



The CARLSBAD BUSINESS JOURNAL

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CARLSBAD CHAMBER OF COMMERCE

JANUARY 2025

Carlsbad's new leadership



The 2024 election cycle is thankfully over and we can now all get back to our regularly scheduled lives. In Carlsbad this election and other developments brought some new faces to our community.

DISTRICT 2

Back in 2022 Keith Blackburn was elected Mayor. He subsequently vacated his District 2 seat on the City Council. Carolyn Luna was appointed to fill his remaining two years of service. Carolyn, however, was not eligible to run for election for that seat. This resulted in an open seat (no incumbent). In November, Kevin Shin was elected to fill this spot. Kevin is a Veteran of the Marine Corps where he served our country for 13 years. He has worked as an Orange County fire fighter since 2005, currently serving as a Captain. He also has been a small business owner, having owned and operated a Hawaiian restaurant in Oceanside called The Switchboard Restaurant and Bar. Kevin and his wife live in Carlsbad. His wife is a Special Education teacher. They have two school-aged daughters.



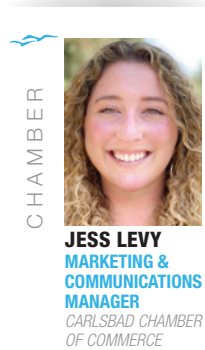
Kevin Shin is your new District 2 Council Member.

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2025's Wellness Wave

Fitspiration from Leticia Gonzalez Pileski (PsyD., LMFT), owner of Kaia FIT Carlsbad: "When I see a woman in the gym, I see a woman who loves herself and a woman who loves herself changes lives around her community."



JESS LEVY MARKETING & COMMUNICATIONS MANAGER CARLSBAD CHAMBER OF COMMERCE

The wellness industry continues to evolve, reflecting a growing shift toward holistic health, recovery, and personal growth. Nationally, the wellness economy is projected to reach \$8.5 trillion by 2027, according to the Global Wellness Institute. Locally, Carlsbad stands out as a hub for wellness innovation, with businesses offering tailored solutions for physical fitness, mental health, and even financial well-being. From boutique fitness studios to creative aging spaces, local wellness providers are meeting demand for personalized approaches to health. Here are the trends shaping Carlsbad's wellness landscape for the year ahead, along with Chamber members leading the charge.

Boutique Fitness with a Personal Touch

As people move away from generic gyms



Front Porch Gallery brings creative aging benefits to the community through inspiring exhibits and programs, including, "Carl" The Free Little Art Gallery.

toward specialized experiences, boutique fitness studios are thriving. **Kaia FIT Carlsbad**, for example, offers a community-focused approach to women's fitness, combining strength training, cardio, and support that helps members meet their personal goals. Meanwhile, technology-driven fitness options are on the rise. Businesses like **The Smart Fit Method**, **BODY20**, and **FitHive** cater to clients seeking efficient, science-backed workouts that blend innovation with measurable results. From AI-assisted training to EMS (electrical muscle stimulation) workouts, these gyms redefine

how Carlsbad stays fit.

Creative Aging: Wellness Through Connection and Expression

Wellness isn't limited to the body—it's about nurturing the mind and spirit, too. At **Front Porch Gallery**, creative aging takes center stage. This community space promotes well-being for older adults as well as the entire community through art, workshops, and social connection, proving that creativity can be a powerful tool for lifelong health.

› WELLNESS, page 16

BUSINESS SPOTLIGHT

Premier Care Management Services:

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Navigating today's complex healthcare system can be overwhelming. From managing multiple specialists and insurance providers to coordinating care, the process often feels fragmented and confusing. For individuals facing complex health challenges or age-related issues, the task can become even more daunting. That's where **Premier Care Management Services** steps in—providing a coordinated, stress-free approach to healthcare, home care, and daily needs management.

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With over 130 years of combined experience, our team of Care Managers, Social Workers, and healthcare professionals ensures you receive comprehensive care without the hassle of managing a fragmented system. At Premier Care, we understand that healthcare isn't just physical—it's emotional, mental, and spiritual too. We take a holistic approach to meet every client's needs.

OUR SERVICES INCLUDE:

Healthcare Navigation: We simplify the complexities of the healthcare system, ensuring your medical needs are met with clarity and efficiency.



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› PREMIER CARE page 5

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2025 BMW

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sDrive40i
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Lease Per Month Plus Tax • For 36 Months
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5 at these terms • Prior Service Loaners

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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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Meet the new Carlsbad Chamber Board Chair

It's with great humility and excitement that I step into the role of Board Chair for the Carlsbad Chamber of Commerce. I am truly



honored to serve in this capacity and follow in the footsteps of so many remarkable leaders who have shaped this organization. As I take on this responsibility, I want to share a bit about myself and my vision for the year ahead.

I am currently the Chief of Staff at **Bitchin' Sauce**, where I've been fortunate to work alongside an incredible team as we grow and evolve. In my role, I focus on strategic planning, operational support, and fostering the kind of positive culture that allows our people to do their best work. I also hold a strong belief in sustainable business practices—whether that's in terms of how we operate at Bitchin' Sauce or how we approach growth in the community.

I've been blessed to have had a diverse career path, which includes earning a degree in Organizational Leadership from Point Loma Nazarene University and an MBA. I believe all of these experiences have prepared me to take on this role with the Carlsbad Chamber. In addition to my work at Bitchin' Sauce, I've served on the board of the Joe & Mary Mottino Family YMCA, where I've had the opportunity to contribute to local initiatives and connect with other leaders in North County.

Of course, my life is also defined by my roles as a wife and mother. I've learned that it's possible to find work-life integration by being intentional with my time and always keeping my values of faith and family at the forefront. This perspective influences the way I lead: I want to ensure that the Chamber is a place where businesses can grow while still maintaining a sense of balance and connection.



I've learned that it's possible to find work-life integration by being intentional with my time and always keeping my values of faith and family at the forefront.

MY VISION FOR THE YEAR AHEAD

As I begin this term as Board Chair, I don't see this as an opportunity to reinvent the wheel but rather to build upon the excellent work already done by past leaders. My vision for the year ahead is centered around sustainable growth. I want to continue the momentum we've seen in Carlsbad and North County by helping businesses grow in a way that benefits the community as a whole.

Sustainable growth isn't just about financial success—it's about fostering long-term relationships, creating meaningful opportunities for collaboration, and supporting businesses so they can thrive in an ever-changing world. That's the kind of environment I hope to help cultivate within the Chamber, and I'm excited to partner with the Chamber Team to make that vision a reality.

I also recognize that every business faces its own unique challenges, and it's important to listen to the needs of our members. We have so much to offer, whether through

networking, educational programs, or access to resources that can help businesses at every stage. My role as Board Chair will be to help ensure that the Chamber continues to meet these needs while staying true to its mission of supporting a vibrant and resilient local economy.

While the work ahead may be challenging, I'm confident that we can accomplish great things together. I'm eager to collaborate with fellow board members, Chamber staff, and local leaders to strengthen the connections within our business community and amplify the impact of the Chamber's work across North County.

I am grateful for the trust that's been placed in me, and I approach this new chapter with a deep sense of responsibility and a commitment to helping the Chamber thrive. Thank you for the opportunity to serve this incredible community, and I look forward to what we can accomplish together in the year ahead.

LEADERSHIP

Continued from Page 1

DISTRICT 4

In District 4 Council Member Teresa Acosta successfully won reelection for the seat she first secured four years ago. Congratulations to Teresa.

CITY MANAGER

City Manager is not an elected position, but we are going through a transition none-the-less. In November, Scott Chadwick was hired by the Port of San Diego as their CEO. Scott had served as Carlsbad City Manager for seven years. Before hiring Scott, the City of Carlsbad had seven different city managers in the previous seven years. Scott brought great stability to our top city leadership. To fill Scott's role, the City has hired Geoff Patnoe as our new City Manager. Geoff was hired by Scott Chadwick as Assistant City Manager for the City of Carlsbad in March, 2020. Prior to coming to Carlsbad, Geoff was a Director of the San Diego County Office of Strategy & Intergovernmental Affairs for 10 years. Geoff and his wife live in Rancho Peñasquitos and have two daughters.

CITY TREASURER

Carlsbad City Treasurer, Craig Lindholm, resigned his office in the spring of 2024. Four candidates ran for this role. Christian Peacock was elected. Christian is a long-time Carlsbad resident. He has over 30 years of experience in business and finance. He will fill the remaining two years on Craig's term. Congratulations to Christian.



District 4 Council Member Teresa Acosta successfully won reelection for the seat she first secured four years ago.

MEASURE B

Measure B was a Carlsbad-specific ballot measure that would update a law on the Carlsbad books since 1982. The previous law set a \$1M limit for any capital improvement projects that the city council could approve on their own. If a project exceeded \$1M, it would require a vote of the public to move forward. Measure B proposed adjusting that amount to \$3.09M. It also added an annual inflation factor to this amount. Lastly, it exempted from public vote any capital improvement projects for public safety. Measure B passed with just over 53% of the vote favoring it. These provisions go into effect immediately.



Geoff Patnoe is our new City Manager. Geoff was hired by Scott Chadwick as Assistant City Manager for the City of Carlsbad in March, 2020.

Carlsbad poised for growth in 2025

As we venture ahead in 2025, Carlsbad businesses are brimming with promise and opportunity. The past few years have tested

us in ways we could not have anticipated, but they have also demonstrated the resilience and adaptability of our business community. With a strong foundation and a clear vision outlined in our Economic Development Strategic Plan, Carlsbad



is poised to move forward with strength.

Our pursuit of economic vitality is anchored by four key pillars: supporting small businesses, startups, and entrepreneurs; developing our workforce and attracting talent; fostering success in our key industries; and strengthening placemaking and engagement. Each of these pillars represents a critical component of our approach to building a sustainable and prosperous future for all who live, work, and innovate in Carlsbad.

1. SUPPORTING SMALL BUSINESSES, STARTUPS, AND ENTREPRENEURS

Small businesses are the heartbeat of Carlsbad's economy, and nurturing their growth is a top priority. In 2025, we are growing our Small Business Liaison program with dedicated city staff to support small businesses, specialized workshops and networking events, digital tools and resources for entrepreneurs to succeed. Through partnerships with organizations like Connect and Startup San Diego, we will work to pro-



Carlsbad's Economic Development Strategic Plan includes four key pillars: supporting small businesses, startups, and entrepreneurs; developing our workforce and attracting talent; fostering success in our key industries; and strengthening placemaking and engagement.

vide connectivity with the broader regional ecosystem to empower startups and ensure their long-term sustainability.

2. DEVELOPING WORKFORCE AND ATTRACTING TALENT

Our businesses thrive when they can tap into a skilled and diverse workforce. In 2025, we'll continue to prioritize talent development by strengthening connections between our businesses and local schools, colleges, and workforce training programs. Collaborations with institutions like **MiraCosta College** and **Cal State San Marcos** will create pathways for students

and workers to build meaningful careers in our region. Additionally, our Candidate Marketplace platform will continue to be a resource that connects more employers with qualified talent eager to build their futures in Carlsbad.

3. SUPPORTING KEY INDUSTRY SUCCESS

Carlsbad is home to thriving industries, including life sciences, technology, cleantech, sports and active lifestyle and tourism. Our goal is to grow and support a business ecosystem where these industries continue to grow. It is because of our diverse and resil-

ient industries that we have emerged from the last five years in such a strong position. In 2025, we'll invest in programs that promote collaboration among key sectors, help to drive innovation, grow our current businesses and attract new companies. Whether it's supporting biotech startups or collaborating with hospitality leaders to enhance Carlsbad's tourism appeal, we're committed to ensuring that these industries remain vibrant contributors to our local economy.

4. STRENGTHENING PLACEMAKING AND ENGAGEMENT

Economic success is deeply tied to a city's sense of place. In Carlsbad, we're fortunate to have beautiful beaches, vibrant neighborhoods, and a strong community spirit. This year, we'll prioritize placemaking efforts by creating greater activity in our retail centers, supporting cultural and community events, and working to create walkable, thriving business districts. Engagement will be central to these efforts—we'll continue to listen to and partner with businesses and stakeholders and ensure two-way communication that talks about the great things we are doing in Carlsbad and gathers feedback to inform our approach moving forward.

So, as we embark on this journey into 2025, we recognize there will be challenges ahead, but we are confident in the strength of our community and the strategies we have in place. Together, we will continue to make Carlsbad a city of opportunity and innovation—a city where businesses, workers, and residents can grow and thrive.

Here's to a year of collaboration, resilience, and success for our business community. Let's make 2025 our most impactful year yet!

See where we can take you!

McClellan-Palomar Airport in Carlsbad is a gateway to and from San Diego's North County. We serve the general aviation community, corporate aircraft, and commercial and tourism services.

Visit www.sandiegocounty.gov/PalomarAirport/ to learn more about where our flights can take you, using our airport, and business opportunities.

What our members say About us

KIM LOMBARDI
REALTOR

I love the Carlsbad Chamber of Commerce! I love having regular opportunities to meet other business owners, share knowledge, make connections, and support our community. There are always fun events each month at the Chamber and around the community, and getting involved is important - it's the best way to meet people! I highly recommend the Carlsbad Chamber of Commerce! See you there! :)

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Hear from various voices of the Village

For nearly a decade, Village Voices has provided downtown business owners, managers, their staff, and downtown residents with a monthly snapshot of community events, city affairs, development, business promotion, and more, as well as robust

networking and relationship building. It is an integral component of the Carlsbad Village Association's goal to build community and continues to be impactful on so many levels.

In the summer of 2015, the first Village Voices networking meeting was held

inside Humble Olive Oils. Zac Markham, the board chair of the **Carlsbad Village Association**, opened his retail store at 8:00am to what was to become a monthly 90-minute meeting. That first day seven people showed up; now 75 or more people gather in the spacious **Dea Hurston New Village Arts Center**. When Village Voices started, the association was a one-part-time-person operation, and the board of directors was truly a "working board" filling in where staff would eventually be. Coffee was brewed at home and brought to the meeting in air pots. Morning hospitality was homemade banana bread. One of our very first speakers, Officer Mickey Williams, spoke to the small handful of people in attendance about retail theft and proposed safety measures. Officer Williams would eventually go on to be our city's Chief of Police.

The concept around Village Voices has always been to inform business owners, and eventually residents as well, about everything possible taking place in their Village. It was also designed to help build connections and encourage collaboration. To help achieve that goal, guest speakers were enlisted in the endeavor. Through this simple process, business owners were able to hear from and get to know city staff and government officials, as well as prominent people in the business community, all while enjoying a cup of coffee and a little bit of hospitality.

Speakers have included our mayors, city managers, the directors of economic development, police investigators, our police chiefs, Homeless Outreach Team officers, property developers, city council members, key staff in the regional Small Business Development Center, retail consultants, human resource specialists, CPA's, digital marketing experts, and the list goes on. Over the years some of our most impactful meetings have been when fellow business owners spoke about their own journey, what motivated them, what keeps them going, and how they have come to not only grow their business but also find ways to give back to the community. Inspiration of this kind has come from Justin Jachura from **Señor Grubby's**, Paola Richard from **GelatoLove**, John Orndorff from **Carlsbad eBikes & More**, just to name a few.

During Covid, meeting in person was obviously not an option, so Village Voices went virtual. Through live streaming and Zoom, from locations such as **Barrio Glassworks** and **Pure Project's** brewery, Village Voices was able to continue. And when we were finally able to meet again in person for the

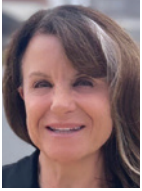
first time, we did so on folding chairs outdoors at the **Village Faire Shopping Center**, with a PA system, for one of our more emotional meetings. It was good to be back together again.

Village Voices has come to symbolize the best of Carlsbad Village Association. Bringing downtown business owners and residents together, hearing each other's stories, learning how we can help one another succeed, finding ways to collaborate to make one another stronger, and staying informed and educated to make the best decisions possible, has been a cornerstone of the association's mission.

From a handful of curious people to a committed group of business owners, leaders, and residents, Village Voices has continued to provide a voice to downtown Carlsbad. And it will continue to do so in 2025 with a robust schedule of speakers. All Carlsbad Village businesses, residents, and Carlsbad enthusiasts are invited to join us kick off the new year with a motivational program to help you start 2025!

Join us for a pop-up vendor experience featuring local businesses who specialize in health and wellness including chiropractic, massage, fitness, yoga, naturopathic healing, personal coaching, and more. Our Guest Speaker will be Leticia Gonzalez Pilecki (PsyD., LMFT), the owner of **Kaia FIT** in Carlsbad Village, who is also an AAMFT Approved Clinical Supervisor and Mentor, and a Certified Daring Way Facilitator. She will give us insight into the magic behind "Dare to Lead" by New York Bestselling author, professor, and podcaster, Brené Brown, to leave us feeling energized to take on a new year together!

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

VILLAGE VOICES

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WHEN

Tuesday, January 14, 2025

WHAT

Enjoy complimentary coffee and networking from 8:00am - 8:45am. Scheduled program is from 8:45am - 9:30am.

WHERE

Dea Hurston
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(2787 State Street)
New Year, New Start

PREMIER

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EMPOWERING YOU TO FOCUS ON WHAT MATTERS

As the founder of Premier Care Management Services, I bring years of experience as a Professional Care Manager, Dementia Practitioner, Crisis Interventionist, End-of-Life Doula, and Reverend. My mission is to offer a compassionate, holistic approach that addresses the physical, emotional, and logistical aspects of managing health and home care.



Premier Care isn't just about expert advocacy and support; it's about giving you the peace of mind that comes with knowing you have a dedicated team on your side.

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CARLSBAD.ORG

Celebrating leadership and legacy

Coach Nehemiah Brunson's Impact at Army and Navy Academy

This year, **Army and Navy Academy's** varsity football team made history under the extraordinary leadership of Head Coach and Athletic Director Nehemiah Brunson. Coach Brunson achieved his 50th career win this season, marking a milestone not just for him but for the entire Academy community. The Warriors wrapped up their season with an impressive 8-3 record, earning recognition both on and off the field.

Coach Brunson joined the Academy in 2015 and has since transformed its football program into a beacon of discipline, teamwork, and perseverance. With a focus on character development and leadership—values that echo the Academy's mission—his leadership has reinvigorated the team's competitive spirit.

"Reaching 50 wins is a tremendous honor," said Coach Brunson. "Each victory represents the hard work of our team, staff, and the Cadet community. This milestone belongs to everyone who has been part of this journey."

The Warriors' season ended in the D3 playoffs, following a tough battle against Eastlake High School. While the score board wasn't in their favor, the team's determination and sportsmanship left a lasting impression.



This year, Army and Navy Academy's varsity football team made history under the extraordinary leadership of Head Coach and Athletic Director Nehemiah Brunson.

EXCELLENCE BEYOND THE FIELD

Several Cadets stood out this season, earning accolades for their performance. Highlights include:

Nehemiah Brunson Jr., Jonah Tua, and Xavier Leatherman were named to the First Team Defense.

Brunson Jr. has committed to play football at the U.S. Military Academy at West Point.

Leatherman will play rugby at Boise State University.

Landon Schrom and Lincoln Brunson earned First Team Offense honors.

Other standout recognitions included Second Team selections for Korey Fatiaki, Caleb Munoz, Patrick Knight, and Jacob Eastley, as well as Honorable Mentions for several players.

Nehemiah Brunson Jr. was particularly im-

pressive, coming within one vote of being named Defensive Player of the Year.

LEADERSHIP THAT SHAPES THE FUTURE

Coach Brunson's influence extends far beyond the football field. His efforts embody Army and Navy Academy's mission to develop virtuous leaders of character. According to Barry Shreier, Chairman of the Academy's Board of Trustees, "Coach Brunson's landmark 50th win and this season's achievements reflect his exceptional leadership. He fosters discipline and family values that align with the Academy's core virtues."

Through his coaching, Coach Brunson not only elevates the Warriors' performance but also reinforces the Academy's culture of excellence. His commitment to holistic de-



Coach Brunson achieved his 50th career win this season, marking a milestone not just for him but for the entire Academy community.

velopment—blending academics, athletics, and leadership—continues to leave a profound impact on the campus community.

Army and Navy Academy has been a cornerstone of Carlsbad since its founding in 1910. Serving boys in grades 7-12, it draws students from across the globe to experience its unique blend of academics, leadership training, and extracurricular opportunities. The Academy's virtues-based education aligns with its mission to educate, mentor, and develop good character in young men.

The Warriors' successes this season, led by Coach Brunson, showcase the Academy's ability to produce not only skilled athletes but also principled leaders ready to make a difference in the world.

Students gain valuable perspective from Callaway visit

Every great pathway requires a beginning. For some, the chapter can be introduced during their educational journey.

Last month, **Cal State San Marcos' Career Center** partnered with the College of Business Administration and College of Science, Technology, Engineering, and Mathematics to take students to tour **Callaway Golf** headquarters in Carlsbad. Callaway doesn't offer public tours, creating a unique opportunity.

In addition to touring headquarters, students heard from professionals who shared advice and their experiences in the professional environment. Students also got exclusive early access to Callaway's internship applications.

"It was truly an eye-opening experience that exposed me to real-world insight and industry knowledge," said Gia Poston, a fourth-year business marketing major. "It opened my eyes to what strong company culture looks like and it also provided me with networking opportunities with professionals."

Callaway Golf is the world's largest manufacturer of golf clubs. It also produces additional golf equipment, clothing and golf accessories.

"My experience visiting Callaway was excellent," said Hanna Silva Gomez, a third-year computer engineering student. "Through this experience, I was able to learn a great amount of industry insights as well as getting the opportunity to hear about the journeys of certain Callaway team members that



CSUSM students visited Callaway Golf last month as part of the Career Center's Career Trek program. Photo by Kirra Robusto

ultimately led them to join Callaway.

"For me, the most fascinating part of the visit was getting to know about all the possibilities within various fields ranging from engineering to business. It was incredibly insightful to hear about the processes Callaway follows and how it all comes together to deliver an exceptional end result."

Other students who attended agreed about the benefits of the visit.

"Hosting events like these opens the door for CSUSM students to engage in networking as well as learning industry insights," Silva Gomez said. "It encourages students like me to develop skills by learning

about innovative approaches used in the industry.

"Familiarizing ourselves with the company allows us to learn about company culture and get to know about possible internship opportunities or programs offered by the company, which ultimately can allow us to stand out as a candidate in the near future."

Greg Zamora, a third-year finance student, shared the same perspective.

"From this experience, I gained plenty of inspiration and career insights learning about the intern program and the career paths of speakers," he said. "I also gained a deeper understanding of Callaway Golf itself

as a company, specifically how it operates globally with its variety of golf lines."

The Career Center is planning to host similar events in the future, representing a range of careers and potential internships.

"Our goal is to create meaningful opportunities for students to engage with industry leaders and gain real-world insights," said Yasmine Farley, the Career Center director. "The visit to Callaway Golf exemplifies the power of partnerships in bridging the gap between academic learning and professional success. I look forward to organizing more opportunities like this for our CSUSM students."



2025 AI productivity tipping point

Why your organization's transformation can't wait

We've reached a critical moment in the AI revolution - one that isn't about future possibilities, but about real, immediate productivity gains. While many organizations are still waiting for the "next big breakthrough" in AI technology, the truth is that the productivity tipping point is already here.

The challenge isn't about the technology anymore. It's about implementation and adoption. Recent case studies are showing remarkable results:

- A partnership director completing complex pitches, pricing, and project plans in one-tenth of the usual time
- A program facilitator reducing 50 hours of resume review work to just one hour
- A legal partner cutting regulatory research time from hours to minutes

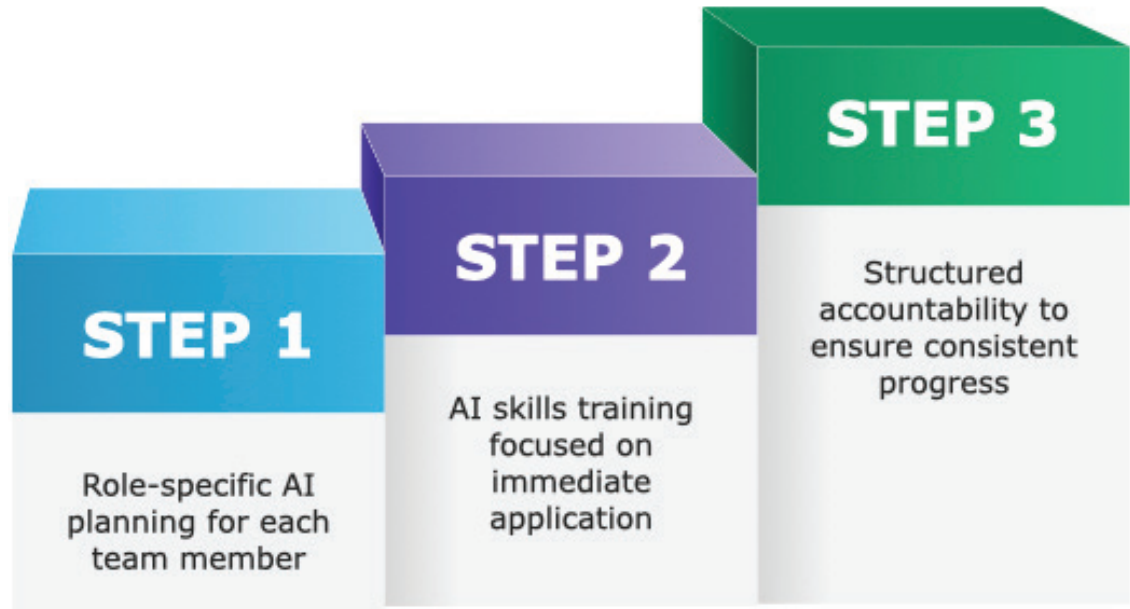
What's different now? The focus has shifted from tools and technical capabilities to role-specific implementation. When AI training is aligned with actual job responsibilities and deliverables, the transformation happens immediately - not in some distant future.

THE KEY INSIGHT IS THIS

AI adoption succeeds when it starts with the individual's role and specific deliverables. Instead of generic AI training, effective programs now map AI capabilities directly to each team member's responsibilities. This approach guarantees productivity gains in the first hour of training, not after months of theoretical learning.

For leaders, this presents a once-in-a-career opportunity. Someone in your organization will champion this transformation.

3-Step Process



We've reached a critical moment in the AI revolution. At SPAARK.ai, the choice is clear: adapt and innovate or risk becoming obsolete.

The question is: Will you lead this change, or will you follow someone else's lead?

The most successful implementations share three critical steps:

1. Role-specific AI planning for each team member
2. AI skills training focused on immediate application
3. Structured accountability to ensure consistent progress

Most importantly, when teams under-

stand that AI is about augmenting their capabilities rather than replacing them, resistance transforms into enthusiasm. Workers aren't opposed to becoming more efficient - they're opposed to being replaced.

The AI productivity tipping point isn't coming - it's here. The organizations that recognize and act on this reality today will create an insurmountable competitive advantage tomorrow.

The choice is clear: adapt and innovate or risk becoming obsolete.

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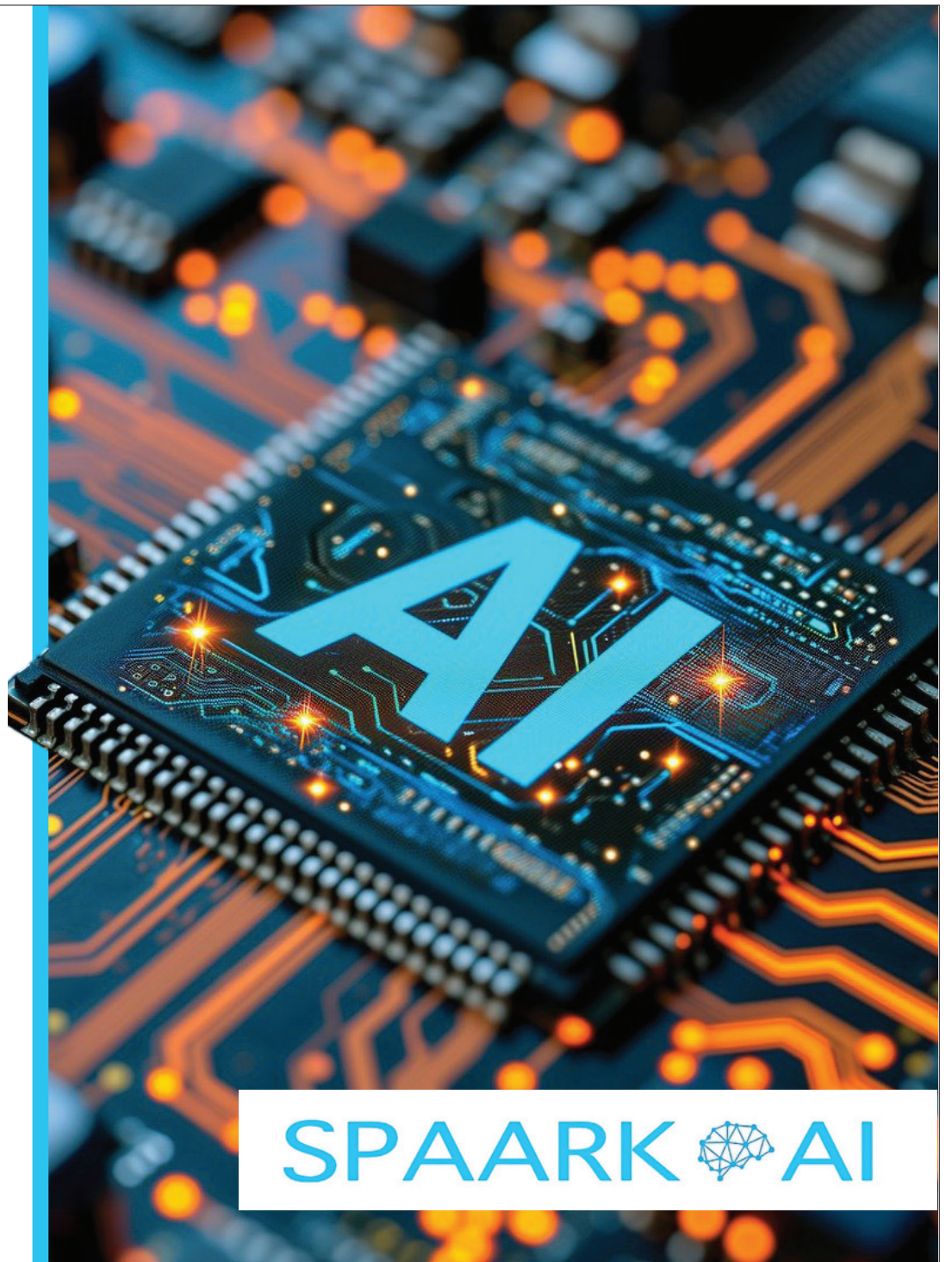
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SPAARK  AI

TrueCare supports maternal health

TrueCare provides doula support to improve maternal health outcomes

In 2024, **TrueCare** launched its doula services aimed at tackling the alarming racial and ethnic disparities in maternal health outcomes. As a mission-driven health care provider that serves the diverse communities of North San Diego and South Riverside Counties, TrueCare aims to improve childbirth experiences by providing emotional, informational, and physical support to patients, ensuring they have the care and advocacy they need throughout pregnancy, delivery, and beyond.



TO YOUR HEALTH
MARY P. SAMMER, MS, RD, VP NUTRITION SERVICES TRUECARE

Over 800 women die in the U.S. each year as a result of pregnancy or its complications. With this tragic reality comes significant racial and ethnic disparities in maternal deaths. Black women are three times more likely to die from a pregnancy-related cause than White women. In 2022, the maternal mortality rate for Black women was 49.5 deaths per 100,000 live births and was significantly higher than rates for white (19.0), Hispanic (16.9), and Asian (13.2) women.

Doula support has been shown to improve maternal health outcomes, particularly for women from marginalized com-

munities. Research indicates that women who receive support from a doula during childbirth are more likely to engage with their healthcare providers, have lower rates of cesarean deliveries, and experience greater success with breastfeeding. This kind of personalized, continuous support has been proven to reduce stress and promote a more positive birthing experience.

TrueCare's doula program is built on trauma-informed care and prevention. By providing, education, advocacy, and emotional support, TrueCare doulas empower women to make informed decisions about their birthing plans and navigate any challenges they may face during pregnancy and beyond. The doulas also empower patients to advocate for themselves in every stage of labor, ensuring that their voices are heard and respected.

TrueCare doulas, trained by the San Diego County Midwives Doula Program, assist patients' hand-in-hand with their provider from prenatal to post-natal care, in addition to offering loss support. These vital services have traditionally been accessible only to those who can afford the out-of-pocket cost. TrueCare's unique program makes doulas available at low- to no-cost to all patients enrolled in the health center's prenatal program, including those with Medi-Cal or private insurance, as well as self-paying patients.

In addition, TrueCare's doulas are bilingual, offering services in both English and



Supporting mothers from the moment they walk in—doula care that makes a difference from the first step.

Spanish to accommodate the diverse communities they serve in North County. This ensures that language barriers do not affect a woman's ability to comfortably express her needs and access the support and information essential for their care.

With the continued growth of the program, TrueCare is striving to create a more equitable healthcare landscape for women in North San Diego and South Riverside Counties. By addressing the root causes of maternal health inequities and providing comprehensive, culturally sensitive care, the organization is working toward closing the gap in maternal health outcomes and ensuring that every woman, regardless of her race, ethnicity, or socioeconomic status, receives the support she needs for a healthy



birthing experience.

For more information, or to join TrueCare in the advancement of equitable healthcare, please visit truecare.org.



CARLSBAD
CHAMBER OF COMMERCE



**CHAIRMAN'S
CIRCLE**

Thank you
TO OUR PARTNERS

DIAMOND





PLATINUM





GOLD









SILVER









Celebrating our volunteers of the year

Each year, members of the Chamber of Commerce dedicate their time, skills, and resources to make a difference in the community. On December 11, we hosted our Annual CBAD Holiday Volunteer Recognition Reception to recognize these individuals and organizations for their outstanding commitment to social responsibility and service. These volunteers go beyond their professional roles, offering their expertise and interests to causes ranging from education and environmental sustainability to aging services.

MEMBERSHIP COUNTS



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

The impact of these volunteers is immeasurable. Their efforts help bridge gaps in communities, build connections, and create long-lasting relationships. By fostering a culture of giving back, CBAD Volunteers inspire others to become involved, showing that success is about more than just financial achievements—it's about creating a legacy of compassion and social good in Carlsbad.

The recognition of volunteerism serves as a powerful reminder of the importance of giving back. It's a call to action for others to follow in the footsteps of these incredible volunteers, showing that small acts of service can indeed create big changes.



Huge congrats to our 2024 Volunteers of the Year! Thank you for all that you do at the Chamber, in our community, and beyond!

COMMITTEE MEMBERS OF THE YEAR

- **Aging Services** – Vickie Braden, New Chapter Insurance
- **Ambassador** – Lori Boody, VANC
- **Business Resource** – Kim Lombardi, Kim Lombardi, Realtor® | Coldwell Banker Realty
- **Carlsbad Young Professionals** - Anthony Duval, Bluefire Mortgage Group

- **Education** – Emily Bonds, Agua Hedionda Lagoon Foundation - Discovery Center
- **Government Affairs** - Joe Gabaldon, San Diego Gas & Electric
- **Green Business** - Jay Klopfenstein, Carlsbad Community Gardens Collaborative
- **Military Affairs** – Anthony Cina, Anthony's Notary Public & Loan Signing Agent

Committee of the Year – Ambassador Committee

- **Committee Chair of the Year** – Don Sando, Strategic Results Group
 - **Go Giver Award** – Kim Shea, Geriatric Counseling Services (Game-changing Counseling Services)
 - **Rookie of the Year** – Andrew Lippman, InWealth Management
 - **Chamber Champion** - JR Phillips, Phillips + Co. Real Estate
- To these absolutely stellar winners, thank you for all you do!

CARLSBAD
CHAMBER OF COMMERCE

BRC WORKSHOP

ONE KEY

Vision

Tuesday, Jan. 7, 2025 • 7:30 am

Complicated Visions Do Not Work:
Craft your clear & concise vision for 2025.
Get clear on where you are going so you can get there faster...

Carlsbad Chamber • 5934 Priestly Dr. • Carlsbad, CA 92008

NETWORKING LUNCH

LUNCH MOB

Friday, Jan 10, 2025 | 11:30 am - 1 pm

WHAT

Networking, Connections, Good Food, and Fun
Your only cost is what you order.

WHERE

Yard House,
2525 El Camino Real, Ste. 210,
Carlsbad, CA 92008

web.carlsbad.org/events

NETWORKING & REFRESHMENTS

CBAD HAPPY HOUR

Loft 100 Studios

Wed. Jan 15, 2025 | 5 pm - 7 pm

WHAT

Admission is unwrapped toys and gifts for our kids, teens and parents, as well as gift wrap and gift bags.

PLACE

LOFT100 Studios
2510 Gateway Rd.
Carlsbad, CA 92009

web.carlsbad.org/events

FREE NETWORKING EVENT

Coffee CONNECTION

Friday, Jan 24, 2024 | 8 - 9 am

WHAT

It's not just coffee, it's about fostering relationships and building up a strong professional network.

WHERE

Gazelle Fashion and Style
2829 Roosevelt Street
Carlsbad CA 92008

web.carlsbad.org/events

NETWORKING BREAKFAST

ATTRACT GREAT CLIENTS

with or without a niche

Friday, Feb 7, 2025 | 7 - 9 am

WHAT

Learn from Mary Cravets how to grow your business, attract clients, and boost income without being limited by a niche.

WHERE

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

web.carlsbad.org/events

FINANCIAL WORKSHOP

NAVIGATING THE COMPLEXITIES of Retirement Plans

Thursday, Feb 27, 2025 | 11:30 am - 1 pm

WHAT

Current 401k landscape and TAG Resources aggregation plans, for business owners and financial advisors, that includes lunch.

WHERE

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

SPEAKER

John O'Reilly

web.carlsbad.org/events

2024 VOLUNTEER OF THE YEAR Awards



AGING SERVICES COMMITTEE
MEMBER OF THE YEAR
Vickie Braden
New Chapter Insurance



AMBASSADOR COMMITTEE
MEMBER OF THE YEAR
Lori Body
VANC



EDUCATION COMMITTEE
MEMBER OF THE YEAR
Emily Bonds
Agua Hedionda Lagoon Foundation - Discovery Center



AGING SERVICES COMMITTEE
CHAIR OF THE YEAR
Don Sando
Strategic Results Group



COMMITTEE
Ambassador



GREEN BUSINESS COMMITTEE
MEMBER OF THE YEAR
Jay Klopfenstein
Carlsbad Community Gardens Collaborative



ROOKIE OF THE YEAR
Andrew Lippman
InWealth Management



BUSINESS RESOURCE COMMITTEE
MEMBER OF THE YEAR
Kim Lombardi, Realtor®
Coldwell Banker Realty



CARLSBAD YOUNG PROFESSIONALS
COMMITTEE MEMBER OF THE YEAR
Anthony Duval
Bluefire Mortgage Group



MEMBER OF THE YEAR
Business Resource Committee



MILITARY AFFAIRS
COMMITTEE MEMBER OF THE YEAR
Anthony Cina
Anthony's Notary Public & Loan Signing Agent



GO GIVER OF THE YEAR AWARD
Kim Shea
Geriatric Counseling Services
(Game-changing Counseling Services)



CHAMBER CHAMPION
JR Phillips
Phillips + Co. Real Estate



GOVERNMENT COMMITTEE
MEMBER OF THE YEAR
Joe Gabaldon
San Diego Gas & Electric (SDGE)



W E L C O M E N E W M E M B E R S

ATTORNEYS

Franklin Soto Leeds LLP

Josh Franklin
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fsl.law

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KrouseForCarlsbad.com
Thomas Krouse, CFA., formerly S.E.C. Registered Investment Adviser, the CEO of two S.E.C. Registered Investment Adviser firms, and the Chief Operating Officer at hedge funds with as much as \$1.2 billion in invested portfolio assets. (edited)

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EB5Investors.com strives to deliver the most comprehensive and helpful content online about the EB-5 Visa program. This site was created to provide a one-stop-shop for the your EB-5 visa needs. Our main intention is to help investors learn about the EB-5 Visa program and give them direct access to professionals.

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RISING STARS



Congratulations

NOVEMBER RISING STARS



From Left to Right: Georgia Sporrer, La Costa Canyon, Malia Patterson, Sage Creek Teana McCullough, Pacific Ridge, Dakota Burkhalter, Carlsbad

DECEMBER RISING STARS



From Left to Right: Neve Taylor, La Costa Canyon, Isabel Martinez, Sage Creek Lance Germani, Army & Navy Academy, Maleah DePauw, Carlsbad

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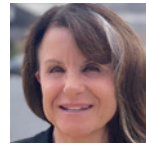
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WELLNESS

Continued from Page 1

Financial Wellness: A Key to Peace of Mind

The conversation around wellness has expanded to include financial health, recognizing its impact on stress levels and overall well-being. Local firm **Peek Wealth** helps Carlsbad residents build financial confidence through personalized planning and strategies, ensuring peace of mind as part of a holistic wellness routine.

Looking Ahead

Whether through specialized fitness, financial wellness, or creative spaces, Carlsbad's wellness businesses are embracing the evolving needs of their clients. As 2025 approaches, these trends reflect a broader movement toward living well—physically, mentally, and emotionally. For Carlsbad residents looking to invest in their health this year, these Chamber members are leading the way with innovative, impactful offerings.

“Nationally, the wellness economy is projected to reach \$8.5 trillion by 2027, according to the Global Wellness Institute.”



“Research shows that creating, observing, or engaging with art boosts brain health, promotes well-being, and supports creative aging.”

PEEKWEALTH



Escape to tranquility at Pala Mesa Resort

In the heart of Southern California, tucked between the rolling hills of Fallbrook, lies **Pala Mesa Resort**—an oasis where relaxation and rejuvenation are not just encouraged but seamlessly woven into every aspect of the experience. This renowned resort, celebrated for its breathtaking 18-hole, Par 72 championship golf course, offers a perfect escape for those seeking serenity, natural beauty, and a retreat from the everyday hustle.

Pala Mesa Resort is much more than just a golf destination; it's a sanctuary where you can unwind and recharge. The lush, meticulously manicured greens of the course offer golfers a challenging yet peaceful round. Considered one of the most beautiful courses in the Greater San Diego area, the course weaves through scenic hills, sparkling lakes, and dense woodlands. Whether you are a seasoned pro or a casual player, the panoramic views provide the ultimate backdrop to a day of golf, creating a peaceful atmosphere that is both energizing and soothing. And with the recent restoration of the greens, players can now enjoy a pristine playing surface that enhances both the challenge and the experience.

For those not on the fairway, the resort offers plenty of ways to relax and indulge. At the heart of Pala Mesa is the Aquaterra Restaurant, where the revitalized menu is designed to cater to a wide variety of tastes, offering everything from fresh, seasonal dishes to comfort food with a twist. The atmosphere is warm and inviting, perfect for dining with family, friends, or even a quiet solo meal to reflect on the day. Whether you are savoring a fine wine paired with your dinner or enjoying a casual lunch on the patio with panoramic views of the surrounding hills, Aquaterra guarantees an experience that enhances the resort's laid-back ambiance.



Discover Pala Mesa Resort's 18-hole, Par 72 championship golf course and Aquaterra Restaurant, where the revitalized menu is designed to cater to a wide variety of tastes.

The resort also features exquisitely remodeled hotel rooms that promise a peaceful retreat after a long day of golf or dining. The rooms are spacious and tastefully decorated, offering a perfect blend of comfort and style. With modern amenities, plush bedding, and serene views, every room at Pala Mesa is designed to make guests feel at home, ensuring that your stay is as rest-

ful as it is enjoyable. The tranquility of the surroundings, coupled with the plush accommodations, creates an ideal setting for a weekend getaway or a longer, more immersive retreat.

Whether you are drawn to the greens, the peaceful surroundings, or the indulgent dining experiences, Pala Mesa Resort provides an environment where relaxation is not just

encouraged—it's built into the fabric of the resort. It's a place where the pace slows, and every moment feels like a well-earned escape. For anyone looking to unwind and reconnect with nature, Pala Mesa Resort is more than a destination—it's a reminder that sometimes the best way to relax is to simply pause, breathe, and enjoy the beauty that surrounds us.



RELAX AND UNWIND

18-Hole, Par 72, Championship Course

Renowned as one of the most beautiful golf courses in the Greater San Diego area, now with restored, manicured greens, a revitalized menu at the Aquaterra Restaurant and exquisitely remodeled hotel rooms.

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2024 VOTING RECORDS

	AI/Privacy	Climate Change	Environmental Regulation	Health Care	Housing and Land Use	Labor and Employment	Product Regulation	Taxation	Unemployment Insurance	Water	In Accord with CalChamber	Not in Accord with CalChamber	Absent
Blakespear, C. (D)	Y	Y	†		Y	Y	Y	Y	Y	Y	4	7	0
Boerner, T. (D)	Y	Y	•	†	†	•	Y	†	†	Y	4	5	0

CalChamber Vote Records: Major Bills 2024

PRIORITY BILLS

ARTIFICIAL INTELLIGENCE/PRIVACY

• **AB 2481 (Lowenthal; D-Long Beach) Youth Social Media Protection Act.** Requires “large social media plat-forms” to create a process to verify an expansive list of individuals as “verified reporters,” including school principals and counselors, among others. Passed Assem-bly, May 22, 46-0. Passed Senate, August 29, 31-3. Assembly concurred in Senate amendments, August 31, 58-0. Signed—Chapter 832. CalChamber Opposed.

• **AB 2930 (Bauer-Kahan; D-Orinda) Automated Decision Tools (ADT) Impact Assessments.** Requires developers and de-velopers of ADTs to perform specified impact assessments prior to first using an ADT and annually thereafter, impacting every indus-try and businesses of all sizes, in addition to public entities. Passed Assembly, May 21, 50-14. Senate Inactive File August 31. CalChamber Opposed.

• **SB 1047 (Wiener; D-San Francisco) AI Models.** Requires frontier AI develop-ers to comply with certain requirements before beginning to initially train specified “covered models” to promote the safe and secure innovation of AI. Passed Senate, May 21, 32-1 (vote shown). Passed Assembly, August 28, 48-16. Senate concurred in Assembly amendments August 29, 30-9. Vetoed. CalChamber Opposed.

CLIMATE CHANGE

• **SB 1497 (Menjivar; D-Los Angeles) Polluters Pay Climate Cost Recovery Act of 2024.** Imposes an ill-defined tax on a broad set of entities that will increase costs for goods and services in California. Passed Senate Environmental Quality Committee, April 17, 5-2 (vote shown). Passed Senate Judiciary Commit-tee, April 23, 7-2 (vote shown). Senate Inactive File, May 22. Failed deadline. CalChamber Opposed/**Job Killer 2024.**

ENVIRONMENTAL REGULATION

• **ACA 16 (Bryan; D-Los Angeles) Environmental Rights.** Has far-reaching negative consequences that would impair government operations, stunt develop-ment for new housing, infrastructure and clean energy project development and the strong potential to destabilize Califor-nia’s econ-omy. Passed Assembly Natural Resources Committee, April 8, 8-3. Passed Assembly Appropriations Committee, May 16, 11-4. Assembly floor, May 20. Failed deadline. Oppose/**Job Killer 2024.**

HEALTH CARE

• **AB 2200 (Kalra; D-San Jose) Government-Run Health Care.** Forces all Californians into a new untested state government health plan, with no ability to opt out while eliminating Medicare for

California seniors and increasing taxes at least \$250 billion a year on workers, income, jobs, goods and services. Passed Assembly Health Committee, April 23, 9-4. Held in Assembly Appropriations Suspense File, May 16. Failed deadline. Oppose/**Job Killer 2024.**

• **AB 3129 (Wood; D-Healdsburg) Stifles Free Market Transactions for Health Entities.** Requires private investors to obtain the consent of the Califor-nia At-torney General before acquiring or effecting a change of control with respect to certain health care entities. Passed Assembly, May 21, 50-16. Passed Senate, August 31, 21-11. Assembly concurred in Senate amend-ments, August 31, 49-14. Vetoed. Oppose.

HOUSING AND LAND USE

• **AB 98 (J. Carrillo; D-Palmdale) Warehouse Compromise.** Provides a reasonable compromise that avoids the negative economic and environmental impacts that would arise from much more stringent and unworkable legislation while still addressing community concerns. Passed Senate, August 31, 22-16. Assembly concurred in Senate amendments, August 31, 46-17. Signed—Chapter 931. CalCham-ber neutral urging aye vote.

LABOR AND EMPLOYMENT

• **AB 2288 (Kalra; D-San Jose) Private Attorneys General Act (PAGA).** Creates a long-overdue reform of PAGA. Passed Senate, June 27, 39-0. Assembly concurred in Senate amendments, June 27, 77-0. Signed—Chapter 44. CalChamber Supported.

• **AB 2374(Haney; D-San Francisco) Joint Liability for Businesses of All Sizes.** Originally imposed new statu-tory joint lia-bility on business of any size that contracts for janitorial services if a contractor violates the Displaced Jani-tor Opportunity Act and placed new man-dates on those businesses that should be assigned to the contractor. Job killer sta-tus removed due to May 16, 2024 amend-ments removing joint liability portion of the bill and making other chang-es. Cal-Chamber remains opposed unless amended due to the requirement that an awarding authority must provide certain notifica-tions to a union representing an-other enti-ty’s employees. Passed Assembly Labor and Employment Committee, April 3, 5-1 (vote shown). Passed Assembly, May 22, 52- 11. In Senate Appropriations Suspense File, August 5. Failed deadline CalChamber Opposed Unless Amended/**Former Job Killer 2024.**

• **AB 2499 (Schiavo; D-Chatsworth) Leave Expansion.** Significantly expands 12-week leave related to crimes and lowers threshold of applicability to employers with just five employees. Job Killer tag removed due to May 20, 2024 amendments and June 6, 2024 amend-ments applying leave to employers with 25 or more employees,

limiting qualifying reasons for taking leave, and limiting dura-tion of time for specific qualifying reasons. Passed Assembly Labor and Employment Committee, April 3, 5-0 (vote shown). Passed Assembly Judiciary Committee, April 16, 7-2 (vote shown). Passed Assem-bly May 23, 56-8. Passed Senate, August 27, 32-7. Assembly con-curred in Senate amendments, August 28, 60-11. Signed—Chapter 967. CalChamber Opposed/**Former Job Killer 2024.**

• **AB 2751 (Haney; D-San Francisco) Prohibition on Employee Communica-tions During Certain Hours.** Prohibits any employee working for an employer of any size from contacting another employee outside of their normal work hours except in very narrow circumstances and would subject employer to costly litigation for any dispute as to whether the communication was permissible. Passed Assembly Labor and Employment Committee, April 17, 4-2. In Assembly Appropriations Suspense File, May 8. Failed deadline. Oppose/**Job Killer 2024.**

• **SB 92 (Umberg; D-Santa Ana) Private Attorneys General Act (PAGA).** Creates a long-overdue reform of PAGA. Passed Assembly, June 27, 76-0. Senate concurred in Assembly amendments, June 27, 40-0. Signed—Chapter 45. CalChamber Supported.

• **SB 399 (Wahab; D-Hayward) Bans Employer Speech.** Chills employer speech regarding religious and political matters, including unionization. Is likely unconstitutional under the First Amend-ment and preempted by the National Labor Relations Act. Passed Assembly, August 30, 51-17. Senate concurred in Assembly amendments, August 31, 31-9. Signed—Chapter 670. CalChamber Opposed/**Two Year Job Killer.**

• **SB 1446 (Smallwood-Cuevas; D-Los Angeles) Use of Technology in Grocery and Retail Stores.** Overly prescriptive mandate regard-ing the use of self-check-out stations that will frustrate customers and increase costs to retailers and requires stores to notify all workers and the public any time they choose to utilize new tech-nology. Passed Senate, May 21, 25-12. In Assembly Rules Committee, August 15. Failed deadline. CalChamber Opposed. Product Regulation

• **SB 903 (Skinner; D-Berkeley) Bans All Uses of PFAS.** Prohibits the use of per- and polyfluoroalkyl substances (PFAS) in all commercial and consumer products by 2032 unless Department of Toxic Substances Control is petitioned and makes an affirmative determination that the PFAS in a particular product is an unavoidable use. Passed Senate Environ-mental Quality Committee, April 3, 4-2 (vote shown). In Senate Appropriations Suspense File, April 29. Failed Deadline. CalChamber Opposed/**Job Killer 2024.**

Key to This Section

Y means voted for bill.
 N means voted against bill.
 • means not voting.
 — means absent.
 † means not applicable; no opportunity to vote.

Boldface type indicates votes in accord with CalChamber position.
Red columns are Job Killers.

TAXATION

• **AB 2829 (Papan; D-San Mateo) Tax on Digital Advertising Revenue.** Implements a new tax on digital ads of 5%. In addition to increasing taxes on busi-nesses, it is likely unconstitutional. Passed Assembly Privacy and Consumer Protection Committee, April 23, 6-3 (vote shown). In Assembly Revenue and Taxa-tion Suspense File, April 29. Failed dead-line. Oppose/**Job Killer 2024.**

• **SB 1327 (Glazer; D-Contra Costa) Tax on Digital Advertising Revenue.** Im-plements a discriminatory 7.25% tax on the revenue generated from the sale of digital advertising. The bill is likely unconstitutional and will lead to costly litigation for the state. Passed Senate, June 27, 27-7. In Assembly Revenue and Taxa-tion Committee, August 8. Failed deadline. CalChamber Opposed/**Job Killer 2024.**

UNEMPLOYMENT INSURANCE
 • **SB 1116 (Portantino; D-Burbank) Increased Unemployment Insurance Taxes to Subsidize Striking Workers.** Allows striking workers to claim UI benefits when they choose to strike. Because the UI Fund is paid for entirely by employers, SB 1116 will effectively add more debt onto California employ-ers. Moreover, SB 1116 will effectively force employers to subsidize strikes at completely unrelated businesses because the UI Fund’s debt adds taxes for all employers, regardless of whether they’ve had a strike. Passed Senate, May 21, 22-12. Failed passage in Assembly Insurance Committee, June 26, 6-2. CalCham-ber Opposed/**Job Killer 2024.**

WATER SUPPLY

• **AB 2079 (Bennett; D-Ventura) Groundwater Restriction.** Prevents instal-lation of new or replacement ground-wa-ter wells throughout much of the state. Circumvents the local control component of Sustainable Groundwater Management Act (SGMA) by creating statewide strin-gent requirements on wells rather than empow-ering locally informed solutions to ground-water sustainability. Passed Assembly, May 20, 41-17. Failed passage in Senate Natural Resources and Water Committee, June 11, 5-6. Failed deadline. CalChamber Opposed Unless Amended.

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