



# 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

NOVEMBER/DECEMBER 2021



**CITY NEWS**  
The San Diego area is home to the nation's largest concentration of veterans

4



**SCHOOL NEWS**  
MiraCosta College selected as preferred provider of healthcare talent

10

SPECIAL INSERT INSIDE!

Shop & Dine Local

## GiftCarlsbad v. 2.0

In 2020 the **Carlsbad Chamber of Commerce** partnered with the **City of Carlsbad**, the **Carlsbad Village Association** and **Visit Carlsbad** to promote a program referred to as *Gift Carlsbad*. It was a gift card program that allowed you, the general public, to purchase gift cards to our local restaurants and merchants and receive bonus gift cards for doing so. While the program had some limitations and challenges, it was still successful and brought nearly \$90,000 of economic activity to our local businesses at a time when they needed the money badly.

CHAMBER

**BRET SCHANZENBACH**  
PRESIDENT & CEO  
CARLSBAD CHAMBER OF COMMERCE

For the 2021 holiday season, we are bringing back a new and improved *GiftCarlsbad* program to creatively incentivize you to shop local this holiday season. *GiftCarlsbad 2.0* is a similar program to what we had last year, but it is much more user-friendly to the consumers, and also much easier to implement for the merchants.

### How Does It Work for Consumers?

This new community gift card program is much more flexible for you, the consumer. Just like last year, you will be able to purchase gift

› GIFTCARLSBAD Page 4

## Giving back locally and regionally

When **Girls Scouts San Diego** CEO Carol Dedrich heard her organization's name as the winner of a *CBAD Award* in the *Community Impact Regional* category, she couldn't hide her excitement. "I was thrilled! To be selected out of this very deserving group of businesses and organizations was humbling, especially given the incredibly challenging circumstances we have all been facing," remembers Dedrich. The 2021 *CBAD Awards Luncheon*, held last month, gathered leaders from different businesses and organizations. Dedrich couldn't wait to share the news with those in her staff who were not present. "We immediately sent a group message to our team to let them know we were selected for this honor, and the chatter back was heart filling!"

CHAMBER

**CAROLINA ALBAN-STOUGHTON**  
DIRECTOR OF COMMUNICATION & ENGAGEMENT  
CARLSBAD CHAMBER OF COMMERCE

At another table, **Snyder Art & Design** community artist, Bryan Snyder, had just heard his name called as well, but for the *Community Impact Local* category. "I've spent the last 15 years helping encourage the development of an artistic and creative culture here in Carlsbad. Without the continued support from residents, local businesses and organizations, this award would not have been possible. It's something we have done together; I dedicate it to the local community!"

True to form, this Carlsbad local, headed to a restaurant in the Village to honor the occasion. "My family and I celebrated the award with a nice dinner at **Gregorio's** that night. Since then, the community has been



Bryan Snyder is looking to inspire young artist through his latest project: Alley Art Wall

**"I've lived in Carlsbad nearly my entire life. My best friends live here, own businesses here and raise their families here. We all try to make Carlsbad the best place on earth and creating culture and community based on creativity is how I do my part." — Bryan Snyder**

reaching out to me with amazing words of encouragement and support."

While November and December are two months particularly known as a time to give back, both Girls Scouts San Diego and Snyder Art & Design, have community impact as part of their core mission all year long.

Snyder has been promoting arts in Carlsbad for many years and currently serves as a member of the City of Carlsbad Arts Commission. His murals can be seen all over Carlsbad Village and even at some local schools. "I've lived in Carlsbad nearly my entire life. My best friends live here, own businesses here and raise their families here. We all try to make Carlsbad the best place on earth and creating culture and community based on creativity is how I do my part."

› GIVING BACK Page 3

## BUSINESS SPOTLIGHT

# A new dining experience

Make time to reconnect together at **Park Hyatt Aviara Resort, Golf Club & Spa** – Carlsbad's only Forbes Five Star resort. Fresh from a \$50 million transformation and offering brand new guestrooms, suites and several new dining experiences, one of which is Ponto Lago.

Featuring stunning Carlsbad sunsets the refined modern setting features Baja-inspired cuisine and specialty cocktails composed of mescal and tequila. The restaurant's not-to-be-missed signature open kitchen pulls this unique menu to be center stage of the dining experience.

The design of Ponto Lago was inspired by the Southern California lifestyle and derived from two words. "Ponto" is the beach that connects into the Batiquitos Lagoon and "Lago" is the Spanish word meaning "lagoon" or "lake." The menu takes inspiration from the waters that have historically brought the bounties of



The design of Ponto Lago was inspired by the Southern California lifestyle and derived from two words. "Ponto" is the beach that connects into the Batiquitos Lagoon and "Lago" is the Spanish word meaning "lagoon" or "lake."

› PARK HYATT, Page 5

PRESORT STD  
U.S. Postage  
PAID  
Carlsbad, CA  
Permit #67

CARLSBAD  
CHAMBER OF COMMERCE  
5934 Priestly Drive  
Carlsbad, CA 92008



# We're Growing!



The Premier Automotive Group expands again with our newest family members: Premier Cadillac of Carlsbad and Premier Buick GMC of Carlsbad! We're 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!



KIA TELLURIDE



CHEVROLET TAHOE



GMC YUKON



CADILLAC ESCALADE



5335 Paseo Del Norte, Carlsbad, CA 92008  
760-692-1558 - Sales  
760-692-1549- Service  
PremierChevroletOfCarlsbad.com



5331 Paseo Del Norte, Carlsbad, CA 92008  
877- 686-6488 - Sales  
877- 629-8464 - Service  
PremierKiaOfCarlsbad.com



5556 Paseo Del Norte, Carlsbad, CA 92008  
760-438-5311 - Sales  
888-856-8449- Service  
Cadillaccarlsbad.com



5556 Paseo Del Norte, Carlsbad, CA 92008  
760-571-5110- Sales  
888-664-2641- Service  
Carlsbadbuickgmc.com

Home of San Diego pitcher  
Joe Musgrove







OFFICERS

- CHAIR OF THE BOARD

Catherine Magaña

WWM Financial
- CHAIRMAN ELECT

Josh Mazur

Guide My Finances
- IMMEDIATE PAST CHAIR

Matt Leonard

Edward Jones
- TREASURER

Rich Clark

Fuzion Payments, LLC

VICE CHAIRS

- Paula Anderson

First Citizens Bank
- Deb Beddoe

Your Ops Manager
- Adam Jacobs

Fortis Fitness and Strength Training & YOGALUX
- Sue Loftin

Loftin | Bedell, P.C.
- Carl Streicher

New Rez

BOARD OF DIRECTORS

- Trent Andrews

Procopio, Cory, Hargreaves & Savitch, LLP
- Aaron Byzak

Tri-City Medical Center
- Miguel De Jesus

California State University San Marcos
- Laura Henderson

North County HR
- Rachel Ivanovich

Easy Life Management, Inc.
- Justin Jachura

Señor Grubby's
- Claude Jones

Walmart Global Tech
- Jessica Jones

Poseidon Water LLC
- Joan Johnson

Carlsbad by the Sea Retirement Community
- Sarah Kim

Callaway Golf
- Kristianne Kurner

New Village Arts
- Ramon Oseguera

The Shoppes at Carlsbad
- JR Phillips

The JR Phillips Group Inc.
- Chafic Rouhana

Wells Fargo
- Alex Renée Poelstra

All Maven
- Don Sando

Strategic Results Group
- Katie Scanlan

San Diego Gas & Electric
- Liz Sheahan

Girl Scouts San Diego
- Kurt Stocks

LEGOLAND California
- Amber Ter-Vrugt

Scripps Health
- AJ van de Ven

Calsense
- Bob Westfall

Solatube International

DIRECTORS EMERITUS

- Carlton Lund

The Lund Team
- John R. Osborne

AT&T
- Don Schempp

Torrey Pines Bank Carlsbad
- Lou Storrow

Storrow Law, APC
- Tim Stripe

Grand Pacific Resorts, Inc.

ADVISORY COUNCIL

- Scott Chadwick

City Manager
- Dr. Benjamin Churchill

Carlsbad Unified School District
- Dr. Sunita Cooke

MiraCosta College
- Christine Davis

Carlsbad Village Association
- Matt Hall

Mayor, City of Carlsbad
- Mark Rudyk

Visit Carlsbad
- Sandy Wilson

Camp Pendleton

STAFF

- Bret Schanzenbach

President & CEO
- Carolina Alban-Stoughton

Director of Communication and Engagement
- Janine Burke

Office Manager
- Kathleen McNary

VP of Member Relations
- Darryl Reitmeyer

Director of Sales & Marketing
- Edgar Rodriguez

Creative Director
- Kathy Steffen

Director of Fun
- Len Ganduglia

Business Development Manager
- Gabby Soberon

Administrative Assistant

ASSOCIATES

- Advanced Web Offset

Carlsbad Business Journal Printing

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.

- 760.931.8400

@carlsbadchamber
- frontdesk@carlsbad.org

@carlsbadchamber
- carlsbad.org

@carlsbadchamber
- 5934 Priestly Dr. Carlsbad, CA 92008

@chambercarlsbad

Published 10 months out of the year by the Carlsbad Chamber of Commerce. Subscription price is deducted from dues of Chamber members.

INDEX

- CITY NEWS

4
- VILLAGE BEAT

5
- CULTURE BUZZ

6
- TO YOUR HEALTH

7
- EDUCATION

10
- MEMBER DIGEST

11-14

# Best business of the year

On Thursday, Oct. 21, 2021, the Carlsbad Chamber of Commerce held the 2021 Carlsbad Business, Achievement, & Distinction (CBAD) Awards luncheon at the Westin Carlsbad Resort & Spa. The theme for this year's CBAD Awards was "Resilience" with Vice-President Resort Operations of LEGOLAND California Resort, Frank Idris, as the keynote speaker.



CATHERINE MAGAÑA  
CHAIR OF THE BOARD  
CARLSBAD CHAMBER OF COMMERCE

Bret Schanzenbach, President and CEO of the Carlsbad Chamber said, "It is time to take a step back and honor those companies, organizations and individuals who made a positive impact in our community through their resilience."

The turnout was beyond expectations, so thank you to all who showed up to support and honor these incredible companies in our community.

The morning of the awards luncheon had a special energy, a sense of joy, connection and dare I say hope. You might say it was... "Bitchin'".

**Bitchin' Inc.** is the name of the last business presented as a finalist for *Business of the Year*. That name will catch your eye and obviously it's catching on everywhere. My first encounter was at a BBQ in Las Vegas while visiting my niece. I couldn't help but notice the very cool throwback design on the little tub of sauce. More importantly, I couldn't forget how unique and delicious it was. Within a week or so, it started showing up in my fridge as my husband developed a taste for Cilantro Chili and now it's becoming a phenomenon.



**Bitchin' Inc.** Chief of Staff of Staff Amanda Miles and CEO John Hommeyer receive the Best Business Of The Year CBAD Award from Grand Pacific Resorts presenter, Diane Proulx.

One of the highlights of the CBAD Awards was Diane Proulx of Grand Pacific Resorts presenting the Business of the Year award to John Hommeyer, Chief Executive Officer of Bitchin' Sauce. The business of the year is the whole package. This is an overall category that showcases companies that experienced success in the past 12 months. Success is based on business growth, growth in profit, growth in staffing levels, company culture, innovation, and community impact.

It is especially heartwarming to witness a small business come up from the local farmers markets with \$200 and a blender to achieve substantial success. What's even more remarkable is that in 11 years they have gone from sauce slinging, song writing nomads, to distributing their Bitchin' Sauce at nearly 7,000 stores nationwide.

Actions speak louder than words and onsite childcare speaks volumes to their commitment to their team members. John Hommeyer highlighted in their award video that their growth has been driven by it's a commitment to quality and creating a product that people love. They have a commitment to caring for their people and doing

their part to participate in the community. Every Friday they allow their employees to take time off to give back to the community. To think that all this was inspired by a 16-year-old Starr Edwards - founder of the company - experimenting with a raw vegan diet. Only in Carlsbad.

On a different note, the time has come for me to say goodbye as your Chair of the Board. It has been an honor to serve as your Chairwoman and I will always remember this once in lifetime experience. It was a year of change, growth, innovation and adapting to support the needs of our businesses and our local community. As we moved from virtual to hybrid events and meetings, it was great to see our community come together. We are stronger as a Chamber and community because of you. I was able to experience firsthand all the hard work Bret Schanzenbach, and the Chamber team does to keep our Chamber vibrant. I would like to thank all our Board Members for their time and commitment to serving on our board. I look forward to seeing what the Carlsbad Chamber of Commerce and its members can accomplish in 2022. "Stay Bitchin' Carlsbad!"

## GIVING BACK

Continued from Page 1

Dedrich says serving never stops at Girls Scouts San Diego. "Throughout San Diego and Imperial counties, nearly 2,000 Girl Scout troops pursue community improvement projects that are important to each unique group of girls. These projects range in scope and size, such as caring for our beaches, deserts, parks, and mountains; educating others on health issues like cancer and dementia; and serving the elderly, and homeless. At the same time, individual girls are taking on leadership roles at their schools, religious communities, and throughout our two counties to serve, develop, and make an impact."

While Snyder is continuously working on several projects, there is one in particular that he is excited about because of how it may positively impact youth in our area. "I've been working on a very large project over the past many months titled the *Alley Art Wall*. Along with being Carlsbad's largest collaboration mural consisting of 17 artists, it will also include Carlsbad's first recreation mural space for the youth. For the first time, young artists of all skill levels will have a place to practice and nurture their growing passion." Luckily, people may be able to enjoy a part of the *Carlsbad Alley Wall* very soon. "The youth section of the wall will be ready for the holidays... a gift from me, the **Boys and Girls Club** and the many local business and resident sponsors."

While the community benefits greatly from Snyder's art, his passion and dedication also contributes to Carlsbad's local economy. "The number of diverse mural styles has become an attraction for Village visitors. Local businesses are seeing the benefits of the mural culture."



**Cookies are not just for the holidays.** The Girls Scouts Cookie Program allows girls to discover their inner entrepreneur.

Dedrich, who grew up as a Girl Scout, says she is always looking forward for opportunities to give back. "Among them is our beloved Entrepreneur program, AKA the Girl Scouts Cookie Program, which taps into the girls' creative energy and builds within them a wealth of skills, confidence, and experience."

Her deep passion for lifting up women and girls, drives her to highlight other women leaders in the community. "I am also pumped about our 22nd annual Cool Women celebration when we will honor five outstanding female leaders and celebrate our high school Girl Scout Emerging Leaders. We are accepting nominations of phenomenal women in this community now, and will celebrate on Mar. 24, 2022."

Go to Page (12-13) for pictures of the CBAD Awards winners.



"Throughout San Diego and Imperial counties, nearly 2,000 Girl Scout troops pursue community improvement projects that are important to each unique group of girls," says Carol Dedrich.



# Salute veterans, recruit veterans

When you think of a veteran, you probably imagine someone with a strong sense of duty, drive, and diligence. You wouldn't be wrong. These characteristics are inherent among the men and women in our military.

Not so surprisingly, these traits translate well into the workplace. And recent studies make an even stronger business case for hiring veterans.

Findings show that veteran hires tend to be more productive and have higher retention rates, according to a Syracuse University brief that synthesizes several academic studies.

Here in our region, we're especially lucky to have an abundance of veteran talent. The San Diego area, in fact, is home to the nation's largest concentration of veterans. With more than 240,500 local veterans, they account for about 13 percent of the population in San Diego County.

And consider this: every year, more than



**Here in our region, we're especially lucky to have an abundance of veteran talent. The San Diego area, in fact, is home to the nation's largest concentration of veterans. With more than 240,500 local veterans, they account for about 13 percent of the population in San Diego County.**

15,000 active duty service members transition back into civilian life right here in our own back yard. That's a steady, highly-desirable crop of job candidates.

It's worth noting that many of these veterans have highly-technical skill sets, which are

especially valuable in a region with growing sectors in cybersecurity and defense.

If you're not already taking advantage of this local, highly-qualified candidate pool, I implore you to do it, and soon. And in celebration of Veteran's Day, now feels like the

prime time to spotlight some of the many ways you can start tapping in to this veteran talent pipeline:

- Blue Star Families empowers veterans and their families by connecting them with their local communities, including job opportunities
- Hiring Our Heroes connects veterans and their families with employers through events, fellowships and job boards
- Operation Connect is locally founded and provides a business environment for transitioning service members to connect with job opportunities.

In addition, the US Department of Labor also has Regional Veterans' Employment Coordinators (RVECs) who engage with local, regional, and national employers to facilitate veteran hiring. You can reach our local representative at [Forbes.Tony.D@dol.gov](mailto:Forbes.Tony.D@dol.gov). And of course, you can always contact me at Matt. [Sanford@carlsbadca.gov](mailto:Sanford@carlsbadca.gov) for more help.

And most importantly, as you celebrate those who have served this Veterans Day, I hope you will be inspired to proactively recruit the thousands of job-seeking veterans in our community.

Premier Carlsbad has expanded by acquiring two more dealerships.

## Enjoy the festivities with a new ride

The holidays are upon us here in San Diego and we're getting ready to celebrate. Our Premier Carlsbad family of dealers has expanded with two new dealerships! **Premier Cadillac** and **Premier GMC/Buick** of Carlsbad are the newest members of our Carlsbad family of dealerships. They join **Premier Chevrolet** and **Premier Kia** of Carlsbad making the Carlsbad THE place to buy your next Chevrolet/Cadillac/Buick/GMC or KIA!

After a fantastic season of Padres Baseball, we're proud to continue our partnership with superstar "no hitter" starting pitcher: Joe Musgrove! We're serious about being your hometown dealerships and are committed to making sure you receive the finest sales, inventory, and service and by partnering with the best, we're striving to be the best. As the newest members of the Carlsbad automotive dealer community, we're working hard every day to be your choice when it comes to your next car or truck purchase. Thanks to you, our neighbors, we've been growing by leaps and bounds!

Our Premier Chevrolet of Carlsbad store is stocked with tons of new and preowned Chevrolets. Stop in and visit with our customer service professionals who are waiting to help you find your new Chevrolet. Plus, with winter approaching, be sure to have your Chevrolet rain-ready by visiting our service and parts department.

If you're in the market for a new KIA, then be sure to visit us at Premier KIA of Carlsbad. We have a huge inventory of new KIA's that've just arrived! You can shop online or in person to find the perfect KIA at the price you'll love. Plus, with KIA's incredible 10 year, 100,000 mile warranty, you'll be covered for years to come.

Premier Cadillac and Premier Buick/GMC are ready to help you get into a new luxury vehicle. Shop online or stop in and experience what Cadillac, Buick and GMC have to offer. We're sure you'll love the new Cadillac Escalade, GMC Yukon and Buick Envision.

We're always looking to buy quality preowned vehicles and we pay top dollar! If you're ever interested in selling your car, stop in anytime or call us so we can make you a fantastic offer.

Tommy Morgan, Executive Manager of the Premier Carlsbad family of dealers comes to Premier with over 20 years of automotive dealership experience. Tommy prides himself in being a part of the communities he works in and has partnered with Giving HOPE to help distribute groceries to the needy, hungry and food insecure in our San Diego communities all year long.

Stop by any of our four Carlsbad locations and say hello, the coffee's always on and we'd love to meet our neighbors. We're located in the Carlsbad Auto Mall at Premier Chevrolet of Carlsbad, Premier Cadillac of Carlsbad, Premier Buick/GMC of Carlsbad and Premier KIA of Carlsbad.

## > GIFTCARLSBAD

Continued from Page 1

cards and receive bonus cards for your purchase. However, this year, you will be able to purchase a gift card in general, and then use it at ANY of the participating restaurants and merchants. Last year you had to purchase it for a specific company and that was the only place you could use it. Now, you could make a purchase, receive your bonus, and use it for any participating company. Think of the gifting possibilities...You could purchase these for employees, volunteers, family members, and more. You can literally give "Carlsbad" to all of those on your list this year. This works just like any other online gift card program. The whole program is based on a MasterCard platform, to make it easier for both consumers and merchants. By the way, in case you were wondering, you can not redeem our gift cards or our bonus cards anywhere but with participating merchants (in other words, you can't spend the bonus cards on Amazon, etc. – they won't work...nice try though).

### Bonuses Are Back

If giving Carlsbad to your team and loved ones isn't enough of an incentive, we have bonus dollars to incentivize you. If you make a \$40 gift card purchase, you receive a \$10 bonus card. If you purchase a \$75 gift card, you will receive a \$25 bonus gift card – that's a 33% bonus! And if you purchase a \$100 gift card, you will receive a \$40 bonus gift card – 40% bonus. The bonus gifts are only good until the bonus funds run out, so don't delay.

### Bonus Expiration Dates and Limitations

Gift cards in the State of California never expire. That's a beautiful part of this program. You can buy today and redeem anytime in the future that is convenient for your or your recipient (that's why these make great gifts). The bonus cards, however, do have an expiration date – specifically 90 days from when they are issued. You might be asking, why did we do that? The reason is simple. Unlike last year's program, with this type of promotion, the merchants themselves don't receive any financial benefit until you redeem the cards. Last year, when the gift cards were merchant-specific, the merchant was paid whether you redeemed the cards or not. Not so with a community-wide card that can be applied to any participating company. Our participating businesses will only receive financial benefits when you and I redeem the gift cards. To encourage you to use these cards so our merchants can get paid, you have 90 days to spend your bonus money or it will expire, be reabsorbed into the program and giv-



en to someone else. So don't purchase these and sit on them, use them. And I should mention that each individual can receive up to two bonus cards, just to spread out the love in our community. Lastly, in full disclosure, there is a transaction fee when you make these gift card purchases – not as steep as you find in the store when you purchase a Visa or other gift card – but there is a fee. But your bonus gift card will more than make up for your fees.

### How Does It Work for Merchants?

As stated previously, this entire program is based on a MasterCard platform. So, if you are a business owner/operator and can accept MasterCard payments over the phone, or via a web portal, etc. you can participate in this program. To prepare your point-of-service system to accept these payments, you need to run an authorizing code that we provide you (so contact our office or Carlsbad Village Association and we will guide you). It is really that simple. You run the *access code that we provide you from any payment terminal, and then that terminal is ready to process GiftCarlsbad* gift cards. When you run the code, you will be listed on our *GiftCarlsbad* website and you are ready to go. There is no setup involved, no fees, no costs...just run our Activation Code and you are set.

### Where Do I Start?

For consumers, the best place to get started is on our *GiftCarlsbad* website: [www.giftcarlsbad.com](http://www.giftcarlsbad.com) There you will see all the companies who have already become a part of the program. Please check back regularly as this program evolves. We anticipate over 100 businesses will be part of it once it is fully rolled out. Consumers can make purchases right on the *GiftCarlsbad* portal and you will receive your gift cards and bonus cards via email.

If you are a business, contact the Chamber or the Village Association and we will get the Activation Code to you ASAP.

It is time to GIFT CARLSBAD!



# Shop ‘til you drop, local

Black Friday (and Cyber Monday) began with one goal in mind: to help businesses maximize profits. *Small Business Saturday*, on the other hand, is about more than just the money. *Small Business Saturday*, the day after *Black Friday*, is a day dedicated to local participation and elevates the awareness of the good local businesses bring to the community.



*Small Business Saturday* started as a campaign launched by American Express on Nov. 27, 2010, to help small businesses gain exposure and to inspire consumers to

shop within their own communities during the holiday season. The day became official in 2011 and in 2012 American Express amplified the campaign by helping small business owners promote their businesses.

Today, most Americans know what *Small Business Saturday* is and, of those who participate, nearly all recognize how important the holiday is to their communities. Around 75 percent of Americans say they feel more compelled to support small business as a result of the pandemic, according to a survey from Ware2Go, a UPS-owned company which helps businesses scale their production. And over half of those surveyed say their main reason for shopping small is the benefit to the local economy.

The **Carlsbad Village Association** (CVA) is gearing up for a spectacular *Small Business Saturday* celebration in the Village on Nov. 27. Come experience the Village



*Small Business Saturday started as a campaign launched by American Express on Nov. 27, 2010, to help small businesses gain exposure and to inspire consumers to shop within their own communities during the holiday season.*

like never before with live music throughout the day while shopping *Small Business Saturday* specials. Participate in the free gift card giveaway (no purchase necessary) hosted by the Carlsbad Village Association for a chance to win one of over 40 different gift cards to downtown restaurants, Carlsbad wineries and tap rooms. Over \$2,500 in gift cards will be given away. You can also count on a bit of local swag to be handed out as well.

The **Carlsbad High School** Jazz Ensemble will be debuting their holiday musical program with a concert outside the Carlsbad Village Music store. For several years the CHS Jazz Ensemble has helped the downtown businesses kick off the holiday season with their amazing vocals and musical talent and this year they have something special planned for us.



On Saturday, Dec. 4, just one week following *Small Business Saturday*, the Carlsbad Village Association is hosting its annual *Makers Market Holiday Showcase* celebrating handcrafted artwork and seasonal products from local artisans, just in time for holiday shopping. Clothing for children and adults, homemade sweets, bath products, canine accessories, plants, ceramics, jewelry, handbags, leather goods, and more. Listen to live, local music on the beach view campus of

**St. Michaels-by-the-Sea Church**, while finding the most unique and thoughtful holiday gifts imaginable.

For more details on *Small Business Saturday* and the *Makers Market Holiday Showcase*, two events designed to support small businesses in Carlsbad, visit [www.carlsbad-village.com](http://www.carlsbad-village.com). And be sure to subscribe to our eNewsletter to be kept up to date on all Carlsbad Village Association events.



**Ponto Lago brings the kitchen into the dining room, inviting diners to become a part of the culinary experience with a stunning show kitchen.**

## › PARK HYATT

Continued from Page 1

the region to our tables. The experience itself is characterized by the spirit of the open flame hearth and views of the Pacific coast that capture the essence of our destination.

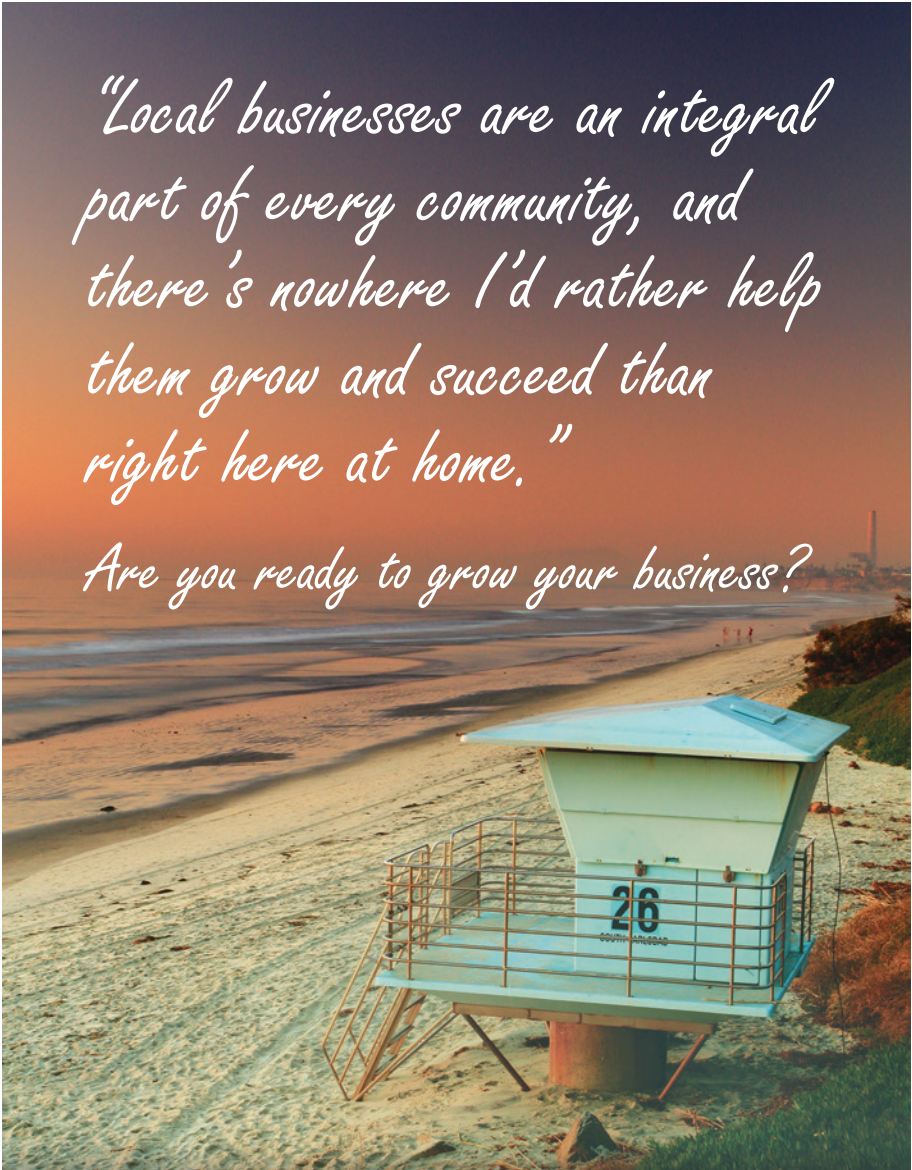
“Park Hyatt Aviara stands amongst a collection of luxury Southern California resort destinations with unique amenities, and we are honored to continue to reinvent this resort,” said Geoff Gray, General Manager of Park Hyatt Aviara. “We are proud to usher in this iconic and exceptional resort’s next chapter and a new level of understated luxury in Southern California.”

Ponto Lago brings the kitchen into the dining room, inviting diners to become a part of the culinary experience with a stunning show kitchen. A unique Chef’s Table offers an upfront intimate dining experience with a special curated menu that will im-

merse you in the operations of the kitchen. Guests can also enjoy the two spacious private dining rooms for up to 14 guests and 24 guests that are ideal for family celebrations, weddings, or corporate events. Both spaces feature large windows and natural light for the perfect setting.

Brunch enthusiasts should not miss this incredible menu featuring Conchas French Toast, Shredded Beef Birria Benedict and cold press juices. Meanwhile, the dinner menu features fresh Ceviche and Oyster Tours, an impressive selection of tequila and mescal and a wildly unique sushi and tequila bar featuring Baja-inspired Mango Tango and Cabo Hand Rolls. Enhancing the ambience, live music takes place every Wednesday evening from 6:00 p.m. to 9:00 p.m. featuring a talented duo of Flamenco guitarists.

For more details and to book dining reservations please contact the resort at 760-448-1234 or visit [pontolago.com](http://pontolago.com)



“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?

Factoring • Asset Based Loans • Purchase Order Financing • Bridge & Term Loans



**Jeff Severson**  
(858) 276-8775

[jeffseverson@primaryfunding.com](mailto:jeffseverson@primaryfunding.com)

[www.primaryfunding.com](http://www.primaryfunding.com)





# Carlsbad designates new creative sector and arts district

Playwright David Ives wrote a charming collection of one-act vignettes titled *All in the Timing*. As the title suggests, “timing is everything” in human conversation, relationships, and in life itself. It’s by more than a mere coincidence that the City of Carlsbad



CULTURE BUZZ

masterfully timed the unanimous acceptance of a staff recommendation to create a creative sector and cultural arts district in the Village and Barrio on October 12, which just happened to occur during *National Arts & Humanities*

*Month*. Now that’s timing! The City Council directed city staff to start the process of designating Carlsbad’s Village and Barrio areas as a special district promoting creativity, arts and culture. Establishing the district won’t alter any planning regulations in the area but will recognize the city’s historic center as a creative and cultural hub, furthering the goals of the city’s overall Arts & Culture Master Plan which was approved in 2018. This effort also recognizes the city’s historic center for its creative contributions and carry out the intent of the City Council’s direction by making a clear statement of the city’s support for innovation, ingenuity and the arts.



The City of Carlsbad will be establishing a creative sector and cultural arts district in the Village and Barrio, to promote creativity, arts and culture.

The concept was sparked by a minute motion by former District 1 Council member Cori Schumacher who suggested an arts focus on State Street. That idea prompted more dialogue amongst city staff and led to a broader, more inclusive approach. Staff’s subsequent research found that arts and cultural establishments are spread

widely throughout the Village and Barrio areas, not only on State Street. Some of those sectors include culinary arts (restaurants), design, music, publishing, architecture, film and video, visual and performing arts, fashion, crafts, media, literature and computer games. When reviewing that array of busi-

nesses and organizations already housed in the area, it was clear that creativity is at the heart of so many. This realization led to that a-ha moment! The next step was an exploration of the California Cultural Districts Program, sponsored by the California Arts Council. The program was launched in 2017 to help support the creation of 14 new arts and culture districts statewide but has been put on hold because of the pandemic. Currently three cultural districts exist in San Diego County including Balboa Park, Barrio Logan and Oceanside. Carlsbad is hoping to be the fourth! The city’s Arts & Culture Master Plan recognizes the goal for the city to “strategize with arts allies in the business community to take a leadership role in the development of the arts and culture sector.” Launching the proposed district would also help carry out two of the plan’s four primary goals, to “promote Carlsbad as a vital cultural destination” and “Establish relationships that support a creative and thriving local arts and culture ecosystem.” The Village & Barrio Master plan is currently under revision and will incorporate new language to identify the Village and Barrio as a creative sector and arts district. Through each plan’s priorities, initiatives and ideas, the two plans have set the stage for this new designation. By utilizing spot-on timing and igniting the momentum, the Village and Barrio now embody creativity at the heart of Carlsbad.



MEET OUR TEAM!



**JANINE BURKE**  
OFFICE MANAGER

BOOKKEEPER@CARLSBAD.ORG

2.5 YEARS WITH THE CARLSBAD CHAMBER!

**FAVORITE OUTDOOR SPOT IN NORTH COUNTY:**  
Terramar Beach in Carlsbad

**BIRTHPLACE:** Walnut Creek, CA

**FOOD:** Slow cooked short ribs & mashed potatoes

**DRINK:** Spindrift

**MOVIE:** Love Actually

**MUSIC:** Country

**HOLIDAY:** Christmas

**HOBBIES:** Exercising, spending time with family and friends



The Chamber is community.

Whether in times of prosperity or times of crisis, we are with you on the front lines, leading the way and making sure our community emerges stronger than ever.

We are all in this together at [carlsbad.org](https://carlsbad.org)

---

**Carlsbad Chamber of Commerce**  
Catalyst. Convener. Champion.



© 2021 W.A.C.E.  
Western Association of Chamber Executives



# Are dietary supplements necessary for my health?

## 6 things to know about dietary supplements before taking them

Walk down the vitamin and mineral aisle of your local drugstore. You'll see rows of capsules, liquids and powders listed as dietary supplements.

Their labels claim they can help improve your health and well-being. But are dietary supplements necessary for your health?

It depends. Supplements contain nutrients but they cannot treat or cure disease. Some can be beneficial to your health and for managing some health conditions. But some can put you at risk if you take too many, or if you mix them with medication.

"Not everyone needs supplements. But if you're thinking of taking them, do your homework," says Immanuel Hausig, DO, a family medicine physician at **Scripps Coastal Medical Center Carlsbad**. "Learn how safe and effective they are first."

The supplement industry is a \$40 billion industry and growing. There are thousands of dietary supplements available on store shelves ready for purchase without a prescription. "Which is why you want to be cautious," says Dr. Hausig.

With so many choices, it's important to know how to read product labels and claims before buying. And if you want to read beyond the label, it's important to know where to get reliable information.

"You can check with your health care provider," Dr. Hausig says. "Your doctor can tell you what conditions supplements can help with and which ones, if any, are right for you."

Here are six facts about supplements to consider before taking them:

### 1. Dietary supplements are not regulated like drugs

The US Food and Drug Administration (FDA) regulates dietary supplements. But it does not regulate them as drugs that can be used to treat or cure a disease. They are regulated as foods, but not conventional foods.

The FDA does not approve safety or effectiveness of dietary supplements before they go to market. It leaves that up to the makers of the supplements. The FDA can remove any supplement product from the market if it's found not to be safe. It can also take action if claims on the products are false or misleading.

### 2. Dietary supplement makers can make limited health claims

Supplement makers by law cannot claim their product treats or cures a disease or health condition. Only an FDA-approved drug can make such a claim.

However, they can make health claims on how a nutrient or ingredient can help reduce the risk of a disease or health condition. They can claim, for example:

- Getting enough calcium as part of a healthy diet and lifestyle can reduce the risk of osteoporosis
- Omega-3 fatty acids from fish oils might help some people with heart disease.

There are two types of health claims that can be found on labels, qualified and authorized. Authorized claims have been reviewed by the FDA and have significant

scientific agreement. Qualified claims have scientific evidence in support but not significant scientific agreement and must be accompanied by a disclaimer.

3. Supplement makers can make claims about effects on body structure and function

In addition to health claims, supplement makers can make structure-function claims. These are claims on how a nutrient or a dietary ingredient affects the structure or function of the human body.

Supplement makers can say, for example:

- Calcium builds strong bones
- Fiber maintains bowel regularity
- Antioxidants maintain cell integrity

### 4. Supplements can't replace a healthy, balanced diet

Supplements should not be a substitute for a healthy, balanced diet. Make sure you're eating a variety of foods and that they are healthy foods.

"If you're thinking of taking a dietary supplement, ask yourself if you can get these nutrients from the foods you're eating," Dr. Hausig says. "Most of the time you can. You can even find fortified foods that carry extra nutrients at your grocery store."

But not everybody eats as well as they should. In other cases, people have nutritional deficiencies for health or other reasons. Supplements can be used to fill in nutritional gaps in many instances. Folic acid, for example, decreases the risk of certain birth defects.

Dr. Hausig cautions not to take more supplements than you need because of the risk of side effects. Taking too much vitamin A, for example, can cause headaches and liver damage, reduce bone strength and cause birth defects, according to the FDA.

### 5. Some supplements can interact with medications or affect medical conditions

Before taking supplements, read the label and check with your doctor to see how they might interact with any medication you might be taking and any potential side effects.

Certain supplements may interact with certain medications and reduce their effectiveness. They may also increase the risk of side effects from those medications.

According to the FDA:

- Vitamin K can reduce the ability of a blood thinner to prevent blood from clotting
- St. John's wort can speed the breakdown of many drugs and reduce their effectiveness
- Antioxidant supplements, like vitamins C



Supplements contain nutrients but they cannot treat or cure disease. Some can be beneficial to your health and for managing some health conditions. But some can put you at risk if you take too many, or if you mix them with medication.

and E, might reduce the effectiveness of some types of cancer chemotherapy

### 6. Use reliable resources to check quality of supplements

In addition to your doctor, you can get reliable information about dietary supplements from some non-commercial sources.

The US Office of Dietary Supplements is a resource for information about dietary supplements and their ingredients.

The US Pharmacopeia (USP) maintains a dietary supplement verification program. The USP Verified Mark on a dietary supplement indicates that the product meets the following:

- Contains ingredients listed in declared potency and amounts
- Does not contain harmful levels of specified contaminants
- Will break down and release into the body within specified amount of time
- Were made according to Good Manufacturing Practices for dietary supplements. These practices were set by the FDA in 2007 to help improve quality control.

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

## Something for Everyone

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

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

### County Airports

- \* Agua Caliente \* Borrego Valley \* Gillespie Field
- \* Fallbrook Airpark \* Jacumba \* McClellan-Palomar
- \* Ocotillo \* Ramona





*Fly San Diego*

For More Information, Please Visit Us Online: [www.sdcountyairports.com](http://www.sdcountyairports.com)

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





# LA MAREA

SENIOR LIVING

**NOW OPEN!**



**OPENING SPRING 2021**

**LEASING OFFICE  
IS NOW OPEN  
FOR TOURS!**

## ELEVATED LIFE. EXCEPTIONAL CARE.

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

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

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

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

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

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



**LA MAREA**  
SENIOR LIVING

5592 El Camino Real, Carlsbad, CA 92008  
(833) 526-2732 • [LaMareaSeniorLiving.com](http://LaMareaSeniorLiving.com)



License number pending





# Congratulations!

## NON-DAILY NEWSPAPERS: LIGHT SUBJECT

**First Place**  
Carolina Alban-Stoughton  
"A Kind Workplace"  
Carlsbad Business Journal

**Third Place**  
Carolina Alban-Stoughton  
"Top Educators Prepare For A  
Different School Year"  
Carlsbad Business Journal

## NON-DAILY NEWSPAPERS: FRONT PAGE DESIGN

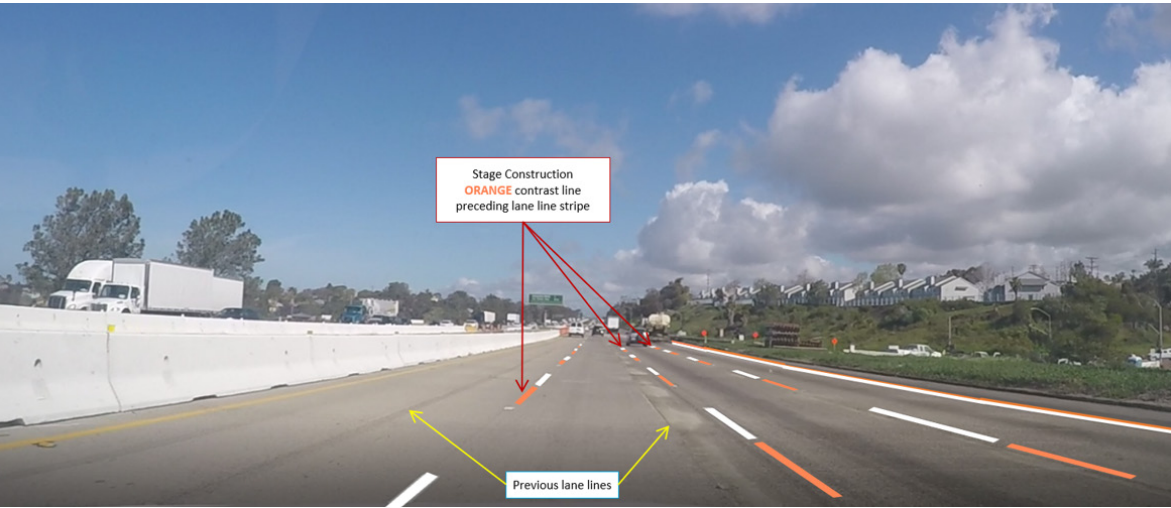
**First Place**  
Edgar Rodriguez  
"Officially Green"  
Carlsbad Business Journal

**Second Place**  
Edgar Rodriguez  
"New Employment Laws For 2021"  
Carlsbad Business Journal

## PR, PIO AND TRADE PUBLICATIONS: ASSOCIATION/MEMBER PUBLICATION

**Honorable Mention**  
Carolina Alban-Stoughton  
Edgar Rodriguez  
Darryl Reitmeyer  
Carlsbad Business Journal

> more on page 18



The public is advised that construction work may require lane closures from 9 p.m. to 5 a.m. Sunday to Friday.

# Keep San Diego Moving

Caltrans and SANDAG Build NCC crews are reaching a new milestone that marks the continuation of the first phase of the North Coast Corridor Program, Build NCC, along Interstate 5 (I-5). This Fall, crews break ground on four miles of new Carpool/ High Occupancy Vehicle (HOV) Lanes – one in each direction on I-5 from Palomar Airport Road in the City of Carlsbad to State Route 78 (SR 78) in the City of Oceanside.

As part of the Carlsbad to Oceanside Carpool/HOV extension project, Caltrans District 11 will be piloting temporary orange lane striping within the construction zone. Highly visible orange lane striping is used to enhance construction work zone awareness and distinguish the proper travel path for motorists, especially when they enter and exit a con-

struction work zone on the highway. Most notably, this color contrast will increase safety for both drivers and crews, by alerting oncoming traffic of the construction zone and reduced 55 mph speed limit. Safety is of utmost importance for Caltrans and SANDAG as crews begin to work on the highway, within feet of fast-moving traffic.

The public is advised that construction work may require lane closures from 9 p.m. to 5 a.m. Sunday to Friday. Motorists can expect to see temporary concrete barriers along the inner shoulder since most construction activity will occur in the median area of the freeway. The concrete barriers, or k-rail, allow construction crews to operate safely.

In addition, the Carlsbad to Oceanside Carpool/HOV extension

project includes multiple community enhancements to increase connectivity of our region, a key component of Build NCC. The Build NCC project features the addition of the seven-mile North Coast Bike Trail and safer pedestrian and cyclist crossings at San Elijo Lagoon, Chesterfield Drive and the I-5 interchanges at Encinitas Boulevard and Santa Fe Drive.

Build NCC is an example of projects proposed in the 2021 Regional Plan. The draft 2021 Regional Plan outlines the key strategies, projects, and priorities being explored to enhance the region's transportation, equity, and climate action goals through a more connected transportation network for all San Diegans.

For further information, visit [KeepSanDiegoMoving.com/BuildNCC](https://KeepSanDiegoMoving.com/BuildNCC).

# BuildNCC

Brought to you by Caltrans SANDAG TransNet

## Safety remains a priority for Carlsbad Carpool/HOV Extension

Caltrans and SANDAG Build NCC are kicking off a new segment of construction: the Carlsbad to Oceanside Carpool/HOV Extension Project. This work will extend one Carpool/HOV Lane in each direction on I-5 from Palomar Airport Road to SR 78.

Look out for brand new **temporary orange lane striping** on the highway in work zones. By alerting drivers to the construction zone and reduced speed limit, the orange lane striping provides enhanced safety for drivers and Build NCC crews.

**STAY SAFE, STAY ALERT!**  
~MR. K-RAIL

SCAN ME

**DRIVE 55 ALONG the 5**

Sign up for construction alerts by texting **"BuildNCC"** to **(760) 454-0077**

[KeepSanDiegoMoving.com/BuildNCC](https://KeepSanDiegoMoving.com/BuildNCC)

SANDAG SDCaltrans

SANDAGregion SDCaltrans

SANDAGregion D11Caltrans



# MiraCosta College selected as preferred provider of healthcare talent

**MiraCosta College** has been named a Preferred Provider of Healthcare Talent by the Advancing San Diego (ASD) program. Advancing San Diego is a collaborative effort to address skilled talent shortages and increase diversity in high-growth, high-demand jobs in the local economy.



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

MiraCosta College is one of three community colleges in the San Diego region selected as a Preferred Provider of Healthcare Talent. Selected through a competitive application process, preferred providers are colleges, universities, and certificate programs recognized by local employers for training the next generation of medical administrative professionals in San Diego. Eligible students of these programs are invited to apply for an ASD-funded internship in small companies in San Diego.

## MiraCosta College Medical Administrative Professional Certificate

MiraCosta College's Medical Administrative Professional Program offers training in procedures used in medical offices, clinics, and hospital settings, as well as HIPAA compliance. The program prepares a variety of students—fresh out of high school in preparation for entry-level positions, as well as older adults furthering their careers, job transitioning, or reentering the workforce—for career opportunities in outpatient settings, such as a doctor's office, urgent care centers, specialty clinics, and some hospital-level positions.



*MiraCosta College's Medical Administrative Professional Program offers training in procedures used in medical offices, clinics, and hospital settings, as well as HIPAA compliance.*

Students go from learning to earning in as little as one year with MiraCosta College's Medical Administrative Professional certificate program. Providing essential training for the high-demand and secure healthcare industry, it prepares students for careers as a medical biller, medical coder, medical front office assistant, medical receptionist, medical records clerk, and medical scheduler.

Rich Dicker, faculty lead for the program, explains that students take a curriculum of coursework ranging from an introduction into the broad range of career options to technical skills including electronic health

records, insurance billing and coding, patient advocacy, medical terminology, and basic human anatomy and physiology.

"The completion of this program can lead to industry credentials in billing and coding and national certification as a medical administrative assistant," Dicker explains. "To further bolster the program, we are now in our third year of offering a certificate in clinical Medical Assisting, which medical administrative students can transition into for additional credentials and employment opportunities."

Dicker notes, "Many previous students are currently employed with organizations such

as Kaiser Permanente, **Scripps**, and numerous specialty and private practices in the San Diego County region. The education, coupled with industry credential opportunities, has allowed previous students to gain employment throughout the country, with recent graduates working in Tennessee, South Carolina, and Washington."

According to the U.S. Bureau of Labor Statistics (BLS), employment in healthcare occupations will grow 18 percent from 2020 to 2030 with 104,400 openings for medical assistants each year for the next decade. The BLS states, "The growth of the aging baby-boom population will continue to increase demand for preventive medical services, which are often provided by physicians. As a result, physicians will hire more assistants, allowing the physicians to see more patients. An increasing number of group practices, clinics, and other healthcare facilities will also need support workers, particularly medical assistants, to complete both administrative and clinical duties." The average wage for medical assistants in the San Diego region ranges from \$37,000 to almost \$54,000 annually.

Sandy Comstock, Associate Dean of Nursing and Allied Health, comments, "Our population is growing and getting older. The Medical Administrative Program helps the medical industry meet the growing need for well-trained workers. This program is perfect for someone who wants to work in a challenging, exciting environment, and who wants to help people."

California residents pay \$46 per unit for classes and with the MiraCosta College Promise, all first-time college students, who enroll full-time (12+ units) qualify to receive two-years of college free. The remaining cost of the certificate program is approximately \$1,500 for tuition and books.

# The SOCAL Initiative for career exploration

**Carlsbad Unified** is excited to be a part of the development of an innovative avenue for students to explore future careers.

Investigating future careers is a truly daunting undertaking for a young person.



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

But a new collaboration called the *SOCAL Initiative -- Student Opportunities for Career Awareness and Learning* -- is helping students with this important process. The group's goal is to create a series of high-quality 3-minute videos that will introduce students to the local

job market by highlighting local workers at their workplaces, demonstrating their work and discussing their careers. These videos will be shown in Career Technical Education (CTE) classrooms and also will be available in school counselors' offices across the North County.

**Carlsbad Chamber of Commerce** President and CEO Bret Schanzenbach has always had an interest in providing real-world career Information for students as they make tough decisions about their futures. So in the past he supported activities such as guest speakers, field trips, and internships. As the pandemic made these experiences less feasible, he and his colleagues looked for new and sustainable ways to share information about the local



*Eric Holmberg of Erickson Hall Construction participates in one of the videos for the SOCAL Initiative at Kelly Elementary School.*

job market with young people in the community. They came up with a plan to offer students virtual visits to local companies to observe the work of professionals and tradespeople via videos.

This community-based effort will focus on local job market needs, and will use local talent to expand knowledge of and interest in jobs available here in the North County. The career videos will specifically target a range of good jobs, from those requiring a community college certificate or vocational training program to those demanding college or advanced degrees. **ViaSat, Solatube, TriCity Medical Center,** and

Erickson-Hall are just some of the local companies to be featured. Students watching the videos will be able to relate to the local North County scene, with views of recognizable landmarks such as the Carlsbad sign and the Oceanside pier.

SOCAL Initiative partners include the Carlsbad, Oceanside, and Vista Chambers of Commerce, the **San Diego North Economic Development Council**, and representatives from **TriCity Medical Center**, Carlsbad, Oceanside, and Vista Unified School Districts' CTE programs, and the **Carlsbad Educational Foundation**.

The Initiative has received a grant from



*Carlsbad Chamber of Commerce President and CEO Bret Schanzenbach with Chris Ryan of Ryan Video Productions, interviewing Matt Riley of Erickson Hall Construction.*

San Diego County to fund the first phase of the project.

Phase I of the Initiative is building a web portal, due to roll out on Dec. 15, that will host 30 career videos. Each video will feature information about an in-demand career, and the essential skills and education that an applicant needs to get hired. It will be searchable by industry, company, or profession/job, and will also provide links that will guide interested students to high school and community college resources, and possible local internships. An additional 30 videos will be developed in Phase II.

The SOCAL Initiative is another powerful example of the support our schools receive from our local business and industry community. These videos will connect Carlsbad students with additional tools to help them navigate today's workplace. And they will provide our students with valuable opportunities to learn about local careers.





# MEMBERDIGEST

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

## The value of an award



The Carlsbad Chamber of Commerce has held award events for decades. Though the name may have changed a couple times, the awards event is a wonderful time to get together and celebrate those that are making great achievements in and for our community.

The vast majority of award winners begin as self-nominators. There is nothing wrong with that! As we know, people spend 95% of their time thinking about themselves. The same goes for business. However, the majority of businesses are not aware that it is expected and normal that they will self-nominate. It's not weird nor selfish! Our award winners must stand up and voice how they are amazing, so others can recognize that and be inspired.

We at the Chamber are constantly looking to hear what is going on within businesses, nonprofits, the city, and schools to learn

about their practices, products, services and people. We need to hear from you so we can find the best ways to celebrate you – spread your name, grow your brand awareness. This applies to every step of the award process including the award announcements of nominations, finalists, and winners.

Who decides on the winners? Outsiders. Those not from this community are designated to learn about the nominee via their nomination form describing what they have achieved for an award category. Judgments are unbiased by location or prior knowledge. It is up to the nominating party to communicate what/how/why the award belongs to the nominee.

Being promoted through the Chamber's event, marketing before and after the event, and using our event graphics as a finalist or award winner improves brand awareness and promotes your organization throughout the community. Winning an award opens doors to new business and new contacts. Additionally, employees feel proud, motivated, and joyous to be part of and award-winning organization, especially now when talent recruitment is tough.

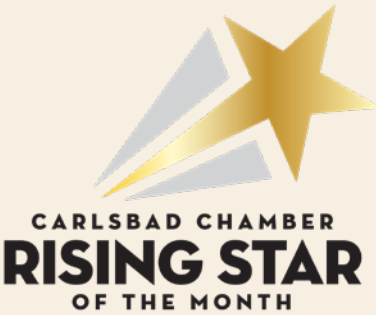
Keep your eyes open for the 2022 CBAD Awards nomination information. The nomination process will begin likely mid-end of Q1. We look forward to learning more about our amazing people in the community and celebrating achievements!

Go to page (12-13) to meet the winners of the 2021 CBAD Awards.

## R I B B O N   C U T T I N G



MiQ Partners recently opened their new operating facility in Carlsbad, where they are ready to serve your most intricate and complex manufacturing needs. CEO Olaf Tessarzyk celebrated this milestone with his Carlsbad team during a Ribbon Cutting ceremony. With innovative robotic systems for local companies across industries, MiQ Partners is better poised than ever to solve complex manufacturing problems. Congratulations MiQ Partners! Visit [www.miqpartners.com](http://www.miqpartners.com)



### Congratulations to our September 2021 Rising Stars of the Month:

Wendy Savalza - Carlsbad High School  
Olivia Pacheco - La Costa Canyon High School  
Capri Suarez - Sage Creek High School



### Congratulations to our October 2021 Rising Stars of the Month:

Mia Humphrey - Sage Creek High School  
Nina Finch - La Costa Canyon High School  
Zarif Khan - Army and Navy Academy  
Riley Knudsen - Carlsbad High School



Many thanks to the **Carlsbad Charitable Foundation**, the **Carlsbad Educational Foundation** and all the businesses supporting this program, as well as everyone helping these students thrive!!



MUSEUM OF MAKING MUSIC



## CBAD HAPPYHOUR

WEDNESDAY, NOV 17, 2021 | 5 PM - 7 PM

Bring an unwrapped toy for a boy or a girl or pay on line and choose a gift.

MUSEUM OF MAKING MUSIC  
5790 Armada Dr,  
Carlsbad, CA 92008

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



## CHAMBER101

NEW MEMBER ORIENTATION

THURSDAY, NOVEMBER 18, 2021  
11:30 AM - 1 PM





CONGRATULATIONS  
TO ALL

**Girl Scouts San Diego**  
*Carol Dedrich (left) and Liz Sheehan*



# CONGRATULATIONS TO OUR WINNERS!



Tim Jachura, Darby Suval and Mingo Castillo



**POLICE OFFICER OF THE YEAR**  
Officer Edward Ramirez - Carlsbad Police Department



**HIGH SCHOOL TEACHER OF THE YEAR**  
**Paul Backus - Audeo Charter School II**  
From left to right: Tim Tuter, Wade Aschbrenner, Veronica Radtke, Paul Backus, Bradi Zapata, Debbie Giaquinta, Will Berry



**NONPROFIT OF THE YEAR**  
**Agua Hedionda Lagoon Foundation - Discovery Center**  
From left to right: Rachel Ivanovich, Lynnell Honda, Stacy Hall, Lisa Rodman, Samantha Richter, Tom Stewart, Diane Proulx, Matt Leonard



**PEOPLE'S CHOICE**  
**Wounded Warrior Homes**  
Steve Roseberry



**BUSINESS OF THE YEAR**  
**Bitchin' Inc.**  
Amanda Miles (left) and John Hommeyer



Go to the Carlsbad Chamber of Commerce  
YouTube channel for videos of the winners.



W E L C O M E   N E W   M E M B E R S

CHIROPRACTORS

**NuSpine Chiropractic**  
Peter Thompson  
2623 Gateway Rd., Ste. 104  
Carlsbad, CA 92009  
(760) 889-2353  
[www.nuspinechiropractic.com/california/bressi-ranch](http://www.nuspinechiropractic.com/california/bressi-ranch)  
*Dr. Kayla Biewer brings nearly 15 years of experience as a practicing chiropractic physician to California's first NuSpine clinic, located in Carlsbad.*

DERMATOLOGY

**Glow Theory Dermatology Studio**  
Insiyah Darigar  
7750 El Camino Real, Ste. F  
Carlsbad, CA 92009  
(859) 912-1906  
[www.myglowtheory.com](http://www.myglowtheory.com)  
*Glow Theory's studio champions inner beauty and self-confidence alongside outer beauty and medical-grade skin solutions. Glow Theory offers a fresh and elevated perspective in the dermatology and aesthetics space.*

ESTATE PLANNING

**Tasch & Hart, LLP**  
Shoshannah Hart  
5205 Avenida Encinas, Ste. A  
Carlsbad, CA 92008  
(760) 308-2019  
*A female owned boutique law firm with the goal of educating the community on the importance of planning for the future through offerings of Estate Planning and Trust Administration.*

FINANCIAL PLANNING & INVESTMENT SERVICES

**Harmoney Inc.**  
Kountinya Sai  
2659 State St., Ste. 100  
Carlsbad, CA 92008  
(415) 497-7490  
[www.Harmoney.ai](http://www.Harmoney.ai)  
*Harmony is a gamified neobank for teens to earn, save, shop, share & invest.*

HEALTH & FITNESS

**FLxR Fitness & CrossFit FLxR**  
Ren Allen  
3146 Tiger Run Ct., Ste. 120  
Carlsbad, CA 92010  
(760) 523-2243  
[www.flxrfitness.com](http://www.flxrfitness.com)  
*A female owned Fitness Studio & CrossFit Box offering personal training, group fitness classes, team training and nutrition coaching serving Carlsbad, North County San Diego.*

MANUFACTURERS & DISTRIBUTORS

**Quidel**  
Blas Tenorio  
2285 Rutherford Rd.  
Carlsbad, CA 92008  
(858) 302-0990  
[www.quidel.com](http://www.quidel.com)  
*Quidel Corporation is a major American manufacturer of diagnostic healthcare products that are sold worldwide.*

PLUMBING FIXTURES

**Lulani**  
Greg Lange  
1945 Camino Vida Roble, Ste. J  
Carlsbad, CA 92008  
(760) 536-5160  
[www.lulani.com](http://www.lulani.com)  
*Lulani is a premium faucet brand. Our goal is to make every day experiences more enjoyable by helping our customers transform their space into a personal paradise.*

ROBOTICS

**MiQ Partners**  
Ashley Terry  
1920 Palomar Point Way  
Carlsbad, CA 92008  
(760) 710-2227  
[www.miqpartners.com](http://www.miqpartners.com)  
*What makes one manufacturing company stand apart from the rest is not always what you see on the plant floor, it's the people behind the systems and processes in action.*

SPORTING GOODS

**soccerloco - Carlsbad**  
John Lococo  
5617 Paseo Del Norte  
Carlsbad, CA 92008  
(760) 579-7587  
[www.soccerloco.com](http://www.soccerloco.com)  
*soccerloco delivers the performance products and innovative experience needed to take committed players, teams and fans to the next level. Our brand represents the sheer passion and hysterical love for soccer shared by our customers, employees and partners.*

TRANSPORTATION SERVICES

**CarlsbadtoLAX.com**  
Mike Van Horn  
2292 Faraday Ave., Ste. 100  
Carlsbad, CA 92008  
(888) 501-0854  
[www.carlsbadtolax.com](http://www.carlsbadtolax.com)  
*CarlsbadtoLAX.com is a safe, green, efficient travel option for locals, businesses, and leisure travelers to take advantage of more and cheaper LAX flight options.*

WEALTH MANAGEMENT

**Wealth Management Group**  
Mark Ealy  
2035 Corte Del Nogal, Ste. 150  
Carlsbad, CA 92011  
(760) 994-4037  
[www.WMGrp.com](http://www.WMGrp.com)  
*Mark is a Certified Financial Planner™ (CFP®), Certified Public Accountant (CPA), and Pension Plan Consultant (PPC), with offices in Carlsbad, California. With over 30 years of experience in the financial industry, he provides wealth management and investment consulting services to business owners, retirement plans, retirees, and families.*

M E M B E R   R E N E W A L S

A/C Doctors.tv, Inc.  
Anthony's Notary Public & Loan Signing Agent  
Any Budget Printing & Mailing  
Bandemer Accountancy Corp.  
Beach Plum Kitchen  
Beacons, Inc.  
Buddha Teas  
California Bank & Trust (Carlsbad Branch)  
Carlsbad Coastal Dental, Michael Thylin, D.D.S  
Comfort Suites Oceanside Camp Pendleton Area  
Dedicated Dads Transforming the World  
Dillon, Miller & Ahuja, LLP  
Domino's Pizza  
Dr. Bronner's Magic Soaps  
Fairfield Inn & Suites by Marriott San Diego /Carlsbad  
Girl Scouts San Diego  
Good Feet Worldwide  
HR Brain Trust Inc.  
Intesa Communications Group  
Keller Williams Commercial (Will Schneider)  
KingBenefits Insurance Solutions, Inc.  
KNBC Graphics LLC  
LendSpark Business Financing  
Leucadia Wastewater District  
LOGO Expressions, a division of Specialized Office Systems  
Lund  
Museum of Making Music  
New Village Arts Theatre  
Nordson Corporation  
Primerica Advisors Carlsbad  
Pro-Cal Lighting, Inc.  
Quantum Functional Medicine  
San Diego Orthobiologics Medical Group  
The Crossings at Carlsbad  
The Daily News Cafe  
Torrey Pines Bank Carlsbad  
Venture Workforce Solutions  
Veterans Association of North County (VANC)  
Viasat, Inc.  
Village Montessori School  
West Coast Heating, Air Conditioning & Solar  
Wounded Warrior Homes  
Your Ops Manager

M E M B E R   M A R K E T P L A C E

**WWM**  
FINANCIAL

LIVE YOUR LIFE...

**Catherine M. Magaña**  
Managing Partner, CFP®  
catherine@wwmfinancial.com

- Asset Management
- Financial Planning
- Estate Planning

**Scott McClatchey**  
Wealth Advisor, CFP®  
scott@wwmfinancial.com

760.692.5190 office  
760.692.5162 fax

2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011  
[www.wwmfinancial.com](http://www.wwmfinancial.com)

**Savvy WWM**  
SAVVY WOMEN WEALTH MANAGEMENT

**Catherine Magaña**  
CERTIFIED FINANCIAL PLANNER™

Financial Planning  
Asset Management  
Estate Planning

Get Savvy About Your Finances

760.692.5700  
catherine@savvyup.com

2131 Palomar Airport Rd. Suite 330, Carlsbad, Ca 92011  
Savvy Women Wealth Management is an SEC Registered Investment Adviser

[www.SAVVYUP.com](http://www.SAVVYUP.com)

**YOUR AD HERE**

CONTACT DARRYL REITMEYER AT 760.931.8400  
OR [DARRYL@CARLSBAD.ORG](mailto:DARRYL@CARLSBAD.ORG)

a business built on your trust + referrals

**phillips**  
+ c o  
JR Phillips  
866.883.6065  
info@phillipsandco-re.com  
[phillipsandco-re.com](http://phillipsandco-re.com)  
DRE License #01900878

**In Our 14<sup>th</sup> Year Serving North County San Diego Helping Families:**

- Planning for a dignified retirement.
- Educating their children and grandchildren.
- Creating a legacy strategy.

Let us help you with what is important to your family!

**Matt Leonard, AAMS®**  
Financial Advisor  
2121 Palomar Airport Rd  
Suite 100  
Carlsbad, CA 92011  
760-438-1037  
  
**www.edwardjones.com**  
Member SIPC

**Edward Jones**  
MAKING SENSE OF INVESTING

**BOTTOM LINE**  
MANAGEMENT

- Bookkeeping
- PPP Loan processing
- Year End

Contact us today:  
760.310.7919  
[betty@bottomlinemanagement.org](mailto:betty@bottomlinemanagement.org)  
[bottomlinemanagement.org](http://bottomlinemanagement.org)

**TOTAL SECURITY, WITHOUT COMPROMISE**

**SECURITY BY Rancho Santa Fe**  
SECURITY SYSTEMS INC  
1(800) 303-8877

BURGLAR, FIRE, ACCESS CONTROL, VIDEO, PATROL, GUARD, ALARM RESPONSE, INTERNET VIDEO MONITORING, HOME AUTOMATION  
[www.RSFSecurity.com](http://www.RSFSecurity.com) • [info@rsfsecurity.com](mailto:info@rsfsecurity.com)



INTELLIGENT AUTOMATION FOR ALL MANUFACTURING NEEDS SINCE 1948.

# INTELLIGENT AUTOMATION

## For Life Sciences, CPG, Industrial & More.

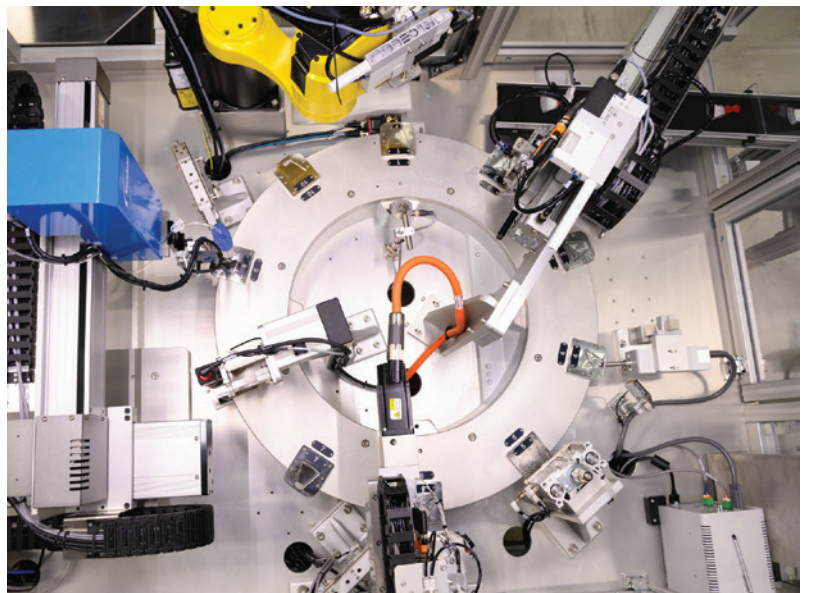
With our 40,000 sf campus in Carlsbad, large-scale manufacturing capability, and world-class automation engineers, MiQ Partners is the intelligent choice for all your project needs.

Our robotic manufacturing solutions are getting products to market with greater efficiencies and profitability across all categories, including:

- Diagnostic test kits (such as COVID-19)
- Medical devices and pharmaceutical applications
- Industrial and medical automation for assembly and test equipment (vision, function, electrical)

MiQ Partners takes a diverse and comprehensive approach to the manufacturing process, from inception, process design, validation, to full-scale high-volume automation solutions. ISO 13485 certified

Learn more at [miqpartners.com](https://miqpartners.com). | Email [info@miqpartners.com](mailto:info@miqpartners.com).



**MiQ** Partners  
MANUFACTURING INTELLIGENCE

1910 - 1920 Palomar Point Way  
Carlsbad, California  
[www.miqpartners.com](https://www.miqpartners.com)



# Exquisite senior living coming to Carlsbad

Refined, luxury retirement living begins at Carlsbad’s **Santianna**, a new signature living community from Oakmont Senior Living.

Opening early 2022, Santianna offers resort-style living on a gorgeous six-acre campus complete with Oakmont’s sought-after five-star amenities, exceptional service, and caring, compassionate and professionally trained team members.

Residents enjoy spacious private apartment homes that are beautifully appointed. Expansive indoor and outdoor common spaces cater to every whim whether curling up with a book in the library, enjoying an award-winning film in the movie theater or indulging in wellness services at the beauty salon and day spa.

Santianna offers a multitude of options for leading a healthy and active lifestyle. Outdoor amenities include pickleball and bocce ball courts as well as a swimming pool, walking trails and a pet park. Residents can indulge their green thumbs in on-site garden beds, enjoy a variety of fitness classes or pursue favorite pastimes like bridge and chess.

Dining is a highlight at Santianna thanks to an exceptional culinary program created by talented executive chefs. Delicious entrees, fresh salads and indulgent desserts are made with the freshest seasonal ingredients. Dining venues include a bar and lounge, elegant restaurant and outdoor patio.

Customized care services ensure that Santianna meets the individual needs of each resident. Assistance with personal care, medication management and physical therapy are just some of the services available as needed. A concierge medicine program allows access to same day and next day medical care too.



*Opening early 2022, Santianna offers resort-style living on a gorgeous six-acre campus complete with Oakmont’s sought-after five-star amenities, exceptional service, and caring, compassionate and professionally trained team members.*

Just steps away from the main building, Santianna also features an onsite Traditions Memory Care neighborhood, which provides a calming and fulfilling environment for those living with dementia or other

forms of memory loss. If you or a loved one are considering retirement living options, we encourage you to experience Santianna: the community you’ve imagined, the lifestyle you deserve.

Santianna is now taking reservations. For more information and to schedule an exclusive tour, call 442-222-2456 or visit [www.santianna.com](http://www.santianna.com)

## RETIREMENT LIVING · NEW TO CARLSBAD

  
**SANTIANNA**  
Oakmont *Signature* Living

**The community you’ve imagined...**

Santianna, opening early 2022, is a luxury senior living community featuring spacious floor plans and elegant design with all of the amenities you’ve come to expect.

**The lifestyle you deserve.**

Full-Service Restaurant · Bar & Lounge · Movie Theatre · Wine Cave  
Swimming Pool & Spa · BBQ & Firepit · Bocce Ball & Pickleball Courts  
Salon & Massage Studio · Resident Gardens & Walking Paths



Call (442) 222-2456 today to schedule a tour!





# We are Quidel.

Advancing diagnostics to improve human health.



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.

Inspired by a spirit of service and fueled by the collaborative genius of our people, Quidel rises to meet every challenge with a commitment to enhancing the well-being of people worldwide.

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.



QUIDEL®



[quidel.com](http://quidel.com)

AS10002300EN00 (09/21)





Financing up to  
\$100 million

# Commercial lending expertise to help your business grow and thrive.

Tri Counties Bank provides customized financial solutions designed to help Southern California businesses thrive. It's a unique brand of banking we call Service With Solutions®, a come-to-you style of relationship banking built to last for years.

- Commercial Loans
- Commercial Real Estate Lending
- Treasury Management Solutions
- Merchant Services

Locations throughout California.

**In Carlsbad:**  
5780 Fleet St., Suite 160  
(801) 633-3901

 **tri counties bank**  
Service With Solutions®  
1-800-982-2660 | TriCountiesBank.com

 **EQUAL HOUSING  
LENDER** Member FDIC

> Continued from page 9



# Congratulations!

## NON-DAILY NEWSPAPERS: SERIOUS SUBJECT

**Second Place**  
Carolina Alban-Stoughton  
"The High Stakes Of Protecting Our Seniors"  
*Carlsbad Business Journal*

## NON-DAILY NEWSPAPERS: FEATURE LAYOUT DESIGN

**Second Place**  
Edgar Rodriguez  
"A Shot Of Hope"  
*Carlsbad Business Journal*

## NON-DAILY NEWSPAPERS: ARCHITECTURE AND DESIGN

**Third Place**  
Carolina Alban-Stoughton  
"Constructing A New Future"  
*Carlsbad Business Journal*

## NON-DAILY NEWSPAPERS: ELECTION COVERAGE

**Third Place**  
Carolina Alban-Stoughton  
"Your Vote, Your Power"  
*Carlsbad Business Journal*



# Your Airline for the Mountains

WINTER SERVICE FROM  
CARLSBAD TO MAMMOTH AND TAOS

Semi-Private airline service starting at

**\$199** each way

WWW.ADVANCEDAIRLINES.COM





**RESERVE NOW**  
Only a few apartments remaining!



Come see why we're the **Platinum Standard**  
of Senior Living

When you are ready to live within a community dedicated to luxury Independent, Assisted or Memory Care senior living – look no further than Ocean Hills. Your private, beautiful and tranquil home is located on the Southern California coast – a beautiful setting for activities, both within the community and outside.

- Pickle Ball Court
- Outdoor Dining Area
- Bistro
- Fitness Center
- 6 Hole Putting Green
- Convenience Store
- Sports Bar / Restaurant
- Theater
- Pool & Spa
- Art Studio
- Activity Rooms
- Pet Park



Find Out For Yourself - Schedule Your Tour Today  
**760-330-2871**  
4500 Cannon Rd • Oceanside, CA 92056  
[OceanHillsSeniorLiving.com](http://OceanHillsSeniorLiving.com)

Scan QR to find out more



**OCEAN HILLS**  
SENIOR LIVING

Independent Living • Assisted Living • Memory Care



RCFE #374604143



# LAW OF HARMONEY: Do good, give good, feel good!

BY KOUNTINYA SAI  
CO-FOUNDER HARMONEY.AI

I retired from a sales role after 20 years in 2019 which involved a lot of travel to spend quality time with my wife Vidya and our daughter Mitra, who had gone from being a tiny bundle of energy into a beautiful teen in the blink of an eye.

When Mitra turned 13 and wanted a Venmo account last summer, we felt the financial journey for a teen should start with saving and earning rather than spending, which can build negative habits when it comes to handling their personal finances in the future

This actually set Vidya and I thinking about creating something that would motivate teens to become change agents and at the same time make it an enjoyable and rewarding experience for them.

And thus, Harmony was born, a gamified digital wallet that nudges and rewards teens to self-care, practice healthy habits, invest time in their

own mental wellbeing, staying the course when it comes to academics, completing their daily tasks and chores and thereby automatically helping to make the world a better place by contributing to charities around the world.

The trick is in making being good and doing good a habit. Then getting good and feeling good is a natural result. We call it the Law of Harmony. And it works. We are living proof of this simple universal law!

Running for Asha for Education played a key role in the inception of Harmony. Asha is a non-profit that helps people train to run long distances and helps convert their miles into smiles by educating under-privileged children in India.

They say, it takes a village to raise a kid. And Harmony is a digital version of exactly that. Children, parents, schools, local communities, neighbourhood shops, restaurants, partner brands, social organizations... Everyone is in this together.

That's planet Harmony.

Over a thousand families and their teen children have been using Harmony under invite only closed beta for over a year giving Vidya and her team rich feedback of their user behavior. Vidya is working with a team of UX and gamification experts and engineers to prepare Harmony for a commercial launch in December for the holidays.

The good news is the doing good part of the app works just great and Harmony can help communities, businesses, schools raise awareness around fitness and mental wellness by helping them to run a fun fund raiser.

*Please contact me at kount@harmony.ai/ 415-497-7490 to have a chat to discuss how harmony can help you achieve your fund raising goals.*

*It's been hard work building harmony but we are waking up every morning feeling so good about what we are doing, so we must be doing something right - Kount and Vidya.*



Harmony is a gamified digital wallet that nudges and rewards teens to self-care, practice healthy habits, invest time in their own mental wellbeing, staying the course when it comes to academics, completing their daily tasks and chores and thereby automatically helping to make the world a better place by contributing to charities around the world.

# Celebrate America Recycles Day by recycling right

America Recycles Day is November 15. Join the **City of Carlsbad** and **Waste Management** to celebrate this day by making a commitment to recycle right and to purchase more products made from recycled materials. In 2020, Carlsbad residents and businesses recycled about 24,000 tons of recyclable material! This is significant because these materials were kept out of landfill and ended up as new products. We encourage you to look for items with the highest amount of post-consumer recycled content when shopping. Buying products made from recycled materials is a simple way to help the environment and close the loop in the recycling process. Recycling and buying recycled products is not only good for the environment but it affects your bottom line. Recycling reduces global greenhouse gas emissions by decreasing energy consumed and natural resources. Did you know that when we recycle one ton of paper, we save 17 trees who are playing a vital role in protecting our planet! Your decision to recycle is a good way to build a reputation with your employees and customers, as they will be happy to know that your company cares about the environment.

Now that you know the importance of recycling. Let's discuss the importance of Recycling Right! Did you know around 20% of what is put in the recycling bins is not recyclable? By eliminating materials that don't belong, you'll help ensure recyclables remain valuable, are actually recycled and don't create a hazard for workers or machinery at the recycling facility.

Recycle Right by knowing how to recycle as well as what to recycle:

**Recycling Right** means your items are:

- **EMPTY.** No or very little food residue remaining.
- **DRY.** No liquids remaining. Liquids can ruin paper, cardboard and other materials, making them unrecyclable.
- **LOOSE.** Do not bag your recyclables; place them loose in the recycling bin.

**Recycling Right** means you are including these items in your recycling container:

- **Metal** food and beverage cans
- **Plastic** bottles and containers
- **Glass** bottles and containers
- **Paper**
- **Cardboard**

**Recycling Right** means you are keeping these items out of your recycling container:

- **Plastic Bags** – Return single use bags to participating grocers or retail outlets.
- **Batteries, Fluorescent Tubes/CFL's, or Electronics** – these items can be recycled by contacting a recycling company specializing in these materials.
- **Green Waste** – Landscaping materials are recycled separately and can be turned into compost or mulch.
- **Clothing, Furniture and Carpet** – Gently used items can have a second life when donated to those in need.
- **Food Waste** – Turn this material into enriched soil by composting

### Solid waste and recycling regulations impacting businesses

As a business in Carlsbad, you should be aware of these solid waste regulations passed by The State of California that impact your business.

**Assembly Bill (AB) 341** – Supports the statewide goal of 75% solid waste diversion by 2020 and requires all businesses and multifamily complexes to have a recycling program.

**AB 1826** – Requires all businesses that generate 2 cubic yards or more of solid

waste to recycle organic waste.

**AB 827** – A companion Bill to AB341 and AB1826 that requires restaurants and other establishments provide organic and recycling containers for customer use, for waste generated on premises.

**Senate Bill (SB) 1383** – Sets target goals of greenhouse gas emission reductions along with 75% organic diversion and 20% edible food rescue by 2025.

To find more information on recycling, including local and state mandates, useful tips on reducing waste, composting food and additional resources, visit the city's Sustainable Materials Management Division at [www.carlsbadca.gov/recycling](http://www.carlsbadca.gov/recycling).

And remember, as the nation celebrates America Recycles Day on November 15, make your pledge to Be on the Right Side of Recycling.

## Be on the right side of recycling

**Recycling Right means items are:**

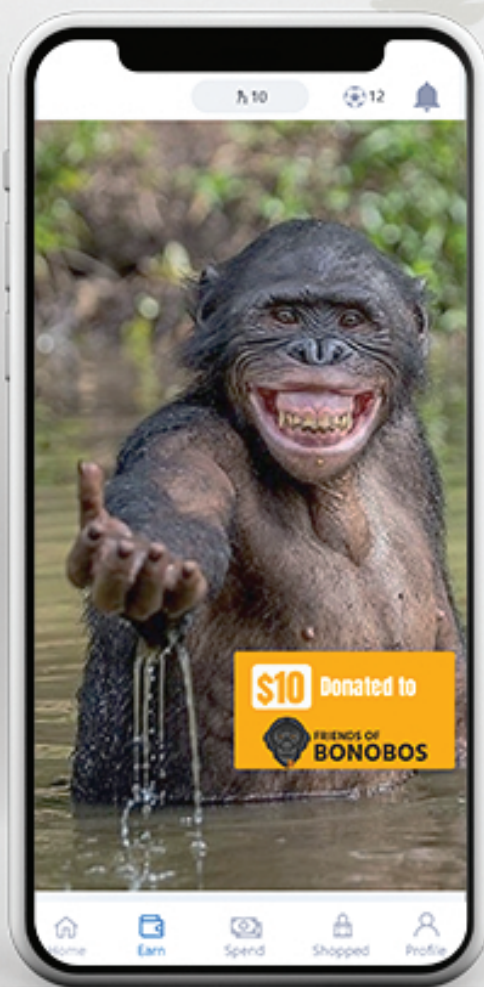
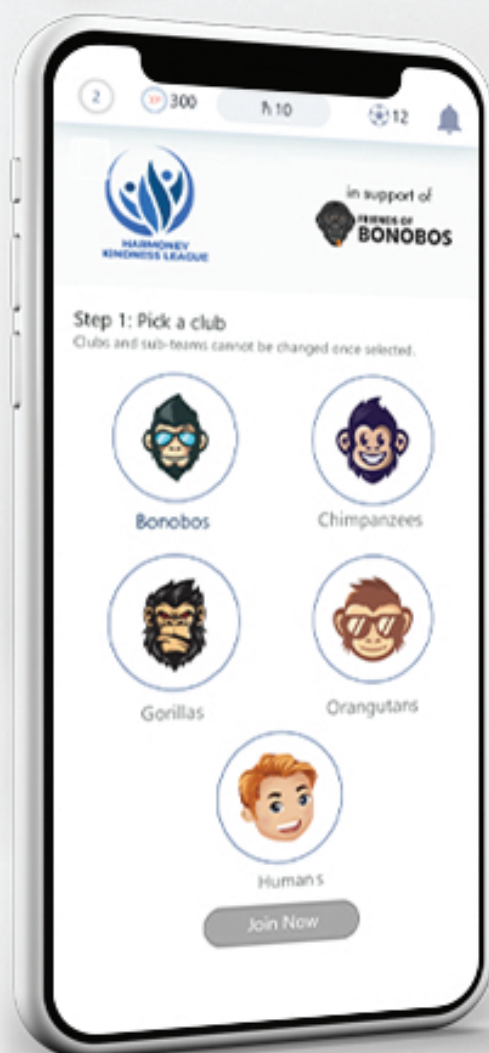
<p><b>Empty</b></p> <p>No or very little food residue remaining.</p>	<p><b>Dry</b></p> <p>No liquids remaining.</p>	<p><b>Loose</b></p> <p>Do not bag your recyclables.</p>
<p><b>Quarter-full</b></p>	<p><b>Contains liquid</b></p>	<p><b>Bagged</b></p>

**America Recycles Day**  
November 15, 2021  
How do you plan to celebrate?



# HARMONEY KINDNESS CHALLENGE

DO GOOD, GET GOOD, FEEL GOOD



**Download Harmoney and join  
your favorite Ape Team**



**On 30th Nov take  
just 2000 steps  
towards kindness  
& we will donate** **\$10**



**Retail Stores & Restaurants can reward the participating members with  
coupons & offers to drive visibility to their products and services. ASK HOW ?**

✉ **kount@harmoney.ai** ☎ **+1 (415) 497-7490**



# We're Growing!



The Premier Automotive Group expands again with our newest family members: Premier Cadillac of Carlsbad and Premier Buick GMC of Carlsbad! We're 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!



KIA TELLURIDE



CHEVROLET TAHOE



GMC YUKON



CADILLAC ESCALADE



5335 Paseo Del Norte, Carlsbad, CA 92008  
760-692-1558 - Sales  
760-692-1549- Service  
PremierChevroletOfCarlsbad.com



5331 Paseo Del Norte, Carlsbad, CA 92008  
877- 686-6488 - Sales  
877- 629-8464 - Service  
PremierKiaOfCarlsbad.com



5556 Paseo Del Norte, Carlsbad, CA 92008  
760-438-5311 - Sales  
888-856-8449- Service  
Cadillaccarlsbad.com



5556 Paseo Del Norte, Carlsbad, CA 92008  
760-571-5110- Sales  
888-664-2641- Service  
Carlsbadbuickgmc.com

Home of San Diego pitcher  
Joe Musgrove







# EXCEPTIONAL CARE IN A *familiar setting.*

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

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

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

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


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

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

**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 @





**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.

[tricitymed.org](https://tricitymed.org)

QUALITY COMPASSIONATE CARE **CLOSE TO HOME.**



**Tri-City Medical Center**