learning really highlighted the vast inequalities in home technology and connectivity," said Kevin Morningstar, dean of IITS and CSUSM's chief information officer. "While CSUSM continues to loan out equipment to any student who doesn't have a device, the CSUCCESS program really builds beyond that, by ensuring that every incoming student has the opportunity to receive a high-quality and reliable personal computing device to support their academic achievement."

The program is focused on new students, who need more support as they begin their college careers, particularly in light of the ongoing COVID-19 challenges. Future phases of CSUCCESS, however, could include returning students.

Dawn Formo, dean of the Office of Undergraduate Studies, said she has convened a group that is studying the value of the CSUCCESS initiative as it pertains to new students' academic progress. She said the group is supporting faculty of first-year students with pedagogical support for including iPads in their course design, which includes providing participating faculty with iPads as well.

"We are committed to finding meaningful ways to use the iPads to close equity gaps by helping students understand iPad tools that can help them thrive and deepen their learning experience," Formo said.

Funding for CSUCCESS, which could serve up to 35,000 students across California, comes from federal Higher Education Emergency Relief Fund resources.

The other seven CSU campuses participating in the initiative are Bakersfield, Channel Islands, Fresno, Humboldt, Los Angeles, Maritime Academy and Northridge.

# The importance of arts in your child's life

We know that involving young children in visual art, music, and creative movement supports the development of fine motor control, visual learning, and a host of important skills. Despite this knowledge, reg-



ular arts opportunities tend to diminish as children progress through elementary school.

Viewed as separate from the rest of a school's curriculum, art is often considered a "nice to have" and is therefore vulnerable to funding cuts.

Students who pursue art outside of school usually experience it in an isolated way, such as individual instrument lessons.



This limited exposure is common for students entering our middle school. At this age, students often think the arts are reserved for "talented people" and most assume they lack the necessary talent. Or, they (or their parents) have adopted the label "math/science kid" or "humanities kid." Many people think of the arts as something practiced on the side.

At Pacific Ridge, we believe arts education is essential and consider it part of our core curriculum.

The benefits of arts education are powerful. Visual and performing arts are perfect for cultivating a growth mindset, the empowering view that abilities aren't fixed and can be developed through effort. Creative problem-solving, communication, and collaboration – key career skills – are fostered.

One of the most important benefits of arts education is how it broadens the way

The benefits of arts education are powerful. Visual and performing arts are perfect for cultivating a growth mindset, the empowering view that abilities aren't fixed and can be developed through effort. Creative problem-solving, communication, and collaboration – key career skills – are fostered.

we view the world and approach challenges. CEOs often state that they value employees who bring creativity to the job. Rather than specific creative abilities, it is this mindset that sets employees apart.

Of course, practicing and appreciating the arts are also important sources personal happiness throughout our lives.

For all these reasons, at Pacific Ridge we immerse our middle schoolers in multiple art forms – at least three or four through grade 8 – and provide opportunities for students to apply the arts to "real-world" multi-disciplinary projects. Students in both middle and high school gain confidence from our arts program and realize that talent can be cultivated, and

### art can be experienced in all aspects of life.

Parents sometimes ask me how to involve their children in the arts. Here are some thoughts.

- 1) Start young. Beginning to learn before age 6-7 is developmentally optimal.
- 2) Be social. Children are more likely to en-
- joy art when experienced with others. 3) Allow sampling. Let your child explore different disciplines to find one that captivates them.
- 4) Think broadly. There are many forms of artistic expression, including creative writing and poetry.

5) Promote it. Be a voice supporting arts

# education in your child's school. 6) Live it. Make art part of your family's everyday life. Sing or play instruments together; go to museums and art festivals; and attend dance, music, and theater performances.

The arts provide young people with a way to express thoughts, feelings, and hopes. Art connects them to their own culture and the wider world. As mentioned, it provides lifelong personal and career benefits. Simply put, art matters.

To learn more about the arts in grades 6-12 at Pacific Ridge School, visit www.pacificridge.org.



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# **OPENING SPRING 2021**

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# ELEVATED LIFE. EXCEPTIONAL CARE.

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

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

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

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# CARLSBAD BUSINESS ACHIEVEMENT DISTINCTION

# 2021 | LUNCHEON

# THURSDAY, OCTOBER 14, 2021 The Westin Carlsbad Resort & Spa

# AWARD CATEGORIES

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

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





# MEMBERDIGES SPEAKING FOR BUSINESS, LISTENING т о ТНЕ COMMUNITY

# **Celebrating our manufacturers**

COUNTS MEMBERSHIP KATHLEEN **ACNA** VP OF MEMBER RELATIONS CARLSBAD CHA OF COMMERCE

Nothing speaks more to the economic prosperity of a region than the quantity and quality of a regions' manufacturing. We are blessed in Carlsbad with some amazing manufacturers. Carlsbad's industrial park is a very robust region with over 15M square feet of

space. That is the third largest industrial region in the county, behind only Mira Mesa and Otay Mesa. Before the pandemic, the US was experiencing a resurgence in manufacturing nationwide, which is great for our economy.

One of the services that the Carlsbad Chamber of Commerce provides for local manufacturers is something called Certificates of Origin. Certificates of Origin are required by many countries around the world to which our local manufacturers ship. These certificates that the chamber provides verify the source and location of the production of goods. This service is free to our members and we love providing it.

So who are some of Carlsbad's most ac-

tive exporters? They may not be household names that you recognize, but they are making our local economy thrive with their products and exports. Let's take a look at a few.

HM Electronics (HME) designs, manufactures, sells and services specialized communications, audio and software solutions for a variety of niche markets. Assault Fitness manufactures elite bikes, treadmills, rowers and more to create opportunities to improve life through fitness. Henry Schein Orthodontics makes, sells and distributes next generation orthodontic solutions all over the world. **GUNNAR Optiks** manufactures, sells and distributes

the only patented gaming and computer evewear recommended by doctors to protect and enhance your vision. B&B Medical Technologies is the leading designer of clinically proven endotracheal tube holders, tracheostomy anti-disconnect devices, nebulizers for adult and pediatric patients, and bubble CPAP valves (don't worry, we don't know what that means either)

This is just a small sampling of our amazing export business here in Carlsbad. If your business is starting to export and needs some assistance give us a call, we would love to help. Let's continue to make Carlsbad thrive!

# MEMBER RENEWALS

264 Fresco 760 Print Army and Navy Academy ASM Affiliates Assessment Specialists, Inc. Au Savon de Provence Au Technology Solutions Audeo Charter School II Barrio Glassworks **Beach Terrace Inn Bia Picture Results** California Bank & Trust (Carlsbad Village) California State University San Marcos California Strategies Carlsbad Community Church Charter Oak Preserving Company CoCo Rose **Diamond Environmental Services** Diamond Valley Insurance Services, Inc. Edward Jones (Justin Peek, Financial Advisor) Elan Alicante La Costa (Property West Residential) Elan Park Place Carlsbad Apartment Homes (Property West Residential) Elan Sandcastle Shores Apartment Homes (Property West Residential) Embroidery Image Fairway Independent Mortgage-Tru Allied Team Famulare Jewelers Felix's Creative Flavors Catering & Events First Citizens Bank Fisher & Phillips LLP

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### RIBBON CUTTING



Local leaders helped Carlsbad Educational Foundation officially open its new headquarters on Sept. 23 and celebrate its success in granting more than \$1 million to schools in the Carlsbad Unified School District this year to help fund music, robotics, science labs and more. Board Chairman Michael Zepeda and CEO Laura Pitts cut the ribbon alongside the Foundation's current and former board members and staff. Congratulations!



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web.carlsbad.org/events





# CARLSBAD

### NETWORKING EVENT

### FRI. OCT 22, 2021 | 8 AM - 9 AM

The Coffee Connection is our free monthly morning networking event Prospective members welcome. It's not just coffee, it's about fostering relationships and building up a strong professional network

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

# WELCOME NEW MEMBERS

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Solutions is a women-owned professional firm specializing in corporate relocations, planning, facilities support and construction coordination. We build strong working relationships by listening carefully to our client's needs, communicating effectively, and offering proactive solutions that work well.

# **COACHING & TRAINING**

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### www.peerhartlaw.com

Carlsbad business lawyers providing contract review, entity formation, and legal representation for complex commercial transactions. Peer & Hart is dedicated to promptly delivering practical counsel and error-free work product.

### MANUFACTURERS & DISTRIBUTORS Mizu

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At Mizu, we don't just sell an adventure-rich lifestyle, we live it. From our global team of athletes, photographers, and explorers right down to the people developing our products, we spend half our lives outdoors running our gear into the ground.

# NON-PROFIT ORGANIZATIONS

**The Pegasi Classic** Matt Cunningham Carlsbad, CA 92008 (760) 402-1864

### www.thompsontansky.com

The Pegasi Classic is a golf tournament to gather the military aviation community in support of worthwhile charities, creating comradery across a variety of military flying units.

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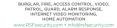


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RSF SECURITY

# HELLO SAN SAN DIEGO!



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



# 2021 KIA TELLURIDE



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# Quidel expands COVID-19 test manufacturing with new Carlsbad facility

**Quidel** Corporation (NASDAQ: QDEL) ("Quidel"), a leading global provider of rapid diagnostic testing solutions, cellular-based virology assays and molecular diagnostic systems, is opening a new manufacturing facility in Carlsbad, CA dedicated to the production of Quidel's popular QuickVue® line of products. The 128,000 square foot facility will be the company's highest-volume production plant in the world with a mission to produce up to 600 million QuickVue rapid antigen tests per year for the detection and diagnosis of COVID-19 infections.

Quidel's QuickVue® SARS Antigen Test and QuickVue® At-Home OTC COVID-19 Tests are visually read and provide results in 10 minutes, allowing for faster diagnosis and treatment of infectious patients. Applications for our QuickVue® COVID-19 tests range from hospitals and physician offices to schools, pharmacies, businesses, and athome use.

Throughout the pandemic, Quidel has been at the forefront of diagnostic innovation. From our Lyra® PCR tests, to our Sofa® rapid antigen tests for COVID-19, to our "ABC" combination test for the Influenza A+B and COVID-19, to our QuickVue® SARS Antigen Test and Solana® SARS-CoV-2 molecular test, we have significantly advanced the science and the scale of our operations.

The Carlsbad plant is our newest and boldest move yet. We plan to scale our operations from 50 million QuickVue tests per year to 50 million tests per month, including non-COVID-19 diagnostic assays currently in-market or under development. To achieve this



Throughout the pandemic, Quidel has been at the forefront of diagnostic innovation.

growth, we have installed numerous manufacturing lines and hired hundreds of new employees to fill job openings at all functions and levels. The new positions include purchasing, sourcing, technicians, chemists, site managers and support services.

With products made in America, Quidel's mission is to provide patients with immediate and frequent access to high quality, affordable testing for the good of our families, our communities, and the world.

For more information go to quidel.com





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Official Diagnostics Partner of the San Diego Padres As leaders in the medical device industry, we develop and manufacture innovative diagnostic tests that enable clinicians to chart a course of treatment and empower people to take charge of their health.

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With products made in America, Quidel's mission is to provide patients with immediate and frequent access to high quality, affordable testing for the good of our families, our communities, and the world.





# Local company making waves in life sciences industry with major expansion

**MiQ Partners**, a leading industrial automation company, is making a splash in the Carlsbad market with an additional location.

On October 14, MiQ Partners will celebrate the opening of its new facility, completing the MiQ Partners Campus at 1910 and 1920 Palomar Point Way in Carlsbad. This 40,000 SF addition comes as MiQ Partners continues to grow its role in manufacturing medical devices, life science and aerospace products for companies with roots in the So-Cal market.

MiQ Partners is one of the leading providers for custom automation for all aspects of industrial manufacturing. Services include designing, engineering, and producing robotic systems that substantially reduce cycle times and lower overall production costs, build to print, contract manufacturing and machining. Competencies within the medical space alone include sample collection, production of drug delivery systems, aseptic syringe filling, diagnostic test kits and much more.

"Like our name implies, our team of engineers provides intellectual assessments and solutions for complex challenges facing manufacturers today," said Olaf Tessarzyk, CEO of MiQ Partners. "Our solutions enable automation of most production processes and deliver greater efficiencies with lower cycle times and overall lead times."

Core competencies MiQ Partners offers for industrial manufacturing and automation include:



MiQ's multi-disciplinary team approach helps achieve optimum manufacturing efficiencies and outcomes through inventive, yet comprehensive turnkey solutions.



MiQ Partners is one of the leading providers for custom automation for all aspects of industrial manufacturing.

# **Custom Automation**

By combining robotics, integrated intelligent moving systems, machine vision, inspection, and multiple control platforms, MiQ helps companies across medical device, CPG, aerospace and industrial/automotive build solutions for precision assembly and testing that enables them to get to market faster and on budget. Facilities in both Ohio and California are poised to scale quickly for all types of projects.

## **Inhouse Machine Shop**

MiQ Partners' machine shop of 15,000 SF helps increase efficiencies for projects across all industries. Our machine shop is A9100D certified, NADCAP approved, has two GE Aviation DSQR (Designated Supplier Quality Representatives), and has a CMM and Metrology Lab on-site. Our team handles CNC Milling, Turning, Wire EDM, OD and ID grinding, Surface grinding, welding of aluminum, stainless, and structural steels, aerospace component assembly, and design for manufacturability.

# **OPEN HOUSE**

Everyone is invited to attend our Open House which will consist of a ribbon cutting with the Carlsbad Chamber of Commerce, food, beverages, and entertainment. Details follow:

> October 14, 2021 4 – 7 PM 1910 Palomar Point Way Carlsbad, CA

Please RSVP to Ashley.Terry@miqpartners.com

# **Standard Automation Systems**

MiQ's multi-disciplinary team approach helps achieve optimum manufacturing efficiencies and outcomes through inventive, yet comprehensive turnkey solutions. Capabilities and capacity cover discrete, fine-component orders or large-volume rollouts. MiQ also handles engineering, procurement, assembly, and testing / validation as needed for any specifications, and consistently delivers high quality through customized turnkey solutions for clients with diverse needs in all industries.

For more information visit www.miqpartners.com.



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# Email us at info@miqpartners.com for details.



1910 - 1920 Palomar Point Way | Carlsbad, California | www.migpartners.com

# Semiconductor chip manufacturing right in our backyard

When you think of Carlsbad, California, you may not think about state-of-the-art computer chip manufacturing, but think again. **Palomar Technologies** has been operating in Carlsbad for over 45 years and is one of only a handful of US manufacturers of automated systems for manufacturing computer chips or computer packages as they are called in the industry.

Established in 1995, Palomar Technologies actually began in the 1970s as the assembly and test products line of Hughes Aircraft Industrial Products Division (IPD). As the automatic microcircuit bonder group, IPD primarily served Hughes' military and aerospace customers by developing industrial electronics. This core foundation has led Palomar to where is it today - designing, manufacturing and marketing automated solutions for advanced photonic and microelectronic device assembly utilized in today's smart, connected devices. With a focus on flexibility, speed and accuracy, Palomar's Total Process Solution™ includes Palomar die bonders, Palomar wire and wedge bonders, SST vacuum reflow systems, along with Innovation Centers for outsourced manufacturing, and Customer Support services.

Palomar's mission is to create simple solutions for complex processes. With today's rapidly changing technology, time-to-market is one of the most important factors for success and Palomar works with current and future giants around the world, including the R&D departments of three of the five top

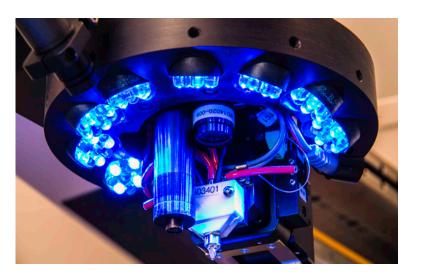


Through delivery of turnkey bonding equipment, rapid prototyping, and qualification of new devices, Palomar Technologies provides customers a seamless transition from concept-to-production in a competitive time-to-market framework.

internet providers and the top five defense contractors in the world. The world's leading companies providing solutions for Datacom, 5G, electric vehicle power modules, autonomous vehicles/LiDAR, enhanced mobile broadband, Internet of Things, SMART technology, and mission-critical services utilize Palomar solutions. Through delivery of turnkey bonding equipment, rapid prototyping, and qualification of new devices, Palomar Technologies provides customers a seamless transition from concept-to-production in a competitive time-to-market framework. While they are headquartered in Carlsbad, Palomar offers global sales, service and application support from its offices in the USA, Germany, Singapore, the UK and China. They maintain Innovation Centers in Carlsbad, Singapore, Downey(Los Angeles) and the UK.

For more information about Palomar Technologies and their solutions for various applications, visit: www.palomartechnologies.com





# Making the Connected World Possible

**Palomar Technologies** makes the connected world possible by delivering a Total Process Solution<sup>™</sup> for advanced photonic and microelectronic device assembly processes utilized in today's smart, connected devices. With a focus on flexibility, speed and accuracy, Palomar's Total Process Solution includes Palomar die bonders, Palomar wire and wedge bonders, SST vacuum reflow systems, along with Innovation Centers for outsourced manufacturing and assembly, and Customer Support services, that together deliver improved production quality and yield, reduced assembly times, and rapid ROI.

With its deep industry expertise, Palomar equips customers to become leaders in the development of complex, digital technologies that are the foundation of the connected world and the transmission of data generated by billions of connected devices.



6305



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# EXCEPTIONAL CARE IN A amiliar setting.

Our senior care services are personalized for each of our community members to enhance their quality of life and to provide you, their family, with peace of mind. With firsthand knowledge of how family members and friends are affected by memory issues (including Alzheimer's, Parkinson's-related dementia, and mild cognitive impairment), Vista Gardens is a special and unique community that treats everyone with the highest respect and dignity.

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

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

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

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

Call our team today to inquire about our two new pricing structures to choose from!

VISTA GARDENS MEMORY CARE COMMUNITY 1863 Devon Place, Vista, California 92084

(760) 295-3900 • VistaGardensMemoryCare.com • f 🖸

LIC#374604198

**KEVIN K. YOO, MD** Neurological Surgery

SIXTY YEARS OF TREATING EVERY CASE LIKE IT'S THE FIGHT OF YOUR LIFE. BECAUSE TO US, IT IS.

**IT ALL STARTED WITH CARING.** Medicine may have changed dramatically since we opened our doors in 1961, but our commitment to excellent patient outcomes has not. Over the years we have evolved into a regional healthcare leader while staying true to our mission of advancing the health and wellness of our community. Our work calls for us to care for the thousands of people who make up our community. But we never forget the individual lives we touch in the process.

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QUALITY COMPASSIONATE CARE CLOSE TO HOME.