



BUSINESS JOURNAL

CARLSBAD.ORG

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

OCTOBER 2022



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Peanut Butter Gold Standard

October is upon us and for many that means fall decorations, costume preparations and pumpkin spice lattes. But for the North County Food Bank it means that is time to “Scare Away Hunger” with their annual peanut butter drive.

The **North County Food Bank** is a chapter of the Jacobs & Cushman San Diego Food Bank. Before COVID they were serving 350,000 people per month. One month into the COVID pandemic, the number shot up to 600,000 per month. This organization’s amazing work during that time helped them win “Nonprofit of the Year” honors at our 2022 CBAD Awards.

The Food Bank recently moved into a new North County home that greatly expanded their capacity here in our community. This is an exciting development as the need for services has not leveled off much since COVID started. Casey Castillo, CEO of the Jacobs & Cushman San Diego Food Bank, shared, “The San Diego Food Bank is the largest hunger relief organization in San Diego County. We are currently serving half-a-million

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Womens business energy on the rise

October is National Women’s Small Business Month and a great time to recognize the achievements of our city’s female entrepreneurs and the positive impact they make on our local economy. When we look at the numbers, 11.6 million women-owned businesses in the U.S., generating over \$1.7 trillion and creating jobs to employ 9 million people, it’s no surprise the positive contributions women bring by building and owning a business.

Did you know, over the past year San Diego was named one of the top 5 cities nationwide for starting a women-owned micro-business?! According to a recent study by GoDaddy Venture Forward, a multi-year research initiative that studies the impact of micro-businesses on local economies, measured what is fueling the increase in women-owned business. They found that, “Women are responsible for over half (54.3%) of new micro-business starts since the onset of the pandemic, a jump of 10% versus pre-pandemic levels.”

Venture Forward’s Alexandra Rosen, Senior Director says, “For each everyday entrepreneur, two or more jobs are created in a community. Supporting local female entrepreneurs not only makes our communities thrive, but their businesses enable more economic opportunity and prosperity.” As a Carlsbad native, I know first-hand that these businesses, just like our one-of-a-kind Mexican

food, local artwork, beach sunsets and cafes are what drive our city.

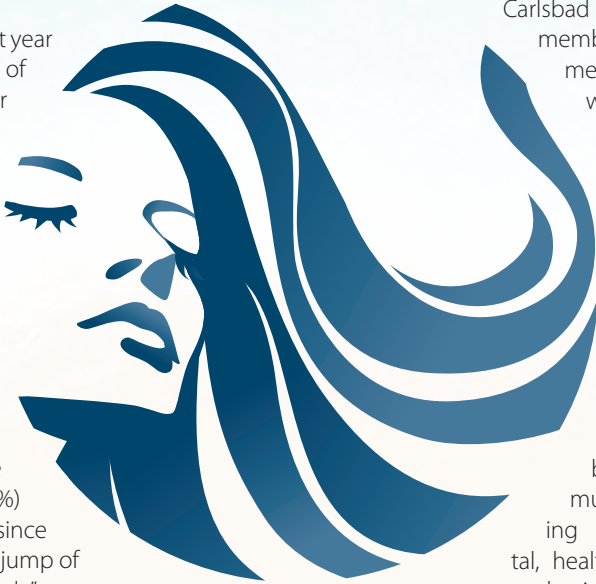
In uncertain and inflation times, one thing is for certain. The workforce is in constant change. If being a business owner is tough in regular times, then any successful leader must hold onto their WHY behind the business, which helps them move through uncertainty. I asked Carlsbad Chamber members what it means to be a women-owned business

and their answers’ were deeply personal and illustrated the need for satisfying intrinsic motivators.

At The Carlsbad Chamber of Commerce, we are proud to have such a diverse membership with women-owned businesses spanning across multiple industries including finance, food, retail, digital, health and beyond. If you’re a newer business and haven’t yet registered, the U.S. SBA offers self-certification at no-cost to be a Women-Owned Business by visiting beta.certify.sba.gov.

But how can I help? Holiday season is around the corner and there’s no better time than to increase your support for community-first, women-owned businesses. Buy from

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JESS LEVY
MARKETING &
COMMUNICATIONS
MANAGER
CARLSBAD CHAMBER
OF COMMERCE

BUSINESS SPOTLIGHT

Environmentally safe and all-natural

Sparkle Freshness is a full-service cleaning company offering environmentally safe and all-natural cleaning services to businesses in North County, San Diego. We specialize in commercial cleaning, post-construction cleaning, move-in/move-out cleaning, and vacation rental cleaning.

We are committed to building relationships with our clients. We provide a true partnership, from our initial walk-through, we will tailor/perform cleanings to your specific needs and requests. Locally owned and operated, we are a minority women-owned business in Carlsbad. We are very hands-on in the day-to-day activities and take pride in our work. We always keep you informed on supplies and anything that is needed to be repaired or

fixed. We are often referred to as the “silent team” you really appreciate but never get to see. We are not like any other cleaning company. We provide personal growth to our employees by striving to fulfill and keep our mission alive.

Our Mission is simple. We want people to experience connection and the difference they make, while we inspire our employees and empower them in living their best life! We are a bunch of, what we call, secret ninjas you never get to see but know we’ve been there. Now how do we do that? We’re not in business just to be in business- our business is a catalyst for leadership, connection, purpose, and developing the mindset to live our best life.



Coming in Early 2023, Sparkle Freshness will be expanding their stellar services and expertise to aircraft detailing and full-service yacht & boat cleaning.

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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.

With over 27 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! Offering hundreds of new and preowned vehicles, we're sure we can help you get into the vehicle of your choice!



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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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Local economy fueled by innovation

There are two areas I'd like to highlight this month. The first is women owned businesses and the second is innovation. Each pays a critical role in keeping our business community balanced and moving forward. These areas impact our economic development and keep our community leading the way.

The SBA recognizes October as National Women's Small Business Month. They honor milestones we hit in our different business sectors. One area that has seen growth is women owned businesses. Back in 1972, SBA estimated there were 400,000 women owned business in the US. Until 1988 women needed a male relative to cosign for a business loan. Today there are over 13 million women owned businesses, which represents 42% of all registered US businesses, and over 1.9 trillion dollars of revenue created in this sector. It takes courage, dedication, and community support to accomplish growth at this rate. Congratulations and thank you to all the women who work to make this happen.

Along with women owned businesses, innovation plays a key role in our local economy. Having companies that create new solutions in an evolving business environment keeps Carlsbad on the leading edge of the business world. The Carlsbad Chamber recently awarded **MIQ Partners** our 2022 Award for innovator of the year. This company has been in business for 65



Our 2022 Award for innovator of the year, MIQ Partners has been in business for 65 years providing intelligence, integrity, and partnership in robotics, manufacturing, and design. From idea concept to custom manufacturing machines, they make sure anything is possible.

years providing intelligence, integrity, and partnership in robotics, manufacturing, and design. They work with local companies to build and solve for the future. For example, their work in vertical farming uses 10% of the water resources required for growth vs traditional farming. With climate change and drought threatening our quality of life, smart minds and planning today can help the planet and preserve our lifestyle. From idea concept to custom manufacturing machines, they make sure anything is possible.

At the Chamber, our purpose is to act as a regional economic catalyst, leadership convener, and community champion. To make an impact though it requires people working together. It takes kindness, respect, and patience from employees and employers. Learning about the tremendous growth of women in business and hearing stories of local companies innovating world class solutions gives me hope that we are heading in the right direction and accomplishing our purpose.

SPARKLE

Continued from Page 1

We say elevating your environment and THE environment profoundly contributes to your own experience of well-being and living your best life. What we see are businesses giving and contributing more to their community, the environment, society, and the world than they take.

We see a global awakening where all of humanity is making their own unique difference and changing the world. We are leaders in a movement of significant change that impacts companies and the way we do business with love, joy, connection, inclusion, sustainability, care, and power. What we promise is to always put ourselves in our client's shoes and do the right thing. We promise that our mission is the heartbeat of our company and we are uncompromising about living true. We promise when you work with us you'll experience the SPARKLE EFFECT!

Not only are we a sustainable company, but we also plant trees in our client's name to offset our carbon footprint. Coming in Early 2023, we will be expanding our stellar services and expertise to aircraft detailing and full-service yacht & boat cleaning. We will be updating our website www.sparklefreshness.com with detailed information about the new services that we will be offering.

We're excited that we have launched our non-profit organization, The Jim Dunston Foundation. The Jim Dunston Foundation, also known as JDF, is a fiscally sponsored program of United Charitable, a registered 501(c)(3) public charity, EIN 20-4286082, that has 4 initiatives. One initiative JDF has is bridging the gap between young individuals in urban and underserved communities pursuing employment in Corporate America and getting their foot in the door. JDF empowers our youth and young adults by preparing them to pursue employment in com-



Sparkle Freshness is not only a sustainable company, but they plant trees in clients names' to offset our carbon footprint.



panies that would normally not be available to them. Through our mentorship and internship programs, the intended outcome is for participants to be placed in the company they are in pursuit of with a career path, not a job. The second initiative is to provide microloans and mentorships to minority women-owned small businesses that would help them thrive in today's environment. When

those loans are paid back, they will directly help other individuals in their communities have a chance at ownership and business awareness to help them succeed.

The third initiative JDF has is to provide the next steps for young individuals transitioning back from deployment before going into the civilian world, preparing them for what's next, basic life skills including financial and personal development and job placement. JDF's fourth initiative focuses on individuals or start-up companies who have what we call a passion project. A passion project is something they have created that is designed to affect others in such a way it has a huge impact on the world. Now you might not have a passion for saving the environment or care about our mission and initiatives, and that's ok.

We'll still educate you on sustainability, going green at home, and why it's important. However, when you partner with us, you're a part of something bigger and you're helping make these things happen. This is why we can say we're just not a cleaning company or service, and we're not like anyone else!

Carlsbad startups are worth celebrating

It’s no secret the economy has been a bit of a rollercoaster. Inflation and a tight labor-market have affected a number of our businesses. But there’s a bright spot here in Carlsbad. Our startup scene is still going strong, and steadily building momentum.

In fact, in 2021, Carlsbad startups saw record-breaking funding. From seed capital to post-IPO equity, 25 local startups raised more than \$1 billion in funding. And 2022 is continuing that momentum, with over half a billion in funding already going to 23 Carlsbad companies by the end of August.

All of this is incredibly impressive. And it’s encouraging because startups are a catalyst for economic growth. They create well-paying jobs and drive investment in our community.

They also put Carlsbad on the map in a big way. Case in point: we were recently ranked as one of the nation’s best places for startups. In March, a study by Crowdfund Capital Advisors ranked Carlsbad number 9 on a list of the 100 best cities for startups.

The study analyzed US cities that offer the best odds for success when it comes to starting a business. This included vetting data from more than 5,000 companies that have raised money online and primarily from local investors and evaluates a number of other metrics.

All of this underscores just how promising our local startup scene is. We think that’s worth celebrating, and that’s precisely what



Startup Week brings together more than 1,500 entrepreneurs, founders, investors, advisors, talent and community leaders to network, learn and inspire right here in Carlsbad.

we plan to do during this year’s San Diego Startup Week, happening Oct. 25 to 28.

This weeklong event brings together more than 1,500 entrepreneurs, founders, investors, advisors, talent and community leaders to network, learn and inspire.

We’re especially excited to announce that this year the **City of Carlsbad** will host the

opening day of Startup Week, with events happening 2 to 8 p.m. on Tuesday, October 25 in Carlsbad Village. Our venue for the event will be the old Beach City Auto space, which is now planned to be the expansion to neighboring Tyra Biosciences. With untold numbers of startups with roots in a garage, we thought it a fitting place to double down

on our support for startups in Carlsbad. We hope you’ll join us and come see why entrepreneurs and investors alike are excited about the startup scene in Carlsbad!

For more information, and to get your ticket, please visit <https://startupsd.org/sandiego-startupweek>.

Green Tip

Do the lights stay on at your business when they don’t need to be? Try using lighting controls, such as dual technology occupancy sensors, bypass/delay timers, or time clocks. This can help save energy and lower energy bills. The Carlsbad Green Business Program can help with other energy-saving tips.

Visit greenbusinessca.org/cityofcarlsbad to learn more!



PEANUT BUTTER

Continued from Page 1

people per month. In 2021 alone, we distributed 60 million pounds of food around the county, with 15 million of that being in North County.”

Each October the food bank focuses on peanut butter as peanut butter donations have always been the gold standard. You might ask, “Why?” Quoting the North County Food Bank’s website, “Peanut butter is an excellent source of protein for children and families. It is popular with kids. Plus, it’s shelf-stable, and one jar can provide more than 12 sandwiches!” Additionally, peanut butter is expensive for the food bank to purchase on its own. Unfortunately, since the onset of the pandemic, physical donations of food at the food bank warehouses have decreased. Therefore, it is time for us to step it up!

In 2021, 5,270 pounds of peanut butter were donated. More is needed in 2022. You can do your part in a variety of ways. First, you can stop by the Carlsbad Chamber of Commerce’s office and bring your peanut butter to us as we are an official collection center. We are located at 5934 Priestly Drive and you can come by anytime between 9:00 a.m. and 4:00 p.m. Monday through Friday through the entire month of October. Secondly, for our business members, you can also donate peanut butter via our October Happy Hour. On October 19 we will be at **Hera Hub** in Carlsbad from 5:00 p.m. to 7:00 p.m. Anyone who brings two jars of peanut butter gets in for free. By the way, please bring plastic jars of peanut butter, not glass. Of course, financials donations are welcome as well. Every dollar donated to the Food Bank provides 2 meals for hungry San Diegans.



Each October, North County Food Bank focuses on a peanut butter drive as peanut butter donations have always been the gold standard and excellent source of protein for children and families.

And if you really want to be a super donor, bring some peanut butter and a pack of diapers! Yes, DIAPERS! The Jacobs & Cushman San Diego Food Bank is one of only three diaper banks in the entire state of California. Casey shared, “On average, we distribute about 800,000 diapers per month and in December, 2021 we distributed over one million.”

One in seven people in North County are food insecure. More disturbing is the fact that one in five children in North County are food insecure. Being food insecure literally means that these community members of ours do not know how they will get their next meal. Let’s make a collective impact and show those community members we care! And if your office wants to get in on the fun and collect peanut butter (and diapers), just let us know. We’d be happy to swing by and pick them up at the end of the October to add to our collection at the Chamber.

Fall refresh in Carlsbad Village

Carlsbad Village has long been home to colorful street banners that hang year-round on light poles throughout the downtown area. During the holidays the street banners are changed out for seasonal designs featuring festive wreaths on doors, cups of hot cocoa, and even snowmen on the beach. Street banners blend into our cityscape, so well sometimes that we forget they are there, but they continue to act as a visible community messaging system.

During the pandemic, the city installed “Mask Up” street banners both in and outside of the Village as an effective health-related public service campaign. Most, if not all, cities did the same, knowing that banners are an effective way to deliver a consistent message. But when the blue and white banners finally came down, they left behind a visual void that was just begging to be filled. But this time the goal was to fill that space with images to promote what we love and cherish the most about Carlsbad. And the goal was to do this using mostly photos taken by local photographers.

Back in October 2021, the **Carlsbad Village Association** assumed management of the banner program on behalf of the City of Carlsbad and in early 2022 new, vibrant banners sporting images of our iconic flower fields, beaches, nature trails, and even a Shop Local and Dine Local message started to appear not only in the Village but in some of the retail and commercial districts throughout



As you are shopping and dining in the Village, the Forum, Bressi Ranch, or elsewhere in the city, stop and look up to enjoy one of the many new, vibrant images promoting the best of Carlsbad and to welcome in the seasons.

the city. This month, additional poles in every district in the city were incorporated into the program and now also play host to the colorful street banners. There will be a total of 195 banners in the program upon completion.

To keep things fresh, you will notice that amongst the street banners that promote our active beach culture and love of the outdoors, we have added new fall-themed images to welcome in the season. With our

70-degree weather and bright blue skies, it is sometimes hard to embrace fall like Chicagoans do, so we are hoping that the images of pumpkin pie and children enjoying the season provide a bit of encouragement.

In just a couple months you will start to see the fall and year-round banners replaced with holiday-themed banners. The Carlsbad Village Association is currently working with local photographers to curate new images.

If you are interested in submitting an image for review, please contact chris@carlsbad-village.com for image requirements.

As you are shopping and dining in the Village, the Forum, Bressi Ranch, or elsewhere in the city, stop and look up to enjoy one of the many different images promoting the best of Carlsbad. It is our goal that the banners flying high above will always put a smile on your face.



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 - 3. Does my bank understand my industry?** No matter what sector your business is in, a good financial partner will have deep understanding and experience to draw upon.
 - 4. Does my banker understand the day-to-day?** A good relationship manager will have a grasp on the details, such as your cash flow, industry timelines and customer expectations.
 - 5. Is my bank evolving with my business?** Finance moves quickly and ideally your bank will offer new technologies, financial products and services that are right for you.
 - 6. Is my banker a trusted advisor?** As a business owner, is your banker someone you turn to for advice? In the current economic climate, this is more important than ever.
- If you're interested in learning about how we can help, reach out to **Torrey Pines Bank** today. Torrey Pines Bank is a division of Western Alliance Bank. Member FDIC.

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Celebrate Arts & Humanities!

The **City of Carlsbad** Cultural Arts Office joins thousands of arts organizations and communities across the nation to celebrate National Arts and Humanities Month throughout October. City staff will carry this message to the people of Carlsbad through activities that

honor the efforts of artists and performers working to make the arts and humanities a part of everyone's life. Recognizing stories that illuminate humanity and performances that entertain and enlighten, the Carlsbad City Council will proclaim

October as Arts & Humanities Month at its Oct. 11th meeting.

"Whether you watch or listen or do it yourself, the arts allow us to explore ideas, express emotions, and better appreciate other cultures. National Arts and Humanities Month is an opportunity to enjoy a little more art for yourself and to recognize and celebrate its positive impact. I hope that everyone will take part to celebrate and recognize the creative and cultural value of the arts and humanities in our communities," said Nolen V. Bivens, president and CEO of Americans for the Arts.

Everyone is encouraged to participate in what has become the country's largest annual collective celebration of the arts and humanities. Take an arts excursion with a free event at the Carlsbad City Library on Dove Lane during Arts and Humanities Month:

National Arts and Humanities Month is coordinated by Americans for the Arts, the national organization working to empower communities with the resources and support necessary to provide access to the arts for everyone. This month-long celebration grew out of National Arts Week, which was started in 1985 by the National Endowment for the Arts and Americans for the Arts.

For more information about other Carlsbad arts and cultural events, visit <https://www.carlsbadca.gov/departments/cultural-arts>

CULTURE BUZZ



RICHARD L. SCHULTZ
CULTURAL ARTS
MANAGER
CITY OF CARLSBAD



Fallbrook Kid



Blame it on Betty



Lunana



Escape from Mogadishu

INTERNATIONAL CINEMA

Fri., Oct. 7

4 p.m. & 7 p.m.

Schulman Auditorium

International Film: Lunana:

A Yak in the Classroom B

A young teacher in modern Bhutan is sent to the most remote school in the world, a glacial Himalayan village called Lunana. In a classroom with no electricity or even a blackboard, he finds himself with only a yak and a song that echoes through the mountains.

MUSIC CONCERT

Sat., Oct. 8

7:30 p.m.

Front Row Saturday @The Schulman

Anthony Cullins: The Fallbrook Kid North County's musical wunderkind is on his way to becoming a musical force in the local music scene. His mix of a blues, R&B, rock and country will lead to you to become a fan.

INTERNATIONAL CINEMA

Fri., Oct. 21

4 p.m. & 7:00 p.m.

Escape from Mogadishu

Based on a true story: as civil war rages in Mogadishu, rival North and South Korean diplomats are left trapped. With no aid from either government, their only shot at survival may require uniting with bitter adversaries to escape.

MUSIC CONCERT

Sat., Oct. 22

7:30 p.m.

Showtime @The Schulman

Blame Betty
7:30 p.m.

Blame who? Betty, of course! She's the reason why this San Diego rock n' roll band excels at live rockabilly, roots and surf music. We guarantee that you won't stay in your chair, or you can just Blame Betty.

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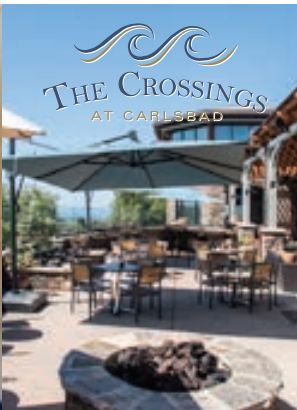
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Charting a new path forward

Audeo Charter School II as a free public school serving students in grades 6 through 12. Located in North and South Carlsbad with additional schools throughout San Diego and North County, Audeo II blends

SCHOOL NEWS



MARY SEARCH BIXBY, FOUNDER AND CEO, AUDEO CHARTER SCHOOL II

online course options and in-person instruction in a safe and supportive environment that puts kids first. Audeo II is home to teachers who are committed to providing personalized and rigorous one-on-one academic experiences that are individualized for each student. Audeo II is proud to have inspirational teachers like Paul Backus, the 2021 Carlsbad Chamber of Commerce High School Teacher of the Year and to be nominated as a 2022 Non-Profit of the Year by the Carlsbad Chamber of Commerce for its positive impact and betterment of the Carlsbad community. Audeo II imple-



Audeo II is home to teachers who are committed to providing personalized and rigorous one-on-one academic experiences that are individualized for each student.

ments a personalized and individualized education program that facilitates student achievement through a standards-based, high-quality, rigorous program that is prov-

en to change the way teachers teach and students learn.

Audeo Charter School II offers an extensive College and Career Readiness Program. The school's College Dual Enrollment Program gives high school students the opportunity to take college courses for college credit while completing their high school course work. Audeo II teachers also encourage students to participate in courses with Articulated College Credit where students may earn college credit through successfully completing many of their high school courses. UC A-G, NCAA, and College Board approved courses are offered across the curriculum to all students.

Enrolling year-round, Audeo Charter School II is always here for you.

Audeo Charter School II currently offers a 100% Virtual option along with two Resource Centers that are located at 3821 Plaza Drive #402, Oceanside and 6965 El Camino Real, Suite D202, Carlsbad. Enroll today or for more information, visit us online at www.audeo2.com or call (858) 678-2050.

Business student's passion leads to becoming entrepreneur

Sophia Lombardi discovered a love for sewing and entrepreneurship during the pandemic.

The **Cal State San Marcos** student picked up sewing as a hobby when she

HIGHER LEARNING



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

had extra time on her hands. Wanting to be resourceful because fabric was expensive and she had limited funds, she saved her leftover scraps, not knowing what she would end up doing with them. Little did she know it would set her on the path to a burgeoning career.

Those fabric scraps that Lombardi saved became the basis for sustainably made swimsuits and the creation of a business, Amalfi Swiim.

Lombardi proposed her sustainable business model as part of a quick pitch contest through CSUSM's Innovation Hub, winning a \$500 microgrant for her work on Amalfi Swiim. The contest closely resembled the TV show "Shark Tank."

Lombardi curated her brand name while reminiscing about the time she visited Positano on the Amalfi coast of Italy with a cousin and aunt (the extra "i" in Amalfi Swiim is because her preferred Instagram handle was taken).

As Lombardi began sewing in the early stages of the pandemic, she searched for inspiration and came across a novel technique that she incorporated into her work. She started to play with the leftover scraps she had saved and molded them together to create her first swimsuit without using any new material.

"I don't think I would have started my journey if I waited to put everything in place to make sure it was perfect before," said Lombardi, a business administration student who will graduate in spring 2023. "I think if you have an idea, just go for it, make it and get it manufactured, whatever it is."



Sophia Lombardi, a business administration student, won a quick pitch contest through the Cal State San Marcos Innovation Hub for her sustainable business model. Photo by Long Truong.

"It clicked for me that I could actually have a bigger mission, which is to decrease the world's pollution rate."

— SOPHIA LOMBARDI

Lombardi created a TikTok video that showed her process of sewing a bikini. The video went viral with more than 11 million views, and seeing the comments made her realize that her sustainable sewing efforts by utilizing leftover fabric scraps were having an impact. "It clicked for me that I could actually have a bigger mission, which is to decrease the world's pollution rate," Lombardi said.

Lombardi decided that her zero-waste swimsuit could be a statement piece in her clothing line because it stands for sustainability awareness. She also creates tote bags with the same innovative

sewing technique. Lombardi connected with other small businesses, and she now accepts donations of fabric scraps. She has reached out to over 50 local swimwear brands; one of her main providers is Amy's Sport Co., a golf clothing brand she interned for as a high school senior in Palm Springs.

Becoming a business owner in college is a huge time commitment for Lombardi. She spends up to 20 hours a week marketing, sewing and using social media to promote Amalfi Swiim while being a full-time student and a member of the CSUSM Entrepreneurship Society.

After juggling everything herself at the outset, Lombardi has hired a fellow CSUSM student to help her sew, allowing her to focus more on marketing the business. She plans to apply her prize from the quick pitch contest toward establishing Amalfi Swiim through a legal entity.

"I have all my sights set on growing this business after college," Lombardi said. "It has been quite a ride, and it's definitely stressful to have so many obligations. But at the end of the day, I'm choosing this for myself. I really am passionate about starting a business in college so that I can support myself financially by the time I graduate."

Celebrating menopause, the end is just the beginning!

I don't feel beautiful anymore. I feel old and wrinkled and my hair is thinning. I'm depressed and can't sleep. "These are some of the 'glass half empty' comments that I often hear from my mature patients going

TO YOUR HEALTH



KARI LYNN PURCOTT
MD, FACOG
TRI-CITY MEDICAL
CENTER

through menopause," said Kari Lynn Purcott, MD, a board-certified obstetrician/gynecologist at Pacific View OB/GYN, Tri-City Medical Center's newest OB/GYN clinic. "But I try to encourage them to see the 'glass half full' and celebrate this time

in their lives. Menopause is the beginning of freedom from monthly periods, cramps and worrying about getting pregnant."

"I also reinforce that menopause is a normal part of the aging process and that it is OK to talk about it," added Dr. Purcott. "Women readily share issues related to pregnancy but are often afraid to open up about their experiences during menopause. I've seen the relief on my patients' faces when they finally get over that fear and self-imposed shame. Once they ask questions and learn what is happening to their bodies, they realize that they are not 'broken' and feel empowered. It makes me so happy to see them embrace this change."

Menopause occurs when a woman's ovaries no longer produce eggs and the level of estrogen and progesterone, female hormones, declines. A woman officially reaches menopause only after it has been 12 months since her last period. From this point on, a woman can no longer have children and will be in "postmenopause."

Women may begin to experience menopause symptoms during their mid to late forties, and most will reach this milestone by age 52, according to the Office on Women's Health at the U.S. Department of Health & Human Services. This transition period,



Dr. Purcott shares how important it is for women to understand that just like they are uniquely different, so too will be the ways in which they experience menopause symptoms and the treatments that work most effectively for them.

which may last about four years, is referred to as "perimenopause" and is often when women begin to see irregularities in their periods and experience symptoms, such as hot flashes, night sweats, vaginal dryness and low libido due to changes in hormone levels.

"It's important for women to understand that just like they are uniquely different, so too will be the ways in which they experience these symptoms and the treatments that work most effectively for them," said Dr. Purcott. "Some women will only have few hot flashes throughout the day, while others will have many and these hot flashes can last for one to five minutes or more. Fortunately, there are several treatment options and lifestyle changes to improve these various symptoms that may continue for years."

Hormone therapy entails either estrogen therapy or combination therapy (estrogen and progesterone) if a woman still has her uterus. It is sometimes called hormone re-

placement therapy, or HRT, and the drug is synthetic (man-made). According to the American College of Obstetrics and Gynecology (ACOG), there are different forms of hormone therapy: pills, skin patches, gels and sprays are used to release the hormone into the bloodstream so that it travels to the appropriate part of the body, whereas vaginal rings, tablets and creams release the hormone directly into the vaginal tissue. As with any prescription medication, there may be some risks such as heart disease, stroke or breast cancer. Women should discuss dose, duration, regimen and route of administration with their doctor based on their individual needs.

"The standard of care for treating menopause symptoms is hormone therapy," said Dr. Purcott. "Local vaginal treatments for dryness are very safe as they are at a lower dose and only affect that area of the body. Although some of my patients use supplements, I do not recommend them as they

are only weakly supported by scientific evidence, if at all. Similarly, hormone pellet therapy is a new option that may prove beneficial but is currently not regulated by the U.S. Food and Drug Administration (FDA)."

Hormone pellet therapy is an in-office, minimally invasive procedure during which a doctor places implants, smaller than a grain of rice, under the skin near the hip that slowly and continuously release hormones over three to six months. These "compound-ed bioidentical" hormone pellets contain a mixture of hormones that are derived from plants that mimic human hormones. These drugs are prescribed off-label by a physician, customized for each woman and mixed by a licensed pharmacist.

Exercising, eating a healthy diet, losing weight, quitting smoking, meditating and getting enough sleep are all lifestyle changes that may help to improve symptoms. "Changes in a woman's body from childbirth, age, menopause or genetics can weaken her pelvic floor and may cause urinary incontinence," added Dr. Purcott. "Strengthening the muscles in the pelvic floor through Kegel exercises, can help. I often recommend a woman physical therapist who specializes in the female pelvic floor to work with my patients to get these muscles back in shape."

Most symptoms will eventually subside over time and become more related to aging than menopause. Since women are at greater risk for conditions such as heart disease, stroke and osteoporosis when they reach postmenopause, it is essential that they continue to see a doctor.

"As women, I think we're fabulous because we are," said Dr. Purcott. "It may take a little bit more effort for a woman to understand her body and really get to know what's normal, which is why I am passionate about teaching my female patients about menopause, so that we can celebrate this time in their lives. The end is just the beginning!"

To schedule an appointment with Dr. Purcott to discuss menopause, please call 760-476-2929, or visit Pacific View OB/GYN.

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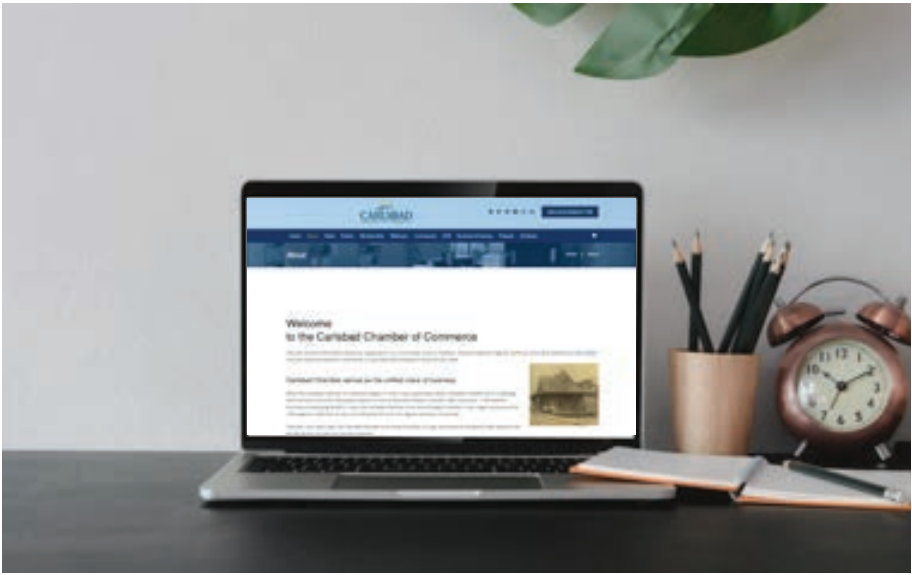
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S P E A K I N G F O R B U S I N E S S , L I S T E N I N G T O T H E C O M M U N I T Y

Strong relationships, strong business, strong design

My husband and I have been members of the Carlsbad Chamber of Commerce since 2017. We joined as franchisees of a marketing company but transitioned to leading our full-service graphic design and marketing agency, **Calder Eames Design**, in 2020. Over the years (and even during the pandemic), I made a point to consistently attend Ambassador Committee meetings, Business Resource Committee (BRC) meetings, Netforce1, First Friday Breakfasts, Happy Hours, and many other valuable Chamber events. I am the current Chair of the BRC and previously held the positions of Ambassador Co-Chair and Chair. In Netforce, I have been both a Secretary and Co-Chair. All of these Chamber opportunities (and more!) al-

lowed me to meet incredible members that have helped make our business what it is today and for that we are so grateful. What started out as our small, local company has blossomed into a nationwide company, thanks to the strong relationships we have built with fellow Chamber members. It is those relationships that can directly be attributed to the nationwide reach our company now has. For example, a fellow Chamber member and longtime client, Rachel Ivanovich of **Easy Life Management**, referred me to her client in Texas who then moved to Virginia. That client then referred me to one of her clients in Texas! Another unexpected opportunity that I was introduced to by the Chamber was to become a Kindness Certified Company with **Kids for Peace**. This is our second year as a Kindness Certified Company and I now serve on their Board of Directors. Not only have I made wonderful connections through Kids for Peace, but it is so rewarding to be on the Board of a nonprofit making an impact globally whose mission is to build a worldwide community of kind, compassion-



What started out as our small, local company has evolved into helping businesses across the states with all their graphic design and marketing needs.

ate and empowered young people. I often visualize where our company will be in 3, 5, and 10+ years. In that vision, I always see the Chamber, amazing Cham-

ber friends, and an abundance of business growth that would not have been possible without the support of this incredible business community.

MEMBER



NAILA SFEIR
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My journey and the important lessons learned

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

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

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SPEAKER:
ROBERT WESTFALL JR.





GOOGLE WORKSHOP

Sell online with E-Commerce Tools + Intro to Shopify

Tuesday, Oct. 11, 2022 | 12 p.m.

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SPEAKER:
ISRAEL SERNA





Connect
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ELEVATING WOMEN

TikTok for Business

Wednesday, Oct 12, 2022 | 11:30 a.m. - 1:30 p.m.

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

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KEENYA KELLY
CEO
If You Brand It





NETWORKING EVENT

CBAD HAPPY HOUR

Wednesday, Oct. 19, 2022 | 5 - 7 PM

Hera Hub Hera Hub Carlsbad
5205 Avenida Encinas, Ste. A Carlsbad, CA 92008

Admission: Bring 2 jars of Peanut Butter!

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COMPLIMENTARY YOGA CLASSES FOR CARLSBAD CHAMBER MEMBERS

CHAMBER YOGA

THURSDAY, OCT 27, 2022 | 11:30 AM - 12:30 PM

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

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NETWORKING EVENT

Stewardship, What Gives?

FRIDAY, NOV. 4, 2022 | 7 - 9 AM

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

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SPEAKER:
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Congratulations to our September Rising Stars: Isabella Bernabeo, Sage Creek High School; Ava Grosely, Carlsbad High School; Izzy Enfinger, La Costa Canyon High School. Amazing students & stories to kick off our 4th year of Rising Star!

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In a Small Business Trends report by Guidant Financial, it is clear to see the rise in women-owned businesses especially in the last year.



The Carlsbad Chamber of Commerce is proud to have such a diverse membership with women-owned businesses spanning across multiple industries including finance, food, retail, digital, health and beyond.

Check out what influential women at the Carlsbad Chamber have to say:

RUNNING A MEANINGFUL WOMEN-OWNED BUSINESS

“As a woman-owned business, I face more challenges compared to my male counterpart, and I consistently work to overcome those challenges and stereotypes. Being a woman business owner is a demonstration of being the best in my field, in my area. I work full-time in my business. It’s not a side-hustle or hobby. It is my calling and profession. It means integrating my culture, and educational background to positively impact my community.”

— Dr. Yvonne K. Scarlett, DACM, Dipl. OM., L.Ac., Red Lotus Wellness Center

“Having my own business gives me an opportunity to create and follow a vision that encompasses my passions, beliefs, and interests. It provides me a place to connect with others and have them join on this exciting journey with me.”

—Shannon Brown, Founder/CEO, Centric Marketing

“As a business woman who moved to California from Italy, I hope to add new meaning and ideas to the economic developing scenario. I consider myself a disruptor in the dessert world by designing a

gelato that follows the millenary European tradition and integrates the California devotion for health and wellbeing. GelatoLove is the first company in the world that uses allulose, a natural low calorie sugar found in nature. My dream was to make a guilt-free pleasure that anyone can enjoy every day.”

—Paola, Found & CEO, GelatoLove

“Being a woman owned business provides the flexibility and opportunity to frame and design the business goals and culture, to be actively involved with family, and to participate in community organizations and events. In summary, it has provided , and continues, to provide the freedom to create a life and business that is meaningful in all aspects of life.”

—Sue Loftin, Loftin | Bedell

“I have always been conscious of the fact I was working in a unique space because I am a woman who has developed a large organization for which I function as CEO. The real motivator, however, has been the purpose of the work. I set out to develop an option for students who could flourish in a futuristic educational setting. That has been the focus and the joy.”

—Mary Searcy Bixby, Founder and CEO, Audeo Charter School II

WOMEN

Continued from Page 1

local shops or hire female entrepreneurs for those specialty services you’re looking to fill.

Whether you want to support women-owned restaurants or female-led retail, fashion, health and wellness brands, spend those extra dollars at businesses run by inspiring women blazing a new trail forward for themselves, their families, and young professionals. These women are fueling more innovation into our storefronts, neighborhoods, and in our hearts. Watch these women rewrite the traditional 9-5 work script, raise a family, define success on their own terms, achieve it by their own rules, and build a life with great meaning. They are truly inspiring role models for generations to come.

“If you think you’re too small to have an impact, try going to bed with a mosquito in the room.”—Anita Roddick, founder of The Body Shop

For those looking for a sign to pursue your business idea, the data has it, now’s the best time to start. And the Carlsbad Chamber of Commerce is here for you when you do.

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YOGA YOUR WAY

Keeping Southern California’s employees healthy and productive

In celebration of this special issue of the Carlsbad Business Journal focusing on Women Entrepreneurs, we’d like to introduce you to two women entrepreneurs working together to keep Southern California’s employees healthy and productive.

Drawing from their respective areas of expertise, Mary Reaston Ph.D., Co-Founder, CSO, Chief Of Operations of **Emerge Diagnostics, Inc** and Heather MacKay, CEO of **Yoga Your Way** and a yoga and fitness practitioner for over 20 years, have created a unique injury prevention and recovery solution for employers who understand the value of a happy and healthy workforce.

Helping companies based here and across the United States keep their workforce healthy and productive has been the mission of Carlsbad’s based firms – Emerge Diagnostics and Yoga Your Way. These two businesses have recently joined forces to provide an innovative solution to one of the most common and costly problems facing employers – musculoskeletal injuries.

The result of this collaboration is called Emerge Wellness, a program designed to keep workers and their families safe—both on the job and off—by preventing injury, orchestrating recovery, and ensuring long term health.

What sets Emerge Wellness apart is the fusion of a highly quantitative assessment which can help understand the nature and severity of musculoskeletal conditions whether a result from stress, repetitive motion, or mundane life events. Our quantitative EFA assessment technology is registered with the FDA and is the gold standard for identifying underlying soft tissue conditions. We couple that with a unique yoga-based platform that blends an online movement curriculum and live virtual classes that helps



Drawing from their respective areas of expertise, Mary Reaston Ph.D., Co-Founder, CSO, Chief Of Operations of Emerge Diagnostics, Inc and Heather MacKay, CEO of Yoga Your Way and a yoga and fitness practitioner for over 20 years, have created a unique injury prevention and recovery solution for employers who understand the value of a happy and healthy workforce.

people understand how to move in ways that prevent injury and aid in recovery.

This two-pronged approach is the product of years of research and experience in the field of occupational health. Dr. Reaston’s work with some of the largest companies in the world has identified risk factors that often lead to costly, time-consuming injuries while MacKay’s passion for helping people move better and feel better through movement has provided her with a deep understanding of how the body functions optimally.

Whether your employees work with their

minds or their backs, musculoskeletal conditions are the leading healthcare cost for employees, their family members, health plans and employers. The system is overprescribing painkillers and elective surgeries, while failing to provide preventative or non-surgical solutions.

According to the National Safety Council, workplace injuries cost American employers \$171 billion in 2017 alone. And while some injuries are impossible to prevent, many are the result of repetitive motions or everyday events that can be addressed with simple changes in

posture, movement, and conditioning.

Which is why workplace wellness pay for themselves by increasing productivity, increasing employee retention, and decreasing healthcare dollars spent. Reducing waste and improving outcomes is important to everyone.

If you’d like to learn more about Emerge Wellness and how we can help your employees stay safe, productive and healthy (and save you money in the process!), contact Dr. Reaston at mreaston@emergedx.com

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Best friends and sisters

Best friends and sisters, Sherry and Paula formed the **Bee Organized** franchise San Diego branch in 2021, based on a foundation and passion for organizing and a desire to help simplify lives, one Hive at a time!

They value family, friendship, trust and a proclivity for creating simplified spaces. They witnessed first-hand the benefits their own parents realized when helping them downsize. Their company transitions people-especially seniors-from chaos to calm and have transformed many lives as a result.

Bee Organized San Diego believes that being compassionate, confidential and judgment-free is just as important as de-cluttering and organizing. We listen to our client’s wishes, then work side-by-side to provide sustainable solutions for their home, their family, and their season of life. Our Bees’ enthusiasm and genuine approach puts clients at ease.

It’s our HONOR to serve you!



Bee Organized franchise was born out of the passionate desire to help simplify lives, one Hive at a time!

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Sue Loftin and Ariel Bedell understand that legal matters can be overwhelming and stressful. They utilize their experience as business owners with their legal knowledge to provide clients with digestible explanations of issues, legal terms, consequences, and timing throughout the process.

Women-owned and run law firm

Loftin | Bedell, P.C., a women owned and run law firm provides real estate, business and litigation services to individuals and businesses. Sue Loftin and Ariel Bedell utilize their experience as business owners with their legal knowledge to provide clients with creative solutions, strategic planning and dedication to reach successful solutions. Understanding that legal matters can be overwhelming and stressful, the Firm approaches all clients with patience and provides digestible explanations of issues, legal terms, consequences, and timing, and is a partner with its clients throughout the process.

Sue Loftin, the Firm’s founding owner and recognized Super Lawyer, brings 40+ years of experience to her clients, many of whom have been clients for decades. Focusing on complex real estate and business transactions, land use matters and disputes, Sue brings a depth of knowledge to all client services. Sue is passionate about giving back to the community through her philanthropic activities including serving on nonprofit boards and on the Board of



Sue Loftin



Ariel Bedell

Directors for the Carlsbad Chamber of Commerce. Co-owner Ariel Bedell, named a Top Influential Woman in Real Estate, brings 19 years of legal services to her real estate and business transactional and litigation practices. Also passionate about the community, Ariel served for 5 years as a board member for CREW (Commercial Real Estate Women) San Diego where she honed her passion for developing women within the Commercial Real Estate field, and she serves as advisory to nonprofits and on her own HOA board.



Red Lotus Wellness Center founded by Dr. Yvonne K. Scarlett specializes in fertility challenges and other reproductive health concerns, helping those suffering with the symptoms of autoimmune disease, such as Thyroid disorders, Fibromyalgia, Lupus, and Sarcoidosis.

Passion, lifeblood, & purpose

I really had no idea about what I was getting into by owning and running an Integrative and Functional medicine clinic. It has been quite the journey. **Red Lotus Wellness Center** is my passion, my lifeblood, and purpose. Whenever I have an opportunity to share what I do, I often remind myself to be moderate – not to talk ad nauseam about what I do – because I could!

My focus is on Women's health, specializing in Fertility Challenges and other Reproductive health concerns, helping those suffering with the symptoms of autoimmune disease, such as Thyroid disorders, Fibromyalgia, Lupus, and Sarcoidosis. I have two of these diagnoses. Infertility is now being called an 'epidemic' by some national health agencies. So many women and couples are struggling to have a baby. I help them improve their chance of success, which clinical research has shown to increase by over 40% when combined with Chinese Medicine and Acupuncture. I have helped hundreds of those dealing with fertility challenges with an amazing medicine bag of tools at

my disposal. I'm in my third career and wish that I had come to it sooner; however, it was my life and health experiences which brought me to it when I didn't even know that it existed. Chinese Medicine and Acupuncture saved my life. What I bring to clinical practice is a deep passion, borne out of my own debilitating health and tenuous health journey. I bring a combination of extensive and diverse clinical experience, academic knowledge, combined with personal wisdom which allows me to relate quite well to those who suffer from similar health challenges with which I have previously struggled. This is why I show up in my clinic – to help people live better lives on their terms, with more energy, better sleep, and an improved quality of life. 2890 Pio Pico Drive, Suite 104, Carlsbad, CA 92008 O: (760) 637-5059 F: (760) 637-5045 Hello@RedLotusWellnessCenter.com www.RedLotusWellnessCenter.com



The contemporary world of gelato is orchestrated by many talented women. GelatoLove was founded and owned by women since 2014, but it's also run by a team made of 80% women. They make gelato, pastries and cakes, help manage the store, design our communication, make espresso and serve our customers.

Is Gelato a men's or women's world?

Gelato history started in Italy as a definite men's realm and creation. Just to mention one, we can talk about the eclectic genius Architect Bernardo Buontalenti from Florence. He created buildings, gardens and the first refrigerated rooms made of wood and cork in 1500. But maybe his most interesting invention was modern gelato. It was made to be served at the Renaissance Court of Grand Duke Cosimo de' Medici. So, a man started the gelato world, but we must add that at the same time, it was Caterina De' Medici the woman who brought gelato to fame, by bringing with her this amazing dessert to the Court of France.

The contemporary world of gelato is orchestrated by many talented women and certainly mostly appreciated in the feminine world. On this subject, **GelatoLove** can be considered an interesting example; not only the company was founded and owned by women since 2014, but it's also run by a team

made of 80% women. They make gelato, pastries and cakes, help manage the store, design our communication, make espresso and serve customers. And there's more... A funny figure about GelatoLove 'Lovers' is that 70% of our customers (both online and in person) are actually women. Do men dislike gelato, or is it the women choosing and buying for them? The answer is up to you... We trust gelato is for everyone!

GELATOLOVE LOCATIONS
– **WWW.GELATO.LOVE**
love@gelato.love

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Carlsbad, CA 92008

Tasting Room
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Marketing Centered on You

By Shannon Brown, CENTRIC Founder

15-year anniversary celebration with CENTRIC, clients, vendors, and partners



I told my mom that by the time I was 30, I would start my own business. She believed I could, and I did. While working for several radio and television stations in and out of college, I couldn't bear to sit in one more meeting selling a potential advertiser something that may or may not have a chance of working versus knowing there were so many other mediums they should consider. It felt dishonest to me. In 2000, I launched my first consulting firm to help organizations navigate

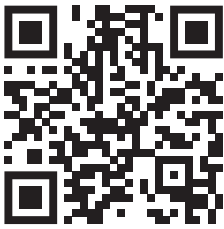
through the media minutia. This led to a joint venture from 2003-2007 which ultimately led me to starting my agency, CENTRIC.

As a women-owned business, our agency's vision is to **inspire individuals and enrich communities** by marketing to those that can benefit from our non-profit, government and for-profit organizations products, services, and events. Passion is what drives us to do good.

Our team loves inspiring people, creating positive change, celebrating success, and having fun while driving results for our clients.

If we can share anything with you to help you navigate through your marketing, it would be **first, understand your customers**. What makes them tick? What keeps them up at night? How can your product, service, or event make a difference in their lives? **Second, know where to find your customers**. What mediums do they use to receive news, information, and resources? **Third, remember it's about them not you**. Your message needs to resonate with them. When writing your copy, think about the benefits and opportunities it will create for your customers versus selling them something that is 'new and improved' or 'the number one product'. And **fourth, stay consistent with the integrity of your brand**. Be authentic, humble, transparent, and vulnerable. Follow these steps to create a memorable brand culture with your customers.

For 15 years, we have built our brand on compassionate team members, do-gooder clients, and over-the-top supportive media partners and vendors. As shown in the picture, we have a wonderful community helping us make a difference and we invite you to join us.



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EcoDirect, Inc. educates and distributes clean energy storage solutions throughout the community, the nation and abroad. United in our vision, our team provides sizing, design, and support for small to large scale residential, commercial, and industrial ESS (Energy Storage Solutions) applications. Our mission is to support the adoption of clean energy storage solutions for installers and homeowners. Education is the forefront of our business.

We are expanding operations to support our installers, developers, and further project development. We welcome you to come visit us at: 5900 Sea Lion Place, Suite 100, Carlsbad.

Our world is evolving into an electric era where energy is necessary. Whether you work from home, commute to the office, go to school, or are seeking higher education – you need power. You need electricity that runs through our homes, streets, businesses, and communities. Electrons flow from the utility grid and provide security, independence, and access to information. According to the World Health Organization in a 2019 study, nearly a billion people live without access to reliable power. In the U.S.A nearly one hundred percent of households have access to utility power. Could you imagine your life without electricity?

The World’s No.1 Home Energy & Electric Vehicle Show “Fully Charged” – came to San Diego convention center to amplify interest in clean energy transportation. Renee Donaldson, CEO and Partner of EcoDirect, Inc. joined a panel of four speakers to discuss, “Make Your New or Existing Home Net Zero” now on Spotify if you listen. Main take-away – understand what you are buying.



EcoDirect supports the adoption of clean energy storage solutions for installers and homeowners. Education is the forefront of their business.

Two weeks prior to the conference, an “amber alert” rang through most cell phones and was issued by SDG&E to urge reduced consumption as the grid

was nearing capacity. Utility scale solar and storage power plants are in development. Thousands of electric vehicles are going to hit the road in 2023. As a

clean energy distributor, we can help. You can also rely solely on the utility to provide your energy. How valuable is your energy?



ABOUT US

EcoDirect designs and distributes efficient clean energy solutions for residential, commercial, and independent battery based applications. Founded in 2009, EcoDirect’s mission is to facilitate the transition to clean energy. We provide products and services that enable our customers to use energy more efficiently, and generate clean, renewable power. We assist homeowners and business worldwide with the design, logistics, and implementation of energy projects.

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Diane Powers, a locally recognized entrepreneur and design professional, presides over a quartet of Mexican-inspired Shops and Mexican restaurants that enrich San Diego’s history and enhance San Diego’s landscape.

Long-known and respected for her unique perspective and signature style, Ms. Powers credits her passion for Latin American culture to extensive travels throughout Mexico and many other South and Central American countries, during which she’s gained inspiration for her life’s work.

Casa de Bandini at The Forum in Carlsbad, like all Ms. Powers’ projects, is replete with gardens, fountains and Mexican and South American hand-picked folk art, drawing locals and visitors to The Forum from every direction.

Bazaar Del Mundo Shops at the corner of Taylor & Juan in Old Town featuring thousands of items from all over the world. **Casa De Bandini** in Carlsbad featuring beautiful patio dining, banquets and catering. **Booking holiday events now!**

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