



Carlsbad Business Journal

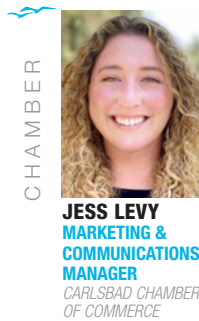
A W A R D W I N N I N G P U B L I C A T I O N

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FEBRUARY 2023



Is the heart of your business as healthy as your own wellbeing?



Two hearts, same goal—Business success and being your best. But we often forget to stop and realize the two are dependent on each other. Long nights, loss of sleep, work deadlines, eating on-the-go, and stress. It's the start of 2023 and we all know this lifestyle too well.

February is Heart Health Awareness Month. You need a strong heart to run a healthy business and this lifestyle is increasing the rate of premature cardiovascular disease across all ages. According to the American Heart Association, cardiovascular disease affects more than 35% of people age 39 and older, and more than 10% of those age 20–39. Isn't that a staggering number

especially for business professionals? And in San Diego County, nearly 4,000 people die of heart disease each year, according to the county Health and Human Services Agency. It's up to each and every one of us to become more heart-centered and start taking better care from the inside out.

When you really think about it, heart health is actually good business. For one, poor heart health can cost a business thousands. Well-being works better. Providing clean, nutritious foods for promoting heart healthy employees can keep your business on track. Take it from Elaine Bryan, **Body and Soul Nourishment**, Holistic Nutritionist, Certified Health Coach, "This has been proven over and over - The Mediterranean style diet full of foods like whole foods (vegetables, fruits, nuts and seeds.) have been shown to reduce the risk of heart disease and strokes! Could it be the fiber in those foods that positively impacts our gut health?

Yes! Those gut microbes assist us in reducing inflammation overall in the body, while those processed, sugary foods cause more inflammation!"

The CDC mentions, "If you have diabetes, you're twice as likely to have heart disease or a stroke than someone who doesn't have diabetes—and at a younger age." Researchers forecast a growing number of people under age 20 newly diagnosed with diabetes during 2017–2060. This new research should serve as a wake-up call for the young.

What you put in your body is just as important as how frequent you move it. My favorite Carlsbad physical therapist always says, remember, *motion is lotion* (for your joints). Especially for workers who sit at a desk all day, this prevention tip is for you. Your heart is your business too.

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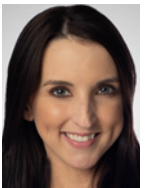


Interested in joining our NetForce groups? At the Carlsbad Chamber, we have sub-groups to target referrals for every sector of business.

Let the Force be with you!

I couldn't help it with the title. My son and husband are force (Star Wars) addicts. I am a force-fiend, but in the Chamber way. So, what is it? **NetForce** will be coming up on 15 years as the Chamber's netweaving program and we are incredibly excited to announce the program's growth. Networking is specific for the program as it focuses on more effectively developing reciprocal business relationships which have far-reaching potential.

I never knew what NetForce was until I had been here a couple years and my presence was needed to help. I had the honor of becoming the staff member for NetForce1 and I was very quickly blown away. I finally understood why there was a diverse group of people that would get to the office every Thursday at 7ish am and



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

MEMBERSHIP COUNTS

› FORCE Page 9

BUSINESS SPOTLIGHT

Modern Human Resources Information System

Founded in 2005, **Apex 365 Workforce Solutions** has made a big splash in human resources and within the community. Under the leadership of Founder and CEO, Blanca Rincon, Apex 365 distinguished itself by achievements in business, innovation, culture, and community impact.

Apex 365 has tripled its client base, attracting clients from all fifty states and Puerto Rico. Balancing growth with service has increased their visibility and deepened the connection between company and community.

In a paper-intensive industry, Apex 365 has leveraged innovative systems to achieve paper-free status! This achievement flows from an integrated suite of digital systems that span recruiting, onboarding, time and attendance, payroll processing, safety, and risk management.

Apex 365 employs a robust Human Resources Information System (HRIS). Employers can access employee data and process payroll from anywhere in the world. Client-facing user interfaces are streamlined



Apex 365's robust HRIS lets employers access employee data and process payroll from anywhere in the world.

and supportive. Client employees enjoy full access to their own records and download key documents at will. The integrated system provides industry-leading reporting, with highly customized and accurate reports.

Apex 365 has tripled its number of long-standing employees since 2020, with 98% retention. When Apex 365 invests in



Head to facebook.com/ManaDeNorthCountySanDiego to stay updated about this yearly event!

its employees, those individuals develop a sense of pride and ownership of their part in the business. This sense of pride produces remarkable team execution to take exceptional care of clients. Because Human Resources is by nature a highly collaborative endeavor,

› APEX, Page 12

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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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The early history and founding of The Flower Fields

As you have probably heard by now, 2023 is the Carlsbad Chamber of Commerce's centennial year. To celebrate our

100-year heritage, I will use this column throughout the year to share the Chamber's impact. Most of my research rides on the coattails of our own Chamber website, other legacy organizations' websites and more.



You might think that the Carlsbad Chamber of Commerce grew as the community grew – starting small and growing gradually over the years. Actually, the Chamber stayed small for only a couple of years before literally exploding. The Chamber began in 1923 but its history before 1926 is sketchy. At first there were fewer than 20 members and only three or four regularly attended meetings. That would change quickly, however. By 1926 – when the earliest editions of the *Carlsbad Champion* (Carlsbad's local newspaper) are available – the Chamber was holding weekly Board meetings and monthly dinner meetings for the entire community. These dinners attracted crowds as large as 350 people.

With no city government – and county government 35 miles away in San Diego – the Chamber quickly became the voice of the community. The agenda for a community dinner meeting in April of 1926 included discussion of the following topics...

- Tree trimming by the electric company.
- Distribution of Chamber membership signs.
- Opening Kelly Slew to the ocean – because it smelled.
- Building and painting of street signs.
- Lobbying the U.S. Post Office Department for daily Rural Route service.
- Producing a promotional pamphlet about the community.

As you can see, the Chamber was acting like our City Council nearly three decades before we had one. And because the Chamber was where the action was in the 1920s, reports on its meetings were at the top of the *Carlsbad Champion* front page every Thursday. In 1926, their weekly Board luncheons were held on Mondays at the Twin Inns. Monthly meetings were held on Friday nights at the schoolhouse with dinner served by the Woman's Club. The price was 75 cents a plate, and 35 cents for children.

No doubt the early success of the Chamber was due to the in-



Carlsbad's train station circa 1969 and the Carlsbad Chamber office 1960-1987.

spired leadership of our first president, Roy Chase, who moved to Carlsbad with his wife Idella and family from the Midwest in 1915.

In a brief time, Chase became postmaster, railroad station agent and opened a small grocery store, all operating out of the Carlsbad Depot. Within a few years he expanded his store, became a sales agent for South Coast Land Company and started his own trucking and construction businesses. Among the buildings he put up were the Los Diego Hotel, the sanctuary of the Carlsbad Union Church and the town's first theater. In his spare time he served on the school board and his wife was a charter member of the Carlsbad Woman's Club and supervised the small beginnings of a public library in their general store. As if he didn't have enough to do, Chase started the Chamber of Commerce, serving as president for the first two years and returning again in 1928.

The couple's tradition of community involvement was carried on when their daughter Dee Chase married Dewey McClellan, a real estate agent who later became Chamber president in 1932 and 1946 and then became the first mayor of Carlsbad in 1952.

Another prominent citizen followed Chase as president of the Chamber in

1924: Luther Gage. Luther Gage was a flower grower who developed a new strain of a hard-to-pronounce flower called "ranunculus." Today's famous **Flower Fields** are descendants of Gage's original bulbs. Today we celebrate nearly 100-years of floral heritage and agritourism in Carlsbad. Gage was also responsible for introducing the gladiolus to Carlsbad.

In 1926, when W.T. Hart was president, the *Champion* newspaper reported that "Carlsbad, with a population of 1,500, has a Chamber of Commerce membership of 350" and described a dinner meeting at the Twin Inns attended by 354 people!

In 1936 and 1937, during the depths of the Depression, the Chamber went on a hiatus, with very few meetings held. In 1938-39, Chamber president Sam Fraser helped revive the organization with a new twist. The group was called the Carlsbad Community Improvement Club in hopes that it would attract residents, in addition to businessmen. The Improvement Club continued in 1940 with Oliver Morris as president, but in October, the name "Carlsbad Chamber of Commerce" was reestablished.

Next month we will discuss the Chamber's role in converting Carlsbad into its own incorporated city.



CENTENNIAL CELEBRATION

100th Birthday!

WEDNESDAY FEB 8, 2023 | 4 - 7 PM

Celebrate with current and former staff, members, leaders, and dignitaries as we ring in our 100th year!

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

web.carlsbad.org/events

ANNIVERSARY
CELEBRATION

Complimentary refreshments will be served.

100 years of Community impact

It is our 100th anniversary, a year of celebration and success and I am honored to be the Chair of the Board during such a momentous time! Among the several celebratory events



that will be taking place throughout this year, is one of my favorites; our annual **Carlsbad Business Achievement & Distinction (CBAD) Awards**. These awards are an incredible way to bring us all together and to shine a spotlight on the triumphs of our

business community! This year's categories include: "Business of The Year", "Innovator Of The Year", "Non-Profit Of The Year", and "Community Impact", and are a tremendous way to highlight the diverse businesses and organizations that we have here in Carlsbad and throughout North County.

It is events like the CBAD Awards that create engagement throughout our business community that neighboring areas envy. We gather to support and recognize our successes and encourage, build, and foster relationships and ideas that will continue leading our City on its trajectory of progress and growth that we are all striving for.

The Carlsbad business community, and specifically the Carlsbad Chamber of Commerce is special; the way that we highlight the accomplishments of our business leaders, encourage entrepreneurs to create, applaud our non-profit partners, and come together to build and grow is something that we should all be proud to be a part of.

A perfect example of this is the award that means the most to me - the Community Impact Award. Last year's winner, **The Mitchell Thorp Foundation**, is an organization founded by local community leaders Brad and Beth Thorp in memory of their son. The foundation has given over \$2.3 million dollars back into the community to help families whose children face life threatening illnesses. It is pillars of our community, like Brad and Beth who make Carlsbad so special, and I am so proud that we host this terrific event to honor them and all the businesses and people that make our city and region what it is. Our community continues to band together in support of this foundation and will show up for them at The Mitchell Thorp Foundation's annual Warrior Spirit 5K, on February 4th.

Thank you all for being a part of this great community, and for all you do as individuals, organizations, and businesses to continue to make it a better place for all of us and for the generations to come after us.



A perfect example of the Carlsbad Chamber's community impact is the award given at the Annual CBAD Awards. Mitchell Thorp Foundation, is an organization founded by local community leaders Brad and Beth Thorp in memory of their son. The foundation has given over \$2.3 million dollars back into the community to help families whose children face life threatening illnesses.

Supporting Black-owned businesses is good for our economy

Black people represent 12.8% of our nation, yet only 2.4% of U.S. businesses have Black owners, according to research by the Alliance for Entrepreneurial Equity (AEE). That disproportion has significant implications.



In fact, the AEE estimates that if Black-owned businesses were proportionate to the population, it would mean 738,000 more businesses would create nearly 7 million more jobs in Black communities and \$733 billion more in revenue.

Black-owned businesses create opportunity, builds up community, enriches culture, and makes for a more resilient economy.

Carlsbad is proud to be home to a number of Black-owned businesses and in honor of Black History Month, we wanted to recognize a few of the entrepreneurs behind these companies.

Elaine Swann, Founder and Owner of The Swann School of Protocol

If you've wondered whether your email manners are on point, or if you're tipping an appropriate amount, **The Swann School of Protocol** may be for you.

Elaine Swann started the institute after struggling with her own social inhibitions. She conquered them through years of training, becoming an etiquette expert.

"After gaining that knowledge, I knew I wanted to help others feel graceful, confident and complete," she said of the inspiration behind The Swann School of Protocol.

Twenty years later, her business is booming. She and her staff offer certifications, corporate training, classes and courses at their 1,500-square-foot facility in Carlsbad.

"What makes us unique is that we keep up with the times," Elaine added. "As things like mask etiquette and social distancing have emerged during the pandemic, we've adapted along with new social norms."

Elaine is thankful for how the Carlsbad business community has embraced her—something she said "has meant so much, especially as a woman of color building a business. I'm the first entrepreneur in my family. And in fact, a first-generation American, as my family immigrated here from Panama."

Her path to success has taken hard work, and this Black History Month, she's celebrating how far she and so many others have come.

"I started my business in my garage and now I have the blessing of being an employer to others so they can earn rewarding livelihoods," she said.

Kevin Clemons, Founder and Owner of Au Technology Solutions

Did you know that small businesses are three times more likely to be targeted by cybercriminals than larger companies?

It's something Kevin Clemons knows all too well—and a big reason he launched his company, **Au Technology Solutions**.

"We specialize in serving small businesses because having an in-house IT department is often cost-prohibitive for them—but that's where we can help," he said.

Kevin and his team offer cybersecurity, helpdesk support, network monitoring, system repair, staff training and more.

"We don't outsource anything. All of our talent is local, which means we always have fast response times," he added.

As a North County native, local roots matter to Kevin. He started Au Technology Solutions a decade ago after serving in the US Navy and knew that Carlsbad was precisely where he wanted to headquarter his operations.

"Carlsbad is the holy grail if you're serving other businesses. There are so many small businesses here, and supporting local businesses is the biggest thing you can do to uplift your community."

Even with community support, as a Black entrepreneur, Kevin said it hasn't always been easy because access to capital and mentorship haven't been readily available.

He recently helped Microsoft shape its Black Channel Partner Association, which helps scale Black-owned technology busi-

nesses. For the last two years, Kevin has also served as President of the San Diego Chapter of the International Association of Microsoft Channel Partners.

"Seeing Microsoft invest in my business has been amazing to see," he reflected. "Even in the last couple of years, I've seen access to resources improve and that's meaningful progress."

Stephanie Barneburg, Founder and Owner of Sparkle Freshness

When Stephanie Barneburg first became a mother, her son was born three months premature. It was an understandable stressful time, and she still remembers the anxiety of bringing him home.

"I remember the hospital staff was telling me how important it was to keep our home clean and free of chemicals. My son was very delicate, and as his mother, it was now my job to provide a safe home for him. As a new mom, that really hit a cord for me," she recalled.

She went home and started investigating all the chemicals in her household cleaners.

"I was floored by how harsh these ingredients were, and how they can literally be toxic if you combine them," she said. "The long-term impacts of these chemicals can be detrimental, and many of us don't realize it."

From that moment on, she committed to natural cleaning remedies—and while she didn't know it then, this would be the start of her entrepreneurial journey.

Over the next several years, she studied natural cleaning and its many benefits. In 2011, she decided to take her knowledge to market by starting **Sparkle Freshness**, a commercial cleaning company that specializes in being green.

Today, her company has grown to include a full staff who serve many companies across North County.

"We have a deep-rooted foundation and gratitude to be here in Carlsbad, where so many businesses understand the value of sustainable living. Fifty years ago, I couldn't have run a business this successful as a Black woman," she said. "New things are being made possible. So, for me, Black History Month is about celebrating how far we've come—and how far we will continue to go."

These are just a few examples of some of the great Black-owned businesses we have in Carlsbad and our surrounding region. Collectively, these entrepreneurs contribute tremendously to the fabric of Carlsbad, and our nation. Supporting them has a positive ripple effect in our community and our economy.

Get Green Certified for Earth Day 2023!



Do you want to save money while being more environmentally friendly? The California Green Business Network can help your business thrive through a Green Business Certification. How about joining businesses across the state to get certified in time for Earth Day 2023?

NOTE: For a limited time only, businesses that participate will get priority support of free environmental consulting and a minimum \$500 rebate for approved purchases. Don't wait! These \$500 incentives are limited to just 100 challengers! Learn more at greenbusinessca.org/cityofcarlsbad

Where care begins

While each patient journey is unique, medical diagnostics plays a crucial role in delivering data and actionable insights. At QuidelOrtho, we pride ourselves in providing these critical answers early and often in the healthcare continuum.



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Students achieve excellence through challenge at Pacific Ridge

At **Pacific Ridge School**, students in grades 6 through 12 are equipped and inspired to meet the demands of a rapidly changing world. Talented faculty, small classes, advanced coursework, and innovative facilities help students achieve the goals they set for themselves. They learn to confidently approach new ideas, ask the right questions, and think beyond what's in front of them to make connections and find their path.



HARKNESS LEARNING

It starts with seminar-style classes around "Harkness" tables. Each student is seen, heard, and included, developing critical thinking and communication skills, as well as an understanding of different perspectives. Students become comfortable with difficult conversations, feel confident expressing themselves, and hone their ability to ask questions.

GROWTH THROUGH EXPERIENCE

Through interactive coursework, a weekly service-learning program, arts, athletics, and student-led activities, students are empowered to experiment with new ideas and interests, pursue their passions, and develop their voice. A unique schedule incorporates most of these activities into the school day, promoting opportunity and life balance.

GLOBAL ENGAGEMENT

At the end of each school year, students and faculty travel across the country and around the world for cultural exploration, world language study, and service. These experiences help students think beyond themselves, develop empathy, and prepare to contribute to the world. Gaining perspective on their own lived experienc-



Innovative spaces, curriculum, and programs encourage students to ask questions and find solutions in an ever-changing world.

es gives students a broadened worldview, expanding the possibilities for what they choose to do next.

COMMUNITY OF CARE

Teachers take an active role in student well-being, working together to understand each student's needs. They offer support, kindness, and understanding, whether it's in the classroom, on campus, or traveling the world. Families are a welcome part of the community.

THE MIDDLE SCHOOL EXPERIENCE

Students in grades 6 through 8 learn new ways of thinking and communicating, tackling real-world issues with collaborative solutions. Students have opportunities to challenge themselves and develop

new interests. Reflecting on these experiences, students deepen their knowledge of who they are as learners, community members, artists, athletic team members, travelers, and friends.

THE UPPER SCHOOL EXPERIENCE

Students in grades nine through 12 continue their explorations in an environment that allows them to pursue their interests in-depth. A robust curriculum with honors and AP courses is matched with opportunities in student-led service groups, clubs, activities, athletics, the arts, and global travel. When it comes time to apply to college, Pacific Ridge students understand what they want from their college experience, and the skills they've learned allow them to flourish, in college and beyond.



Students participate in weekly service-learning, making positive contributions and connections and developing deeper understanding of the challenges facing our community and others around the world.

For more information about Pacific Ridge School, please visit www.pacificridge.org.

MiraCosta Board of Trustee reorganization

MiraCosta College governing board members Rick Cassar, Raye Clendening, and Bill Fischer were officially sworn into new four-year terms during the December 15, 2022, Board of Trustees meeting at MiraCosta's Oceanside Campus (board member Pedroza will be sworn in during the January 2023 meeting). At the same meeting, Trustee Frank Merchat and Rick Cassar were unanimously selected by their peers who were present to serve as President and Vice President of the board for the coming year.



Trustee Frank Merchat was selected by his peers to serve as President of the Board of Trustees. Merchat represents Area 4 in the eastern part of Carlsbad and was appointed to the Board in April 2015. Prior to his appointment to the Board of Trustees, Merchat served for five years on the MiraCosta College Foundation Board of Directors. During his time on the foundation board, he had the honor of being a member and chairperson of the development committee, as well as being a member of the finance committee. After working for thirty years in the computer and software

industries, Merchat pursued his lifelong dream of building his own company. He is currently the founder and managing director of Night Oak LLC, a commercial real estate investment company.

"I am honored to be elected president of the MiraCosta Community College District's governing board. I am excited to continue our work at expanding student success and student access as we burnish our credentials as a leader in higher education," explains Merchat. "I am passionate about working with my colleagues to position our college in anticipation and plan for the future."

Trustee Rick Cassar was chosen by his colleagues to serve as board Vice President. Cassar represents Area 2, which includes Solana Beach, Cardiff, and Rancho Santa Fe. A first-generation college student and first-generation American, Cassar was first elected to the Board of Trustees in 2014. A proud California resident since 1982 and a Cardiff resident since 1995, Cassar is a retired counselor, psychology professor, and department chair at the San Diego Community College District.

The selection of the Board President and Vice President came at the Trustees' annual organizational session. Three of the board's seven members took the oath office for new four-year terms.

Raye Clendening represents Area 6, the northernmost part of the District, and in-



MiraCosta College welcomes a new President of the Board of Trustees, Frank Merchat, a businessman and Carlsbad resident, along with Vice President of the Board of Trustees, Rick Cassar.

cludes Camp Pendleton. The longtime educator served as a teacher and principal before overseeing student services and special education programs at the Oceanside Unified School District. She was appointed in June to fill the remaining term for the seat once held by trustee David Broad, who resigned. She has a bachelor's degree in child development from Cal State Los Angeles and a master's degree in educational leadership administration from Azusa Pacific University.

Bill Fischer represents Area 7, which includes northeast Oceanside. First elected to the Board of Trustees in 2010, Fischer taught English for 33 years at the State University of New York at Buffalo and moved to Oceanside following his retirement. The Navy veteran earned a bachelor's degree in English from Williams College and a doctorate in

English from UC Berkeley.

Anna Pedroza, who will take the oath during the January 2023 meeting, represents Area 1, which includes Del Mar and Carmel Valley, and was first appointed to the Board of Trustees in September 2017. The Del Mar resident has served in several regional, state, and national educational organizations, including the Association of California School Administrators. She holds a master's degree in educational administration from San Diego State University.

All four ran unopposed in the June primaries, negating a need for a November vote.

"The MiraCosta Community College District is in good hands with its leadership team. I congratulate trustees Cassar, Clendening, Fischer, and Pedroza on serving another term and Frank Merchat and Rick Cassar on being selected board President and Vice President," said Superintendent/President Sunita "Sunny" Cooke, Ph.D. "Their commitment, experience, connection to the community, and dedication to serving our students is invaluable."

The MiraCosta Community College District includes the Main Campus in Oceanside, the San Elijo Campus in Cardiff, the Community Learning Center in Oceanside, and the Technology Career Institute in Carlsbad. In addition to its associate degrees, certificate programs, and transfer courses, MiraCosta is one of only 15 community colleges in California to offer a bachelor's degree.

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Grow your business with the Business Resource Committee

The **Business Resource Committee** is a core committee here at the Carlsbad Chamber that comes together to help each other



grow our businesses in a meaningful and authentic way. We meet on the first Tuesday of the month at 7:30 am for 90 minutes.

Our monthly agenda includes self-introductions via your 17-second commercial. What is a 17-second commercial, you might ask? That is typically the time frame you have to effectively relate to someone what services or products you offer to solve a problem. The Chamber teaches this in a how-to workshop organized by the Business Resource Committee. The 17-second commercial workshop is a valuable asset as we help you articulate your value in a succinct and professional way.

Our agenda also includes a “bragging



A member benefit at the Carlsbad Chamber is the Business Resource Committee which helps members grow their businesses in a meaningful and authentic way. BRC meets on the first Tuesday of each month at 7:30 - 9 am.

corner” when we have the opportunity to find out from others what and how they’ve experienced working with other

Chamber members.

And like it or not, tools of technology are required to run your business. Each

month a useful “tech tip” is offered up by an experienced Chamber member designed to help you more efficiently run your business.

Then for the last half of the meeting, we hold a workshop on a topic relevant to your business. The Business Resource Committee has a “sub-committee” that, among other things, is responsible for the development of the speaker topics, and finding the speakers to present the topics throughout the year. Once a year, all Chamber members receive a survey asking you to express your interest in topics to be covered. The topics are ranked, the speakers are sourced, and the workshops are scheduled.

So what stops you from growing your business? We’re here to help with that. Join us on the first Tuesday of the month at 7:30 am for 90 minutes of invigorating interconnection targeted at growing your business. To find out more and receive our monthly meeting notices, email kathy@carlsbad.org. Kathy will add you to our distribution list.

› FORCE

Continued from Page 1

congregate in the large conference room. They bonded, built cross-industry relationships that certainly benefitted business, but also built life-long friends and mentorships. I thought this would be perfect and amazing for everyone, but I learned why it had been quiet too. Participation takes serious dedication and commitment to yourself and others.

I had written about NetForce pre-COVID, but finally following the lockdown delays we are pleased to announce the growth and new valuable opportunity for Chamber members. History is critical to understand why this is a big, longtime coming moment.

Back in 2009, the founders of the first NetForce group had the mission to create a new benefit for members, specifically related to business development. It began with research on several well-known networking and referral-generating programs throughout the county, and interviews with their participants. It was discovered



that many people didn’t like their groups they were committed to for a few main reasons. 1) The group may have 40 people, but many would only refer 2-3 people since they may not trust the rest. 2) They felt the group had too many strict rules. 3) The cost was just too high.

The Carlsbad Chamber’s result of the investigation was the creation of NetForce as a unique hybrid of structure, member selection, low investment, and FUN. While in many ways NetForce is similar to other networking groups, it has proven to be extremely effective for each participating member. In the first year of the first group alone, more than \$100,000 in business was generated. And interestingly, members say one of the most surprising benefits was how they became their existing clients’ greatest resource for all kinds of products and services. This is because their clients trusted them, and the members could now confidently refer fellow NetForce

members to their clients. The resulting trust and confidence levels skyrocketed all around in the groups, and with that came more dollars.

These groups provide connection, inspiration, motivation, accountability, and referrals for members. The meetings are highly energetic, personally compelling, professionally productive, and again, fun. Members also meet one-on-one to build trust and grow their direct relationships outside of the weekly meetings.

As of February 1, the Carlsbad Chamber now has four NetForce groups meeting weekly. Prospective NetForce members are welcome to attend two meetings before submitting their application to join. Each group is limited to one person per industry, and each one is looking for members in varying industries to join. If you or someone you know may be interested, please contact Kathy Steffen, Director of Fun, for the groups’ eligibility and next steps. The Force will be with you.

BRC WORKSHOP

Atomic Habits

TUESDAY, FEB 7, 2023 | 8:15 - 9 AM

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

web.carlsbad.org/events

SPEAKER:

JANI JACKSON
Develop Your Team

NETWORKING EVENT

TikTok for Business

FRIDAY, FEB 3, 2023 | 7 - 9 AM

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

web.carlsbad.org/events

SPEAKER:

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CEO
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Tuesday, Feb. 28, 2023 | 5 - 7 PM

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CHAMBER WORKSHOP

Composting 101

TUESDAY, FEB 14, 2023 | 8:15 - 9 AM

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

web.carlsbad.org/events

COFFEE CONNECTION

FRIDAY, FEB 24, 2023 | 8 - 9 AM

Carlsbad Chamber of Commerce
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R I B B O N C U T T I N G



Congratulations to Via Vai Cucina Italiana on their official grand opening ribbon cutting! Via Via Cucina Italiana proudly brings the authentic dishes & flavors of their home in Italy to Carlsbad! Check out their menu and events at Viaviacarlsbad.com



CONGRATULATIONS TO OUR JANUARY RISING STARS OF THE MONTH. THESE SHINING STARS HAVE A BRIGHT FUTURE AHEAD! *Left to right: Jakob Schroh of Carlsbad High School, Trenton McNaughton of La Costa Canyon High School, Hope Hanson of Pacific Ridge School, and Jaly Reyes Cortes of Sage Creek High School.*

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➤ APEX

Continued from Page 1

this individual-to-team approach leads to expedited growth opportunities for all.

Company culture is always front-of-mind for Apex 365. They understand that supporting culture in clients’ businesses means that their own culture must be exemplary. They have built such an example by pursuing several pillars since inception: Community, Integrity, Transparency and Intentionality.

Apex 365 sees its own business as a community, one that thrives within a local community, and serves a larger community that extends across the nation. These nested communities are interconnected. Every relationship is important because each affects the whole.

Apex 365 embraces the discipline of Integrity, and enjoys the fruits of integrity: trust, longevity, and respect. Every action, every decision, every communication is an opportunity to reinforce the habit and value of integrity.

Transparency is fundamental to the business model and product; Apex 365 makes data and decision- making available to employers and employees alike, bringing down traditional barriers. They make visible what has previously been obscured.

Finally, Apex 365 breathes life into the pillars of their company culture by practicing Intentionality. Instead of approaching tasks, conversations, projects and challenges with only a narrow end in mind, they view each of these as opportunities to build culture. By operating day-to-day in this frame of mind, Apex 365’s work is imbued with intention.

Building long-lasting and meaningful connections with the local community is a core tenet of Apex 365’s mission. They have accepted speaking engagements and leadership roles with several local schools



Sage Creek High School's MANA is a nationwide organization, empowering Latinas through education, leadership development, community service, and advocacy.

and universities, helping students prepare for successful futures. Further, Apex 365 offers a paid internship for students interested in learning about and training in all aspects of Human Resources.

The business provides ongoing coaching and assistance to local businesses in need. Recipients include established businesses, startups, and solo entrepreneurs.

Apex 365 maintains membership in Mana de North County San Diego, supporting young women in business. And they belong to multiple Chambers of Commerce (most notably the Carlsbad Chamber of Commerce!), contributing to each through both financial donations and pro bono professional support.

In less than three years, Apex 365 Workforce Solutions has shown the kind of explosive, generative growth that is possible when a company addresses real needs with innovation and unwavering commitment to culture and community.



How Women Rise is a great read for any woman who wants to identify self-defeating behaviors that are holding her back, gain insight into why she engages in those behaviors, and develop skills to confidently achieve her goals. The most powerful thing you can do for your career is to change what's in your control.

➤ HEART

Continued from Page 1

Karla Crespi, Owner of **North Carlsbad Pure Barre** mentions, completing three Pure Barre classes a week helps you achieve the minimum 150 minutes of aerobic exercise, recommended by the American Heart’s Association’s Life Essential 8.

Jeff Cavendish, MD, Chief of cardiology, **Kaiser Permanente** San Diego, “This year, being more physically active is one of your most effective tools for strengthening the heart muscle, maintaining a healthy weight and warding off the artery damage from high cholesterol, high blood sugar and high blood pressure that can lead to heart attack or stroke.”

February is Heart Health Awareness Month.

You need a strong heart to run a healthy business and this lifestyle is increasing the rate of premature cardiovascular disease across all ages.



“During Heart Health Awareness Month and beyond, **Vista Community Clinic** (VCC), empowers patients to choose health through a wide array of services. Regular blood pressure monitoring, healthy lifestyle choices, and support from the healthcare team can help. Cardiovascular risk assessments can help determine if medications in addition to exercise and/or lifestyle in-

terventions are needed to prevent heart disease,” Chief Medical Officer, Sarah Fatland, DO, Vista Community Clinic.

From the connected lens of dementia advocacy, Betsy Hall, CEO, **For Their Thoughts Foundation** shares “I would encourage everyone to simply remember the tagline, *healthy heart = healthy brain*. High intensity intervals is the most recommended by

professionals. And that doesn't mean you have to join a cross fit gym! This could be alternating between a brisk and casual walk.”

Take it from Dr. Aaron Yung, Interventional Cardiologist, **Tri-City Medical Center**, “Only a small portion of medical care happens in the physician office. Patients’ daily efforts and habits at home are much more important for cardiovascular health. Fitting in exercise, eating a heart-healthy diet, and maintaining sleep hygiene will lead to better overall outcomes.”

When looking across industries holistically, there is a clear common connection; To maintain the long life you love in business, personally and professionally, the heart is the key. For all the workaholics out there, you put your heart into your job or business. This is your reminder to support it, protect it, and love it a little more!



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The Fit3D Scanner—Tri-City Medical Center’s high-tech tool customizes patients’ weight loss journey

January is the time of year when people prioritize healthy habits and weight loss to achieve their New Year’s resolutions. “I think it’s good to set resolutions,” said Kern Brar, MD, a board-certified internist at **Tri-City Primary Care**. “Recognizing that we are not happy with our current state of affairs, forces us to move away from denial toward acceptance, to take action to resolve to do something different or better than the year before.”



“The patients I see are all motivated to lose weight, but for various reasons,” added Dr. Brar. “Some do it because they want to be able to attend a child’s wedding or get down on their hands and knees to play with grandkids. Others are trying to better manage their diabetes or hypertension and reduce the number of medications they take. Patients are often referred to me by orthopedic surgeons after hip or back surgery to relieve some of the pressure on their joints or by plastic surgeons whose patients want to lose their ‘love handles.’ With the Fit3D scanner, we now have one of the most high-tech tools available to help patients meet their weight loss goals.”

The Fit3D scanner is designed to accurately track data such as circumference measurements, body composition, body shape rating, basal metabolic rate (BMR), lean muscle mass, posture analytics, weight, balance and more, while displaying this information in a dashboard on any internet enabled device.



The Fit3D scanner is designed to accurately track data such as circumference measurements, body composition, body shape rating, basal metabolic rate (BMR), lean muscle mass, posture analytics, weight, balance and more, while displaying this information in a dashboard on any internet enabled device.

rating, basal metabolic rate (BMR), lean muscle mass, posture analytics, weight, balance and more, while displaying this information in a dashboard on any internet enabled device. After stepping onto the machine’s circular platform, patients hold onto handles while it gently rotates for about a minute so that the non-invasive scanner can create a full body, 3D silhouette avatar of themselves. Once a baseline is established, the data can be used to compare patients to others based on gender and age; subsequent scans can be used to track weight loss progress.

“I review the detailed Fit3D report with my patients so that we can customize their weight loss journey,” said Dr. Brar. “By accurately measuring patients’ BMR, which is the number of calories burned while at rest, we can better determine ways to increase their lean mass and decrease body fat through a balance of exercise and good nutrition.”

“Understanding body fat percentage is increasingly important,” added Dr. Brar. “For years, we have understood its relationship to diabetes and hypertension, but now we

are seeing correlations between it and cancers such as oral, gastric, colon and breast. Studies are showing that weight loss for chemotherapy and cancer patients helps them with their immunity.”

Although the Fit3D scanner is available at a handful of gyms and physical therapy facilities throughout San Diego, TCPC is the only hospital-affiliated clinical practice in North County to currently offer this technology. Dr. Brar, who prefers a natural approach to health, integrates this tool with medically monitored weight loss to encourage accountability and behavior modification based on data.

“At the end of the day, most patients want to lose weight to improve their quality of life so they can spend more time with family and loved ones,” said Dr. Brar. “We see many husbands and wives come in together, as well as neighbors or golf and tennis partners because they want to support one another.”

“At Tri-City Primary Care, we also provide individualized support through monthly check-ins, as well as tools, such as the FIT 3D scanner, to customize their weight loss journey so that they can achieve their New Year’s resolutions and maintain their healthy habits. Data is powerful and doesn’t lie. My patients are happy with their results, which makes me happy and reassured that we are on the right path to helping people!”

To learn more about the Primary Care Services offered at Tri-City Medical Center, call 855-222-8262 to be referred to a Tri-City Primary Care physician.



NVA's Carlsbad Village facility has its theatre modernized and public space redesigned to be a cultural gathering space and arts center.

Tony Award winning, The Ferryman

New Village Arts (NVA), will present playwright Jez Butterworth’s international Tony Award winning Best Play (2019) “The Ferryman” January 27-March 5, 2023 (opening February 4) – in the first United States production after Broadway – and the first production in the newly renovated and renamed Conrad Prebys Theatre at the Dea Hurston New Village Arts Center.

“From the moment I finished reading Jez Butterworth’s “The Ferryman” I knew it would be the highlight of my 20+ year career to be able to direct the show,” said Kristianne Kurner, Founder and Executive Artistic Director. “I was immediately drawn in by the way it addresses the effect of violence in society through the lens of an epic family story. There is so much joy, laughter, romance and play amidst the stark realities of the North of Ireland in 1981.

I’ve spent my career focused on the work of the actor and I can’t imagine a better play and a better cast to bring

that work to fruition. I’m also proud that we are bringing a diverse group of actors and designers together to tell this universal story. All of us at New Village Arts are honored to bring this incredible show to our community.”

The renaming comes as NVA’s Carlsbad Village facility has its theatre modernized and public space redesigned to be a cultural gathering space and arts center named for San Diego arts philanthropist and playwright, Dea Hurston. The Dea Hurston New Village Arts Center will be the first arts center in the United States named for a Black woman in over 50 years and the only one on the West Coast.

“The Ferryman” story embraces a multitude of exuberantly full individual scenes, of a number and richness rarely seen outside of Shakespeare. By the end of this magnificent drama, Mr. Butterworth has connected the contradictions with a skill that takes the breath away.”

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JEZ BUTTERWORTH

DIRECTED BY
KRISTIANNE KURNER

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—Ben Brantley, *The New York Times*

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Another year, more tax law changes

Along with new 2023 tax law changes, comes the responsibility of making sure your financial plan is up to date.

First, it's a good time to revisit your budget and make sure you are maximizing your Retirement Savings. Chances are you made your budget for the new year in January, it doesn't hurt to take a second look and make sure you are on track and realistic about your lifestyle expenses.

Second, the IRS recently announced contribution increases for 2023 that included 401K limit increases to \$22,500 and IRA limit rises to \$6,500. If you have not updated your contributions yet for 2023, make sure you do so now.

Third, you might have heard that the recently passed Secure 2.0 Act is a piece of legislation that aims to make it easier for Americans to save for retirement. It was part of a \$1.7 trillion omnibus spending package that was passed by Congress and signed into law at the end of 2022.

Here are some of the Secure 2.0 Act highlights.

- The required minimum distribution (RMD) age will increase from age 72 to age 73 and then to age 75 in 2033. The penalty for not taking a RMD will be reduced from the current 50% to 25%, and in some instances to 10%.
- Catch-up contributions for most workplace retirement plans will increase to

\$10,000 for workers between the ages of 60 through 63, beginning in 2025. Currently, participants age 50 and older can contribute an additional catch-up contribution of \$7,500 per year in their 401K account.

- Beginning in 2024, employers can provide their employees with 401(k) contribution matches based on their workers' student loan payments.
- Plan sponsors can create "emergency savings accounts" that allow non-highly compensated employees to make Roth after-tax contributions to a special savings account within the retirement plan.
- The Secure 2.0 Act will require companies

to auto enroll workers into 401k plans. Beginning in 2025, companies with new 401k and 403b plans will automatically enroll their employees into these plans at a minimum contribution rate of 3% to 10%. The rate will increase 1% each year up to 15%. Small businesses with 10 or fewer employees, new businesses, church plans and governmental plans will be exempt, according to an official summary of the Act.

- A new rule allows 529 plan money to be rolled into a Roth IRA for the beneficiary starting in 2024. The amount that can be rolled over each year is the Roth IRA contribution limit, which

is \$6500 this year. You can't roll more than \$35,000 total in a beneficiaries' lifetime. Another condition is the 529 plan must have been opened for at least 15 years.


Keeping up with the never-ending changes in the tax law can be a daunting task so work with your financial planner to keep up.

For more information call (760) 692-5190 or visit www.wwmfinancial.com.

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Take a closer look at the New Village mural

We're fortunate to live, work and enjoy a distinctive array of creativity throughout Carlsbad. There are many wonderful creative sector businesses that embrace

a spirit to enliven daily life like **Barrio Glassworks**, North Coastal Art Gallery, and **Carlsbad Music Festival**, along with many murals activating dynamic visual experiences in the Village.

There's an exciting art element that brings a new face to

the Village through a stunning mural titled "Passengers" at the newly renovated Dea Hurston **New Village Arts** Center. New Village Arts has a long history in the City of Carlsbad, and the city has supported its development including the recent renovations.

The city's Cultural Arts staff, led by Cultural Arts Manager Richard Schultz, collaborated with New Village Arts, Carlsbad Village Association and the **North County Transit District** to select an artist and a design concept for this large-scale mural project. Inspired by the spirit of innovation in the city's Arts & Culture Master Plan, the mural started with an idea of a creating a truly Carlsbad-centric arts experience. The design and fabrication of the mural was completed by Arizona-based artist Clyde as a nod to New Village Arts Center, the Carlsbad beach culture, movement and travel by spanning the approximately 97 feet wide and 16 feet high west-facing wall.



AFTER: Clyde, Passengers, 2022, exterior grade paints

Clyde's mural, titled "Passengers," was finished in November 2022 and unveiled last month. Clyde commented, "The glass vases are a metaphor for vessels and the ranunculus are the life, traveling together through time." Clyde believes the common denominator between the ocean, the Village Coaster Station, and the New Arts Village Theatre were all unique characters that work in unison. He added, "The hundreds of fish that travel together in the flow of a current, the hundreds of unique individuals that come together to travel in the same vessel, and the many characters that work together to put on a show for the Theatre."

Like the Coaster moving people from one place to another, the figure is posed in a theatrical stance, as guiding theatre goers to the entrance. Clyde has a very unique and distinctive color palette and incorporative hyper-realistic figurative work in a fine art-style. He is intrigued how the

architecture of the building will interact with his design. His palette of neutral tones evokes energy and movement, creating an inviting and welcoming environment. This is perfect for visitors new to Carlsbad, avid theatre goers, restaurant enthusiasts or locals taking a stroll in the Village. Clyde's design is interactive. Here's an idea for a photo opportunity for social media: A person can stand near the mural, and act as if they are holding up the glass bottle with a reflection of the Carlsbad Village Coaster Stop and the surrounding palm tree, capturing the perfect moment in time in Carlsbad.

Clyde's mural is part of the Cultural Arts' Pop Up Art series, featuring temporary art installations throughout the community. These unexpected aesthetic experiences are created to enliven the community by sparking conversations and connecting to local businesses with creative placemaking while supporting economic vitality through



BEFORE: West Wall, 2787 State Street, Carlsbad, CA 92008

Have some extra time? Or already headed to one of Carlsbad's libraries? Visit the mural "Cultural Arts Okapi" by Adonna Khare upstairs in the Dove Library or "The Whale" mural by Jason Markow in the Cole Library. All of these murals are site-specific, with the overall goal is to provide a greater awareness of local, regional and nationally recognized artists and heighten the visibility of artists and the arts in Carlsbad.

Tonya Rodzach has a master's degree in arts education and couples this with 23 years' with the City of Carlsbad. In her current role as Public Art Coordinator, she manages the city's public art collection, as well as championing new temporary public art to be placed on display throughout Carlsbad. Tonya takes great pride in her role as a public servant and champions the opportunity to enhance community connections.

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with kitchenettes, refrigerator, microwave, dishwasher, and a full size sofa bed. Complimentary daily breakfast, Wi-Fi hotel wide, parking, 24-hour business center and coffee and tea station. Dry cleaning/laundry services available. Unwind after your busy day at our outdoor saline pool, and enjoy the spa, State-of-the-art fitness center, barbeque grills or chill with a glass of wine by our fire pit patio. Our Home2 Market for food and beverage purchases and coin-laundry are available on site. Electrical Vehicle (EV) charging stations are available on property.

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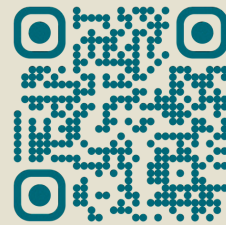
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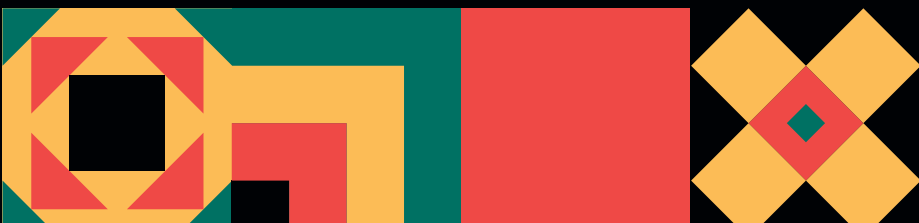
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Strategic Results Group offers both Inner Circle CEO Peer Groups and 1-on-1 coaching.

Getting reliable business advice affordably

Whether you're a solopreneur, new to operating your business or even a seasoned CEO, before hiring a coach like the business books advise, your key question should be... "What kind of advice/help do I need and can we afford it?"

Here are the three basic options with pros/cons and ballpark costs for each:

BOARD OF ADVISORS:
Large, publicly held corporations all have a Board of Directors. Members are selected for their expertise, connections or money. They focus entirely on your business, with discussions at a high level. Board members are paid ~\$500 / hr. each and meet quarterly for 4 hours or so. Non-profits often have a volunteer Board, comprised of members interested in the cause. It's not always easy to get the desired expertise or commitment for free.

1-ON-1 COACH / CONSULTANT:
Coaches / coaching programs focus entirely on you/your leadership and your business and are selected and paid for by you for their expertise. You get the benefit of their experience, which may or may not be adequate. Cost is usually \$250 - \$500 per hour.

PEER ADVISORY GROUPS:
Similar to Advisory Boards, but not hand selected by you, peer advisory groups offer a variety of experiences/perspectives and are much less expensive. They operate in a mastermind format where the time is not entirely focused on you/your business but split amongst all members. The largest/most expensive is Vistage at \$1,600/mo., however, typical costs are \$500-\$1,200/mo. Some groups include 1-on-1 coaching; for others it's an option.

Strategic Results Group offers both Inner Circle CEO Peer Groups and 1-on-1 coaching. We have groups of 8-12 non-competing members targeted at either: a) companies with < 10 employees at \$250/mo.; or b) companies with 50-250+ employees for \$500/mo. Each group meets monthly for 3 hours and is facilitated by an experienced, savvy business advisor. Apply or get more info at www.innercirclepeergroups.com.

Utility rates skyrocket while commercial energy storage systems take root in CA

Affordability for homeowners and businesses are a growing concern as California works toward a “future grid” to meet the increased consumption from electric vehicles, extreme heat conditions and seasonal peak demand. Utility electricity cost is rising faster than inflation and many business owners are seeking to reduce operating costs with renewable energy.

After April 2023, solar grid-tie only systems without a storage system to harness excess power will become less common due to the adjusted pay-back period for net energy metering.

What is NEM 3.0?

NEM 3.0 is a new version of net energy metering policy proposed by the CPUC. The rate structure for importing and exporting power from the utility grid will change for both homes and businesses. Solar + storage adopters are a part of the solution to meeting urgent climate goals by reducing load and/or exporting energy during peak times, starting April 2023.

There is a clean energy shortfall in the evening hours when the sun is down, which forces California to rely on fossil fuels to meet evening demand. NEM 3.0's directive pushes for solar plus storage pairing because the issue isn't generating solar electricity in California; it's storing and using it later.

The first and most critical point is the changing rate structure that will reduce the value of solar energy if you do not have battery storage to harness it.

Increased power demands facilitate independent energy.



20kW Schneider Inverter System @ 208VAC with 38.4kWh Lithium (LFP) Battery Storage – installed in Thousand Oaks, CA

Businesses with intense spikes in energy incur costly demand charges from their utility can avoid these spikes by storing solar generation. Excess solar energy generated during the day that can't be stored is sent back to the utility through Net Energy Metering, but at a much lower rate than peak demand rates.

Valuable incentives, cost saving technology and short payback periods are common for most projects which provides extra cash to be used to hire critical talent, invest in innovative equipment or store away for a rainy day.

Consulting a commercial solar specialist will uncover several options for going

solar. Get the process started today and stop losing valuable time and money. Contact an **EcoDirect** Project Developer for a free evaluation at 760.597.0498 or email ESS@EcoDirect.com

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

on the Board of Directors for the Carlsbad Chamber of Commerce. Co-owner Ariel Bedell, named a Top Influential Woman in Real Estate, brings 20 years of legal services to her real estate and business transactional and litigation practices. Also passionate about the community, Ariel served for 5 years as a board member for CREW (Commercial Real Estate Women) San Diego where she honed her passion for developing women within the legal and Commercial Real Estate field, and she serves as advisory to nonprofits and on her own HOA board.



Sue Loftin



Ariel Bedell

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At Scratch Media, our six thousand square foot sound studio facility is the largest private commercial studio in the county.

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In today’s marketing landscape, the effectiveness of a brand’s marketing content strategy and the ability to connect with its potential customer base has become, for many organizations, the most important metric driving business forward. But as the space grows ever more crowded, breaking out of the sea of sameness plaguing many categories becomes increasingly tricky. Many of North County’s most renowned brands, such as **TaylorMade Golf**, Adidas Golf, **GIA, Solatube**, and **Fluidra** have partnered with Carlsbad-based **Scratch Media** to help bring to life their content strategy through high-level video production, photography, and live events. Scratch Media is today San Diego Counties’ largest full-service production company, all located; in their 13,000 sq. ft facility in Carlsbad. “What sets us apart is the one-stop shopping ap-

proach for an organization’s content needs. Instead of managing multiple relationships with various vendors with all the cost and management inefficiencies that approach commonly entails, we work closely with marketing professionals to deliver elevated content across all mediums and channels to allow our clients to better connect with their customers.” Says Scratch Media founder and owner Mark Satuloff. The suite of offerings covers the gamut of from TV commercials, web series, product content, social content, training, 2D & 3D motion graphics/animation, product and lifestyle photography and retouching, live event set design, staging and audio visual for PR activations, product launches, and sales conferences. Their six thousand square foot sound studio facility is the largest private commercial studio in the county.

Disabled veteran-owned facility supply

True West Facility Supply is a local, disabled veteran-owned small business serving San Diego County and surrounding areas since 2020.

Jay Malik and Jeff Chapman are the owners of this North County-based company. Along with their partner, Mark Brown, they provide expert janitorial, and facility supply sales and service.

Jay is a retired Marine Corps officer having served three decades performing supply chain and logistics support operations. He also has several years of experience with civilian supply chain operations serving customers across the western United States.

Jeff is a fifth-generation Oceanside resident and a retired Carlsbad Police officer, serving the community for 30 years. Jeff's experience serving and protecting the community transferred well to serving customers within the community.

Mark is a long-time entrepreneur who started in the telecon sector, successfully growing a local telecon business as well as several subsequent business ventures, including a very successful janitorial business.

True West recently merged with Mark's Kleen and Green Janitorial Supply bringing significant industry expertise and expanding our customer base across San Diego County. We offer a full line of janitorial supplies and equipment to meet your facility needs, offering quality products at competitive pricing while also providing personalized service. When you call us, you talk to the owners, and we take pride in knowing our customers' needs and providing great service.

True West takes an environmentally conscious approach to cleaning and sup-



True West takes an environmentally conscious approach to cleaning and supply solutions, leading with green-certified cleaning products that have a high degree of cleaning and sanitizing efficacy.

ply solutions, leading with green-certified cleaning products that have a high degree of cleaning and sanitizing efficacy.

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available to meet short-notice challenges and interact with a personal approach to ensure service is provided quickly and professionally.

True West currently serves several Carlsbad businesses as well as the Carlsbad Fire Department.

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As your partner against cybercrime, Alles Technology helps you uncover vulnerabilities within your networks and implement the solutions you can count on to protect your money, your business, and your reputation.

About

Alles Technology was founded by Maxwell Alles, a veteran of the technology services industry. Maxwell established a keen understanding of customer service by helping retirees with computer problems through his first IT venture, Computer Sense Northwest, in 2012. In 2014, Maxwell began working with small and medium businesses,



Alles Technology was founded by Maxwell Alles, a veteran of the technology services industry.


as well as consulting with other MSPs under Lifeline Computer Services, which sold in 2020. Prior to starting Alles Technology, Maxwell co-founded a cybersecurity firm focused on helping larger enterprises and financial services companies achieve both security and regulatory compliance.

Maxwell designed Alles Technology to focus on the client experience without compromising security. The result: an effective technology management service that offers all the benefits of ZeroTrust without business interruption.

a special

CONGRATULATIONS

*to the team at
Minuteman Press Carlsbad*



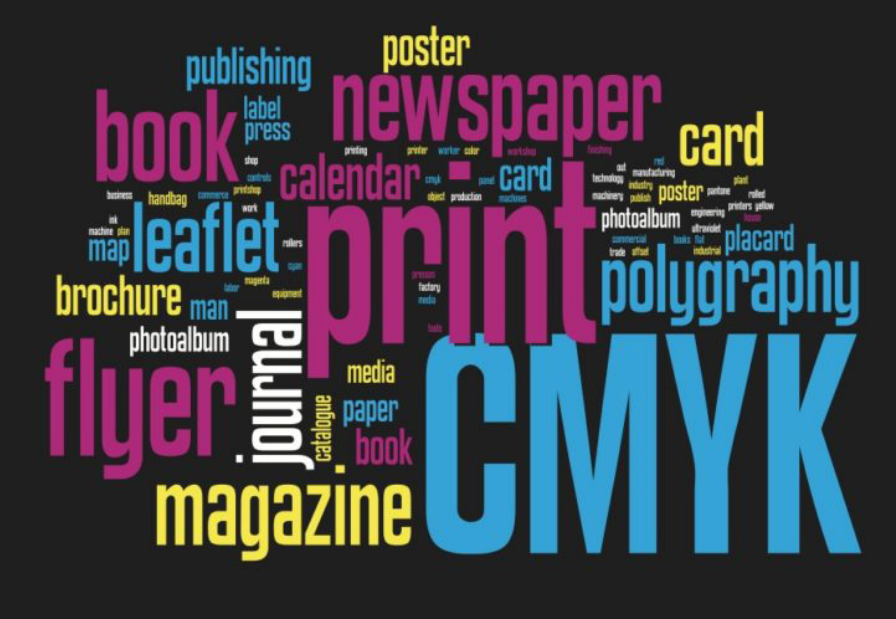
Corporate President Nick Titus presents Top Overall Performance Award to Jeff Sirota at World Conference, in Dallas, TX.

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Jeff Sirota began his print career at 12 years old with a newspaper route for the Sentinel newspaper in San Diego. When he became 13, he was then old enough to have a route with the then Evening Tribune. After a long leadership career with the Union-Tribune, he still loves to print!! “Got ink in his veins”, as the saying goes.

Now with Minuteman Press in Carlsbad, going on 8 years plus, he brings his smile, swagger and experience to helping businesses achieve their goals here in North County. From large commercial printing jobs to decals to T-shirts to pens, Jeff and his team will make it happen for you at a great price. Jeff’s loyal to print, as he is to his customers. *“We’ll make you look good”* is their motto.

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John Stevenson Plumbing, Heating & Air (JSP) was founded by John and Connie Stevenson in 1990. Local to Carlsbad since its inception, we offer residential plumbing, drain, heating, and air conditioning services to our North County Coastal neighbors. The Stevensons have always focused on the responsible stewardship of their employees, industry and community. Named a top workplace in San Diego from employee feedback and scoring over 98 percent year over year in our annual employee retention surveys, JSP is an employee-centric company. In 2021, led by an employee initiative, JSP began the voting process to move to a 4/10 workweek to provide an even better work life balance, and it has been fully embraced and implemented since 2022.

Additionally, every employee is provided paid training and education throughout the year and extensive advancement opportunities. Every employee has a voice within the company. Our Core Values are at the foundation of every aspect of JSP: we are a brotherhood of craftsmen; we deliver a positive customer experience; we're inspired to help each other every day; we get it done while enjoying the journey; we always do the right thing. JSP has always been invested in education; John and Connie both served on the local Plumbing-Cooling-Contractors



Association (PHCC) from Secretary to President, and John served on the California PHCC as State President. John Stevenson was also named as California's 2022 Contractor of the Year. They believe in creating a continuous opportunity for learning for all employees to continue elevating the industry through all facets. We completed our own John Stevenson Plumbing, Drains, and HVAC University in 2022, and have already implemented curriculum and hands-on training, and are looking forward to offering classes for our customers and neighbors in 2023.

As stewards of the community, we know it is important to actively participate in community partnerships. We have been a long-time supporter and partner of the Rancho Coastal Humane Society (RCHS) donating \$1 of every invoice directly to RCHS as well as participating in their local events. We are proud to be part of such a vibrant community - We've Got Your Back!



John Stevenson Plumbing, Heating & Air is a long-time supporter and partner of the Rancho Coastal Humane Society (RCHS) donating \$1 of every invoice directly back to RCHS.



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