



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 2022



VILLAGE BEAT
Small Business
spark innovation

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stages its comeback

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SPECIAL SECTION INSIDE!
Shop & Dine



We have a ton of amazing Carlsbad Chamber of Commerce members that are nonprofits who focus on so many different aspects of our quality of life here in our community.

The season of giving

As we approach the Holiday Season, we know that many of you look for ways to give back. Sometimes that means an end-of-year tax deduction donation. Other times it means giving your time or your talents. Any way you slice it, our diverse nonprofit community can use your support. And we have a ton of amazing nonprofits that focus on so many different aspects of our quality of life here in our community. So as we approach the holidays, we thought we would just share who they are and what they focus on so you can get to know them better.

CHAMBER



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

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Holiday sea-son by the beach, that vibrant period of time from Thanksgiving, Christmas, Hanukkah, Kwanzaa, until New Years is here. We've got you covered on all the great festivities our members are hosting this season.

CHAMBER



JESS LEVY
MARKETING & COMMUNICATIONS MANAGER
CARLSBAD CHAMBER OF COMMERCE

It's that holiday time again, and my personal local favorite, holiday sea-son by the beach. That vibrant period of time from Thanksgiving, Christmas, Hanukkah, Kwanzaa, until New Years is here. For many, fall and winter marks the intense seasonality, but for our beach town we are quite blessed with consistent weather, sun filled December skies—so much to be thankful for.

Could Carlsbad be the next Blue Zone? When speaking of gratitude, being thankful is a key ingredient and daily behavior of Blue Zones (geographic areas with the world's happiest and longest-lived). At the **Carlsbad Chamber of Commerce**, we are grateful for our talented group of new and renewed members.

Now's the perfect time of year to pause and note what your most thankful for professionally. These are the moments we can practice all the behaviors that make up longer healthier lives, one cherished memory at a time.

Before the end of this year, let's each do our part to help someone out and give back. And shop, dine, and spend those extra dollars locally, supporting our friends and neighbors – the business owners of Carlsbad who continually uplift North County.

I heard you've been working hard this year. Take time to unwind and experience other Carlsbad Chamber members' holiday activities with these top activities to do locally this holiday season.

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BUSINESS SPOTLIGHT

Iconic, That Pizza Place is back!

It feels good to go home! **That Pizza Place**, the iconic Carlsbad pizza restaurant has re-opened.

For those who are unfamiliar with That Pizza Place, here's a little bit of its history. In 1978, Mike and Yvette Pfankuch opened the doors to That Pizza Place. It quickly became the go-to spot for great food, youth sports, and community. It became a part of the DNA of Carlsbad, beloved by many. The Pfankuch family went on to operate That Pizza Place for over 40 years. During the height of the Covid 19 pandemic, they made the difficult decision to close the doors to the restaurant. Generations of devoted customers were devastated.

As news spread of That Pizza Place's closure, four local, longtime friends were deeply affected by the news. John Chavez, Chris Chiarappa, Troy Guerra and Thadd MacNeal understood That Pizza Place's importance in the community. They grew up spending their childhoods at That Pizza Place--eating pizza after Pop Warner, baseball, and football games, playing the

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10% OFF
any size pizza
with a purchase of a drink.
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arcade games, and hanging out with friends and family for birthdays and the like. They were determined to reopen its doors and continue the long-standing Carlsbad tradition.

John, Chris, Troy, and Thadd spent nearly two years renovating the restaurant and reopened

› PIZZA, Page 3

As news spread of That Pizza Place's closure, four locals were saddened by the news. The local boys are John Chavez, Chris Chiarappa, Troy Guerra and Thadd MacNeal. They knew what it meant to Carlsbad and were determined to reopen That Pizza Place.



We're Growing!



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

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

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CHAMBER PURPOSE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion.

CHAMBER MISSION

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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Everything is awesome!

“Everything is awesome!” **LEGOLAND** has forever changed the way I hear this phrase. It’s true, everything is cool when you’re part of a team. I am thankful to have LEGOLAND as a key team player in the Carls-

bad community. This year, the Carlsbad Chamber awarded LEGOLAND CALIFORNIA with the People’s Choice Award. With something for everyone, LEGOLAND California Resort includes a family theme park, SEA LIFE Aquarium, Legoland Waterpark and two hotels. There are seasonal theme

nights like Brick or Treat, Holidays, and Kids New Year’s Eve. They offer full packages for guests which includes staying, playing, and dining. For local residents, it’s an easy afternoon to spends a few hours. Legoland has such a positive impact on our community, especially the next generation. I am thrilled they won this award.

LEGOLAND California (the themepark) has more than 60 rides, shows and attractions. It includes popular themes such as Ninjago and Lego City. The newest hit is a Triple Decker Flying Couch known as Emmet’s Flying Adventure Ride. Using cutting edge technology and a full dome virtual screen, the ride transports you into the Lego Movie World. There are more than just rides too. The interactive building area - Ferrari Build and Race is designed to place guests

» PIZZA

Continued from Page 1

the doors on June 27, 2022. Ushering in the next chapter of That Pizza Place’s history--honoring original recipes, the importance of supporting community and youth sports. Of course, they have added some new menu items as well! The entire interior has been renovated, including an open concept dining room with two garage doors leading out to the new outdoor patio. The spirit of That Pizza Place remains, with the original wallpaper flanking the arcade wall and the original brick on the team sports and arcade walls and the nostalgic newspaper counter-tops. Even the horse ride is in its infamous corner for the kids to enjoy! They also acquired some of the original signs, trophies, and old team photos that so many people remember. In fact, they are asking for old team photos that residents may have picked up when the restaurant closed, to hang back up and add to the nostalgia.

That Pizza Place is very proud of their menu which includes original recipes, house made dressings, sauces, and potato chips (salt, BBQ and salt n vinegar). Notably, the lunch special is still on the menu Monday through Friday 11am-3pm (which includes a personal size pizza, salad, and fountain drink-the best deal in town)! There are some new items on the menu that you must try. That Pizza Place now serves chicken wings tossed in house made sauces like mild buffalo, extra spicy buffalo, garlic parmesan, house made barbeque, honey-siracha, and barbecue dry rub (or order them naked). Believe it or not, they go through hundreds of pounds of wings per week. These wings are quickly becoming a major crowd favorite. The TPP House salad is also a patron favorite-including house made blood orange vinaigrette, spring mix, dried cherries, pine nuts, gorgonzola, tomatoes, carrots and onions. They also offer desserts like their own spin on a Pazookie and Brookie, a skillet baked cookie served with ice cream and whipped cream. As owner Troy Guerra likes to reiterate, “nothing at That Pizza Place is



Check out LEGOLAND California’s seasonal theme nights like Brick or Treat, Holidays, and Kids New Year’s Eve.

in the drivers seat of a Lego replica F40 and spark their imagination to build, test, and race one themselves.

Lego Sealife is a wonderous aquarium display of ocean creatures. There are hands on learning areas and close up encounters with sharks, octopi, and rays. They recently added a Sea at night display (available during the day) to highlight some of the special characteristics of our oceans. After you visit and learn about our oceans, what better way enjoy the SoCal summertime than a dip in the waterpark. With seven slides, a sandy beach, wave pool, lazy river, and splash pads

its sure to provide smiles.

As a long time LEGOLAND passholder, it is incredible to see the growth and economic impact this resort has. They provide many teenagers their first job experience, which is a direct career pathway into hospitality and customer service. They transfer top level executive talent to the region. They are awarded for their leadership in emergency preparedness. Behind the scenes the LEGOLAND team works tirelessly to provide guests and our community with an incredible experience. LEGOLAND California Resort is awesome!



That Pizza Place is very proud of their menu which includes original recipes, house made dressings, sauces, and more.

frozen, except for the ice cream!” Something they are very proud of.

That Pizza Place continues its tradition of being the go-to spot for birthday parties, and sports team celebrations (ie little league, Pop Warner, FNL, high school, etc.). Local companies have enjoyed hosting parties and company gatherings as well. Featuring 11, large 4K TVs, That Pizza Place now has the NFL’s



Sunday Ticket...so plan to come watch your favorite NFL or college team on the weekends. John, Chris, Troy and Thadd can’t wait to welcome you back to try some of the old classics and new favorites. Welcome back That Pizza Place, we sure missed you!

Skip the crowds, shop Carlsbad this season

The sunsets are hitting earlier. The waves are getting bigger. And those hoodies are staying on longer. These are sure signs that the holidays are not far behind.

Soon, our days will be filled with family, comfort food and of course, shopping for everyone on our list. For me, this time of year is yet another reminder of just how good we

have it in Carlsbad. From high-end luxury to homespun macrame, you can find it here—all while skipping big crowds.

Of course, holiday shopping in Carlsbad is not only convenient; it's also good for our economy. In fact, Carlsbad is home

to thousands of small businesses that collectively provide about 38,450 jobs in our community.

Many of us already value the importance of shopping locally. But in case anyone needs an extra nudge, here's a quick look at some of the new or lesser-known perks you'll want to have handy as you start your holiday shopping in Carlsbad:

Carlsbad Village, Carlsbad Village Drive in downtown Carlsbad

Of course, it just wouldn't be a complete holiday season without a visit (or a few) to Carlsbad Village. Easily one of the most iconic parts to our community, this bustling hub always delivers excellent shopping, dining and events. As we enter the holiday season, mark your calendar for



Holiday shopping in Carlsbad is not only convenient; it's also good for our economy. In fact, Carlsbad is home to thousands of small businesses that collectively provide about 38,450 jobs in our community.

these happenings:

- The much-loved Holiday Showcase will return Saturday, December 3, from 9 a.m. to 4 p.m. at **St. Michael's by-the-Sea Episcopal Church**, 2775 Carlsbad Blvd. This is your prime opportunity to shop for locally-made gifts, including clothing, jewelry, handbags, pottery, home décor, macrame, glasswork, photography, artwork, wood-working and more.

- **New Village Arts** has also announced that due to popular demand, it's bringing back its production of "1222 Oceanfront: A Black Family Christmas." The production premiered last year to much acclaim, with

The San Diego Union Tribune calling it one of the best productions of 2021. Shows start Saturday, Dec. 3. To get your tickets, visit newvillagearts.org.

The Forum Carlsbad, 1905 Calle Barcelona

Since its opening in 2003, this outdoor mall has become one of North County's top shopping destinations. This fall, there's no shortage of seasonal perks to enjoy there:

- Sur La Tab is offering a lineup of holiday cooking classes that will teach you how to make that perfect lattice-top pie to a whole host of festive fall breads. Visit

surlatable.com/cooking-classes/ to view all the options and sign up.

- Pressed, which makes all sorts of fresh juices, is running a special to help keep everyone healthy this holiday season. Now through Nov. 28, you can get six juices for \$35—each one packed with vitamins to help keep your immunity and spirits up.

Carlsbad Premium Outlets, 5620 Paseo Del Norte

Home to more than 85 retailers, this open-air outlet mall attracts shoppers from all over San Diego County. While it's well-known to most of us locals, here are few things to keep on your radar this fall:

- Luxury label Karl Lagerfeld recently opened a store here, which notably, is the only one in San Diego County. Zadig&Voltaire, another high-end retailer, also joined the ranks in the past year—making it the only location in North County.

- Of course, because this is an outlet mall, the discounts already run deep. But, did you know you can score even bigger discounts by enrolling in the VIP Club here? It's free to join, and you'll get additional savings on top of discounted prices, allowing you to save up to 70 percent. Go to premiumoutlets.com/vip go start saving.

These are just a few of many ways you can make the most of your holiday shopping here in Carlsbad. Whether you visit one of these areas, **The Shoppes**, Bressi Ranch, or any of our small businesses throughout the city, shopping in Carlsbad this holiday season is a win/win. And most importantly, however you choose to celebrate the season, we hope that it brings you plenty of happiness and health!



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THANKS FOR YOUR CONTINUED SUPPORT



Small businesses spark innovation

November 26th marks the much-anticipated, post-Thanksgiving holiday shopping tradition that brings together communities in support of their favorite small brick-and-mortar operations to help their communities thrive. It is called Small Business Saturday®, and in many respects, to the solopreneurs and mom and pop shops in Carlsbad Village, it is our Superbowl.



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.

According to the Small Business Administration, nearly twenty-seven million small businesses in the United States generate about 50 percent of our GDP. They also contribute to growth and vitality in several important areas of economic and socioeconomic development. Small businesses create jobs, spark innovation, and provide opportunities for women and minorities to achieve financial success and independence.

There are many benefits to shopping brick-and-mortar, with better customer service, a more personal shopping experience, and greater product diversity being three



On November 26th, shop at Small Business Saturday® and support your favorite small brick-and-mortar operations to help our community thrive.

of them. It is not a stretch to say that once you've shopped in downtown Carlsbad and received the one-on-one attention our merchants and restaurants provide that you will be hooked. But if that isn't enough incentive, consider that the businesses in downtown Carlsbad pay taxes and fees to the City of Carlsbad that in turn help support our public schools, parks, roads, and sidewalks, as

well as fund public service workers, like firefighters and police.

As an official Small Business Saturday® Neighborhood Champion, a program started by American Express in 2010, the **Carlsbad Village Association** (CVA) is gearing up for a spectacular downtown celebration on November 26th. You can count on live music, a shopping scavenger

hunt, local swag, and a gift card giveaway (no purchase necessary) hosted by CVA with over \$2,000 in gift cards up for grabs.

Visit the Carlsbad Village Association website at carlsbad-village.com for the latest details on this year's downtown celebration and mark your calendar to shop local this holiday season!

> GIVING

Continued from Page 1

Animals

- **Rancho Coastal Humane Society** - rhumanesociety.org

Civic

- **1776 Forever Free** - 1776foreverfree.com
- **Carlsbad Hi-Noon Rotary** - www.carlsbadhi noonrotary.org
- **Carlsbad Republican Women Federated** - www.carlsbadrepublicans.com
- **Democratic Club of Carlsbad/Oceanside** - www.demcco.org
- **Kiwanis Club of Carlsbad**

Community Support

- **Carlsbad Charitable Foundation** - www.CarlsbadCharitableFoundation.org
- **Carlsbad Chamber Community Foundation** - www.Carlsbad.org
- **Carlsbad Sister City Ambassadors** - www.carlsbadambassadors.org

Domestic Abuse

- **Women's Resource Center** - www.wrcsd.org

Educational Support

- **Assistance League North Coast** - www.alnc.org
- **Carlsbad Educational Foundation** - carlsbaded.org
- **Kids for Peace** - kidsforpeaceglobal.org
- **LabRats San Diego** - www.sdlabrats.org
- **New Haven Youth & Family Services** - www.newhavenyfs.org
- **The Rory Graham Jr. Foundation** - facebook.com/Rory-Graham-Jr-Foundation



Help lend a hand to our diverse nonprofit community who needs your support this season.

Environment

- **Agua Hedionda Lagoon Foundation** - www.aguahedionda.org
- **Batiquitos Lagoon Foundation** - batiquitosfoundation.org
- **Carlsbad Community Gardens Collaborative** - carlsbadcommunitygardens.org
- **ECOLIFE** - www.ecolifeconservation.org
- **I Love a Clean San Diego** - cleansd.org
- **Plastic Beach** - plastic-beach.com
- **San Diego Botanic Garden** - sdbg.org

Health & Wellness

- **Alzheimer's Association** - www.alz.org/sandiego
- **American Cancer Society** - www.relayforlife.org/carlsbad-encinitasca
- **For Their Thoughts Foundation** - www.fortheirthoughts.org
- **Free Wheelchair Mission** - www.freewheelchairmission.org
- **Hospice of North Coast** - hospicenorthcoast.org
- **Mitchel Thorp Foundation** - www.mitchellthorp.org

- **Pathway Health Clinic** - www.pathway-healthclinic.com
- **The Elizabeth Hospice** - elizabethhospice.org
- **Tri-City Hospital Foundation** - www.carlsbadfdf.org

Homelessness

- **Rapid Response Housing Solutions** - rapidresponsehousingsolutions.org
- **Solutions for Change** - solutionsforchange.org

Military/Veterans

- **American Legion San Dieguito Post 416** - sdpost416.org
- **Military Outreach Ministry** - facebook.com/MOM4USAORG
- **USO Camp Pendleton** - sandiego.uso.org/camppendleton
- **VetCTAP** - www.vetctap.org
- **Veterans Association of North County (VANC)** - www.vanc.me
- **Wounded Warrior Homes** - www.woundedwarriorhomes.org

Performing Arts

- **Carlsbad Community Theater** - www.carlsbadcommunitytheatre.com
- **Carlsbad Friends of the Arts** - www.carlsbadfriendsofthearts.org
- **Carlsbad Library & Arts Foundation** - www.carlsbadlibraryartsfoundation.org
- **Carlsbad Music Festival** - www.carlsbadmusicfestival.org
- **Museum of Making Music** - www.museumofmakingmusic.org
- **New Village Arts** - newvillagearts.org

Public Safety:

- **Carlsbad Fire Department Foundation** - www.carlsbadfdf.org
- **InfraGard San Diego** - infragardsd.org

Social Services

- **AARP** - www.aarp.org
- **Carlsbad Christmas Bureau** - christmasbureau.org
- **Community Resource Center** - crcncc.org
- **Interfaith Community Services** - www.interfaithservices.org
- **North County Food Bank** - northcountyfoodbank.org
- **North County Lifeline** - www.nclifeline.org
- **Milestone House** - www.milestonehouse.org

Youth

- **Boys & Girls Clubs of Carlsbad** - www.bgccarlsbad.org
- **Boy Scouts Troop 748** Carlsbad - carlsbad748.mytroop.us
- **Girl Scouts San Diego** - www.sdgirlscouts.org
- **MANA de North County San Diego** - www.manadenorthcountysd.org
- **YMCA Magdalena Ecke Family** - www.ymcasd.org/locations/magdalena-ecke

Carlsbad music festival stages its comeback

With new leadership and an autumn performance date, the **Carlsbad Music Festival** returns for its 18th annual season on Saturday, November 5, 2022. As a proud Carlsbad arts tradition, the Festival has gone through several incarnations over the years showcasing different locations, schedules and a diverse roster of musicians.

The non-profit organization is based in Carlsbad Village and was founded in 2003 by former Artistic Director Matt McBane who is currently pursuing his music career on the East Coast. The City of Carlsbad has supported the Festival for years through its Community Arts Grants program.

CULTURE BUZZ



RICHARD L. SCHULTZ
CULTURAL ARTS
MANAGER
CITY OF CARLSBAD

This year's one-day festival will be held at **St. Michael's by-the-Sea** and will feature headliner Monophonics, the psychedelic soul, six-member band featuring lead singer, Kelly Finnigan. Here's the spirited line-up featuring local musical favorites:

- 1pm-1:45pm: Son of Kane (Blues)
- 2:15pm-3pm: Chunky Hustle Brass Band (New Orleans Brass Band)
- 3:30pm-4:15pm: Whitney Shay (Blues)
- 4:45pm-5:30pm: Mitchum Yacoub (Afrobeat):
- 6pm-7pm: Sabrosas Latin Orquesta
- 7:30pm-9pm: Monophonics (Psychedelic soul)

Current Carlsbad Music Festival Board President Bryan Meathe remarked, "Carlsbad Music Festival has been a treasured and integral part of the vibrant Carlsbad Village arts and cultural landscape for eighteen years. We look forward to its continued growth and momentum through more frequent live opportunities and engaging community outreach."

The Festival also has a new Managing



Carlsbad and surrounding communities come together and enjoy some "adventurous music by the sea" with the Carlsbad Music Festival's sublime lineup of artists.

Director, Ahmed Dents, who is also the new Associate Artistic Director at the **New Village Arts** theatre in Carlsbad. Dents is committed to contributing to the cultural

impact in Carlsbad and commented, "It is an honor to be working in the City of Carlsbad and deeply involved in the music and arts scene here. I am very excited for the return



of the festival this year and look forward to seeing the smiling faces of the residents of Carlsbad and surrounding communities come together and enjoy some "adventurous music by the sea" with the Carlsbad Music Festival's sublime lineup of artists."

Also newly joining the festival behind the scenes is veteran industry talent buyer, Steve Kader, "I've been a fan of Carlsbad Music Festival for many years and its eclectic and innovative programming. I'm happy to be on board."

The outdoor festival performances are an all-ages ticketed event with children 12 and under admitted for free. The venue opens at 12 noon. There will be a VIP Lounge, beer garden, and food trucks available on site. For more info, visit: www.carlsbadmusicfestival.org



14th Annual Veterans Day Military Review

Friday, November 11, 2022, 11:00am -12:00pm
Army and Navy Academy's Bliss Stadium
2600 Carlsbad Blvd., Carlsbad, CA 92008

Featured Speaker: Major General Peggy C. Combs, U.S. Army (Ret)

Ceremony will include:
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› HOLIDAYS

Continued from Page 1

- Celebrate by ceremony**

 - The Forum Carlsbad 20th Annual Tree Lighting, Winter Wonderlights, Santa Visits the Forum and Chanukah Celebration
 - Carlsbad Rotary and Village Faire Shopping Center Tree Lighting
- Festive sipping and snacking**

 - Hera Hub Carlsbad Soulful Saturdays
 - North Coast Calvary Seasonal Drinks at Story Caffe
 - Sur La Table at the Forum Carlsbad Holiday Cooking Classes
- Handcrafted with love**

 - Carlsbad Village Association Jazz Evensong, Makers Market, and Small Business Saturday
 - Barrio Glassworks hands-on glassblowing
 - Candle Bar hands-on candle making
- Hotels with holiday spirit**

 - 20|Twenty at the Westin holiday brunch and holiday dinners
 - Omni La Costa Resort Monthly Artisan Market
 - Park Hyatt Aviara Holidays



Help our community thrive and purchase all your holiday gifts locally this season.

- Musical memories**

New Village Arts production, 1222 Oceanfront: A Black Family Christmas
- Winter amusement**

 - LEGOLAND California winter days and kids New Year's Eve
 - City of Carlsbad Leo Carillo Ranch classic Holiday at the Rancho
 - The Shoppes Carlsbad take a photo with Santa
 - San Diego Botanic Garden Internationally acclaimed show, Lightscape

Whatever you end up doing this holiday season, may these ideas enhance your plans for the rest of this year, and most importantly, give thanks!

MiraCosta College earns highest bond ratings from Moody's & S&P for a third time

The **MiraCosta Community College** District maintains the highest credit ratings from both Moody's Investors Services (Moody's) and Standard & Poor's Global (S&P), receiving a AAA from Standard and

Poor's Global and a AAA from Moody's. This is the third time MiraCosta has received each agency's top rating, having also earned the same ratings in 2017 and 2020.

Both agencies recognized the District's healthy financial position, the sustainable tax base of North County San Diego, leadership, and solid student enrollment. According to Moody's report, the MiraCosta College assigned rating is based on the following statement. "The stable outlook reflects our expectations that financial performance will remain sound, supported by continued tax base growth, conservative budgeting practices, and strong liquidity."

Meanwhile, the S&P report explains, "the ratings reflect our view of the district's:

- Deep, diverse, and wealthy tax base that is extremely strong on a per capita level,
- Strong financial policies and practices, with an experienced management team,
- Community-funded status that generates an additional \$68 million of operating revenue outside of the state framework, and
- Maintenance of very strong and growing available general fund balances, which management expects will continue."

A key factor in the AAA credit rating was the District's strong Financial Management Assessment (FMA). The report elaborates that, "We view the district's financial management policies and practices as strong under our financial management assessment (FMA) methodology. An FMA of strong



MiraCosta Community College celebrates top ratings for healthy financial standing, leadership, and solid student enrollment.

indicates financial practices are strong, well embedded, and likely sustainable. Key management practices and policies include frequent review of the budget with board participation, as well as realistic and well-grounded revenue and expenditure assumptions." The report also notes that, "Driven by the district's recent history of positive financial performance, it maintained its reserve position at levels that we consider very strong, building its unrestricted general fund reserves by more than 23% over the past three years."

"The District is committed to maintaining a sustainable and transparent financial model. This is clearly articulated in our long-term goals and is one of the factors that has led to these excellent ratings," comments MiraCosta College Superintendent/President Dr. Sunita Cooke. "The favorable reports reflect the District's strong and stable board of trustees and the dedicated work of the exceptional employees who serve our students and community daily."

The high ratings come as MiraCosta College prepares to issue its third round of

general obligation bonds, which authorized \$455 million in 2016 through the passage of Proposition MM by the District's local taxpayers. The bond money will be used to modernize aging facilities and upgrade instructional technology.

"The high credit ratings are a recognition of MiraCosta's fiscal prudence that allows us to continue to be good stewards of taxpayer dollars. The highest bond rating means the lowest possible borrowing cost and savings to the taxpayers," explains Board President Anna Pedroza.

From classroom to career

Sage Creek High School Engineering Design Pathway students recently met Shark Tank success, Chris Crawford and learned how to take an idea from a prototype to a final design plus the patenting process.

At **Carlsbad Unified** we strive to prepare our students with the future-ready skills they

need to build successful careers and fulfilling lives. We aim to expose our young people to a wealth of career pathways, bringing the world of work into the classrooms, and taking our students out into business and industry so that they can find their passions and learn real-world skills.

A career at an award-winning design and production company? CHSTV teachers Doug Green and Kurt Kohnen's Broadcasting class was visited by a former student, Gary Koopsen, who is now Creative Director of Drive Studios, a premier video production agency. Mr. Koopsen found his love of video production as a student in Broadcasting programs at Aviara Oaks Middle School and CHSTV. He

credits much of his career success to Mr. Green and to his experiences as a student in those programs, which provided him with the hands-on, relevant, academic and technical training that led to his current successful career. Students in the **Carlsbad High School** Broadcast Journalism Pathway were thrilled to meet Mr. Koopsen and learn about his technical work in state-of-the-art graphics, show packages, and visual effects.

Or become an inventor and entrepreneur? Sage Creek High School Engineering Design Pathway students recently met inventor and entrepreneur Chris Crawford. Mr. Crawford developed a product in his garage called Rinsekit, an innovative portable shower designed for surfers, campers, and others in need of a quick clean-up on the go. He pitched Rinsekit on Shark Tank, and his product took off globally. He now owns over 38 patents and many products. Mr. Crawford spoke to the SCHS students about the process of taking an idea from a prototype to a final design. He also explained the patenting process and how to scale a product into a successful business.

Profitable work in the building trades? **Aviara Oaks Middle School** students in the Architecture and Construction Pathway met with Mike McSweeney from California Homebuilding Foundation to learn about career opportunities in the building trades sector. Mr. McSweeney told them about the various skills and training he needed to work in a variety of construction-related jobs. The students then created their own construction business. They employed their wood-working skills to build a functional and comfortable product – an adirondack chair – and began taking orders for their creations.

As the job market and the economy continue to evolve, our approach to preparing students for their careers must adapt to these new realities. But what remains constant is the value of the employability skills reflected in our Graduate Profile: Effective Communicator and Collaborator, Lifelong Learner, Critical Thinker, College and Career-Ready Scholar, Ethical and Responsible Citizen, and Self-directed Individual.

We invite the employers in our community to join us in our efforts to educate tomorrow's leaders.



As the job market and the economy continue to evolve, our approach to preparing students for their careers must adapt to these new realities.

Should you go to the Emergency Room, Urgent Care or Walk-in Clinic?

Differences between emergency and non-emergency care

All too often, illness or injury appears out of the blue: You wake up in the middle of the night with intense abdominal pain. You stumble while carrying groceries up a flight of stairs, and cannot put weight on your swollen ankle. Or your baby spikes a high fever on the weekend.



When these situations occur, we're often faced with uncertainty about where to go for care, especially if the symptoms seem severe and our regular doctor's office is closed.

While the answer is not always simple, knowing the difference between a walk-in clinic, an urgent care center and a hospital emergency room can make a huge difference, especially if you have a medical emergency.

- When to go to the ER
- When to call 911
- When to go to urgent care
- When to go to a walk-in clinic
- How to be prepared

What's the difference between ER, urgent care and walk-in clinic?

"Recognizing the differences between 'emergency' and 'urgent' care can be confusing, because both terms imply there is a medical need that needs to be addressed



Recognizing the differences between 'emergency' and 'urgent' care can be confusing, because both terms imply there is a medical need that needs to be addressed quickly, however, there are distinct differences between hospital emergency rooms, traditional urgent care centers or walk-in clinics, including the level of care that can be provided at each.

quickly," says Shawn Evans, MD, an emergency medicine physician at **Scripps** Memorial Hospital La Jolla.

"However, there are distinct differences between hospital emergency rooms, traditional urgent care centers or walk-in clinics, including the level of care that can be provided at each."

Hospital emergency departments provide medical care at any time, day or night. Unlike urgent care centers or walk-in clinics, they are equipped and staffed to handle the most complex or critical needs, including life- and limb-threatening situations ranging from heart attack and stroke to traumatic injuries following a car accident.

Urgent care or walk-in clinics help fill a vital gap when you become sick or injured, but your regular doctor is not available and you can't wait for an appointment.

"If your sudden illness or injury is something you would normally feel comfortable addressing with your primary care doctor, then an urgent care center or walk-in clinic setting is probably more appropriate than the emergency room," says Dr. Evans.

When to go to the ER

Certain medical conditions are considered emergencies because they can require rapid or advanced treatments, including surgery, that are only available in a hospital setting.

Symptoms that are best evaluated in an emergency room include:

- Chest pain or difficulty breathing
- Weakness/numbness on one side
- Slurred speech
- Fainting/change in mental state
- Serious burns
- Head or eye injury
- Concussion/confusion
- Broken bones and dislocated joints
- Fever with a rash
- Seizures
- Severe cuts that may require stitches
- Facial lacerations
- Severe cold or flu symptoms
- Vaginal bleeding with pregnancy

"Trust your gut," says Dr. Evans. "If your personal instinct or your motherly intuition tells you it's serious, don't hesitate — go to the nearest emergency room."

Scripps emergency rooms are located in Encinitas, La Jolla (inside Prebys), San Diego (in Hillcrest) and Chula Vista.

When to call 911

Even if it is clear that you or your loved one needs emergency care, you may not be sure whether to drive yourself to an emergency room or call 911.

"Many people are nervous about calling 911, but it's better to be safe than sorry," says Dr. Evans. "You should never drive yourself if you are having severe chest pain or severe bleeding, if you feel like you might faint or if your vision is impaired. When in doubt, please call 911 — what matters most is that you get to the emergency room quickly and safely."

In case of a heart attack or stroke, calling or having someone call 911 for an ambulance is always the right decision. Paramedics often can begin delivering life-saving treatment on the way to the hospital.

When to go to urgent care

Urgent care is not emergency care. Urgent care centers are same-day clinics that can handle a variety of medical problems that need to be treated right away, but are not considered true emergencies.

"Many people use the emergency room as a place to receive after-hours care for minor illnesses or injuries without realizing they have another option," says Dr. Evans.

Symptoms that can be evaluated and treated at an urgent care clinic include:

- Fever without a rash
- Vomiting or persistent diarrhea
- Abdominal pain
- Wheezing or shortness of breath
- Dehydration
- Moderate flu-like symptoms
- Sprains and strains
- Small cuts that may require stitches

Call your primary care doctor's office, in case you can get a same-day appointment, if your symptoms come on gradually or if you already know your health problem. You may have repeat urinary tract infections, for example. You may recognize that your child has an ear infection.

It's worth calling your primary care doctor because he or she knows your health history, including what treatments have worked best in the past and whether you have other medical conditions that need to be taken into consideration.

An urgent care clinic is not a substitute for your primary care physician, but it is a great resource when you need care but can't get in with your doctor.

Scripps offers urgent care services for children and adults — seven days a week — at Jefferson (in Oceanside), Rancho Bernardo and Torrey Pines.

When to go to a walk-in clinic

Walk-in clinics are a good option for when you are not feeling well, but it's not serious enough for the emergency room or urgent care.

Walk-in clinics offer fast, convenient access to medical care. No appointment is necessary. They are generally staffed by nurse practitioners and physician assistants.

Walk-in clinics, including Scripps HealthExpress, address the most minor of ailments, such as:

- Painful urination
- Rashes without fever
- Mild flu-like symptoms
- Cough and congestion symptoms
- Sore throat
- Ear pain
- Eye redness, discharge or itchiness

Many walk-in clinics also provide sports physical and vaccines.

Scripps offers HealthExpress care at multiple Scripps Clinic and Scripps Coastal locations throughout San Diego County.

Join the waitlist for Scripps HealthExpress by calling 858-554-7439 or by adding your name to the waitlist online.

How to prepare for a medical visit

Wherever you go for your medical visit, it's a good idea to bring a list of medications you take, including over-the-counter medicine, vitamins and supplements, how much you take and how often.

Also keep with you a list of any allergies (including medication allergies) and any previous medical procedures or surgeries you've had, including the dates they were performed and the names of the physicians or surgeons who treated you.

"Especially in an emergency setting, it can be very helpful for the physician treating you to know whether you've had operations in the past, or whether you're allergic to medications or anesthesia," says Dr. Evans.

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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

Learning through a chamber

I joined Carlsbad Chamber of Commerce within a couple of months of starting **Develop Your Team**. Thank goodness I did! I didn't know what I didn't know about starting and running a business. Fortunately, folks at the Chamber did know! And they've been happy to share, helping me grow personally and professionally with connection, learning, opportunities, and support.

I have connected with so many wonderful people through the Chamber and have developed truly rewarding friendships. And I find that whenever I need any kind of service or product, now I know someone who does that – whatever it is. How often have you had the experience that you need something done and your biggest stumbling block is finding the right person to do it? Of course, it's also great when those same connections become a referral source for me – thinking of me when they want to

elevate their team's performance to the next level.

I have had excellent opportunities to learn through the Carlsbad Chamber – through workshops, First Friday Breakfast speakers, committees, and great conversations with other Chamber members. I've attended formal workshops to develop skills using technology – like Google for Business, multiple social media platforms, SEO, and CRM. Other workshops have helped me with topics such as strategic business planning, marketing, accounting, and so much more! I've attended and facilitated the Chamber's "17-Second Commercial" workshop, where I've learned how to introduce myself and my business in a way that generates interest and curiosity. Having so many opportunities to interact with other Chamber members has helped me learn how to have a meaningful conversation with others about their business, and my own.

Carlsbad Chamber has given me many opportunities for leadership and to share my skills and knowledge with others. By getting involved in committees, participating in events and volunteering to help with programs such as First Friday Breakfast table



Carlsbad Chamber has given me many opportunities for leadership and to share my skills and knowledge with others.

facilitation and Coffee Connection, my business has gained exposure as well.

I have also received so much support both personally as well as professionally through the Chamber. Whenever I've needed something, Chamber staff and fellow members have been there to support me. Someone to test a new activity? Chamber! People to interview for my research about teams?

Chamber! Someone to give me feedback about anything? Chamber staff and members always step up in a big way.

I can't imagine not being part of this Chamber and am honored and proud to be part of this community.

Jani Jackson, M.Ed. Office: 760-652-5060
Mobile: 760-585-8492 jani@developyourteam.com



CHAMBER101

NEW MEMBER ORIENTATION

TUESDAY, NOV 15, 2022
11:30 AM - 1 PM





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For more info: carlsbad.org
*Nominations close January 15th, 2023

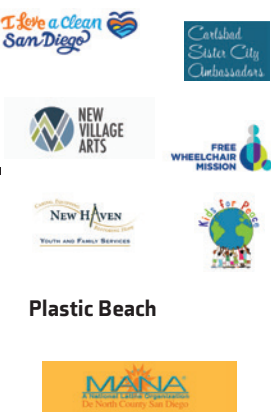


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CARLSBAD CHAMBER
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OF THE MONTH

OCTOBER RISING STARS



Congrats to our October Rising Stars of the Month! (left to right) Grace Martin - Sage Creek High School, Solange Dzeketey - Pacific Ridge School, Shane Baum - La Costa Canyon High School, David Dror - Army and Navy Academy, Daniel Gomez - Carlsbad High School.

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The retirement you deserve

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

Santianna opened in 2022 and 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



Exquisite senior living begins at Santianna, an Oakmont Signature Living community in Carlsbad.

program allows access to same day and next day medical care too.

Just steps away from the main building, Santianna also features an onsite Traditions Memory Care neighborhood, which pro-

vides 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 taking reservations. For more information and to schedule an exclusive tour, call 442-222-2456 or visit 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'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!



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Home of San Diego pitcher
Joe Musgrove





We're here to ensure you have a healthy and happy holiday season so you can celebrate with your loved ones. From our family to yours,
happy holidays!

tricitymed.org

