

SEE SPECIAL SECTION INSIDE!



The CARLSBAD BUSINESS JOURNAL



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AWARD WINNING PUBLICATION

FEBRUARY 2024



Bitchin' Sauce CEO, Starr Edwards with Chamber Staff Members after presenting at First Friday Breakfast.

LOCAL COMPANY INSPIRES

A NEW BUSINESS STANDARD

The Old English word “cynnes”, meaning family, being generous, considerate, compassionate, and deliberately doing good to others is a part of almost every religion,

school, and community. But how does this soft skill, more commonly known as “kindness” translate to the workplace and increase revenue?

One local company takes kindness to another level. This family-owned company started in Carlsbad 13 years ago with one passionate personal chef, a blender, and a tight-knit family-run farmers market booth, before it became the sauce empire the world knows today.

Meet **Bitchin' Sauce**, now with 75 employees and 4 other Edwards family-owned Brands—Bitchin' Kids, Bitchin' Beach Club, Bitchin' Bean, and Bitchin' Music Group. Bitchin' Sauce is currently one of the kindest companies in Carlsbad, (and quite possibly the world), taking home the trophy for the first **Annual 2023 Kindness Company CBAD Award**.

Bitchin' has set a new global business standard. From generous employee ben-



CHAMBER

JESS LEVY
MARKETING &
COMMUNICATIONS
MANAGER
CARLSBAD CHAMBER
OF COMMERCE



Generous swag bags are just one aspect of being kind at Bitchin' Sauce. Fellow Chamber members enjoying the swag after First Friday Breakfast with Amanda Miles, Bitchin' Sauce.

Homelessness in North County

Homelessness is one of the biggest challenges facing San Diego and all of California as we enter 2024. Tracking the homeless population is not an easy task. Each year, the US Department of Housing and Urban Development (HUD) requires a “point in time count” (PIT Count) of the homeless population across the United States in order to evaluate the effectiveness of local agencies efforts



BRET
SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER
OF COMMERCE

to address the burgeoning problem. In 2024, that count took place on January 25. The results of this year's PIT Count will not be available for a few months as all the data is entered and assimilated. Carlsbad has seen some positive trends in past few years' PIT Count. In 2019 161 individuals were counted (59 sheltered, 102 unsheltered). Last year, those numbers were down to 103 (43 sheltered, 60 unsheltered). However, these numbers are not reflective of the broader issue. The PIT Count can only gauge a fraction of the overall number of people experiencing homelessness. In the past, there have been claims that the true number of homeless is substantially larger than the PIT Count numbers. And any given year factors can affect the results of the count. Some factors include, how many resources are deployed to conduct the count in a given community? What was the weather the night preceding the count? In 2023 for instance, it was a particularly cold night in San Diego (37 de-

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BUSINESS SPOTLIGHT

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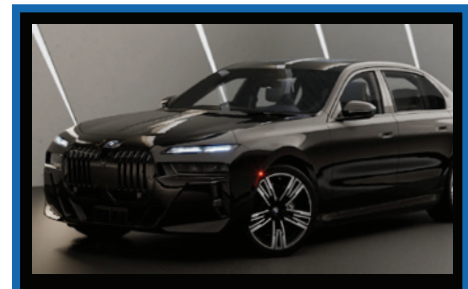
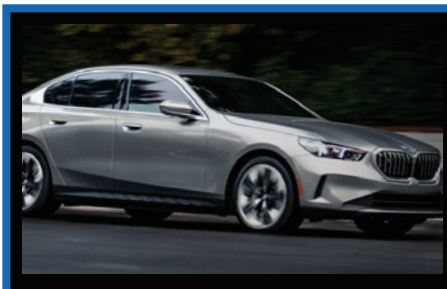
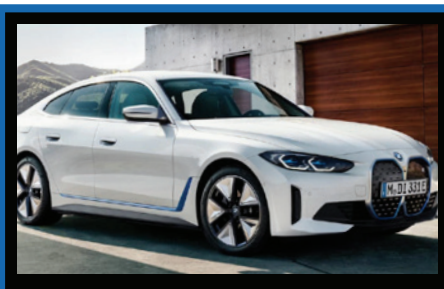
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CHAMBER PURPOSE

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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2024 | LUNCHEON

AWARD CATEGORIES

- Business of the Year
- Community Impact
- Best Place to Work
- Nonprofit of the Year
- New Business of the Year
- Business Professional of the Year
- Young Professional of the Year



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Celebrating excellence in local business

The Carlsbad Chamber of Commerce 2024 CBAD Awards promises to be a spectacular event March 27th at **The Westin Carlsbad**, celebrating excellence and innovation within the local business community.



FROM THE CHAIR

JR PHILLIPS
CHAIR OF THE BOARD
PHILLIPS + CO
REAL ESTATE

As the anticipation builds, businesses and entrepreneurs eagerly await the recognition and acknowledgment of their contributions to the vibrant economic landscape of Carlsbad.

This annual event serves as a platform to honor outstanding achievements in various categories, ranging from small startups to established enterprises, demonstrating the diversity and resilience of the local business ecosystem. The CBAD Awards, in its 56th year, will not only recognize financial success but also commend organizations that prioritize community engagement, sustainability, and innovation.

One of the highlights of the event is the **Business of the Year Award**, which celebrates a company's overall excellence and positive impact on the community. This prestigious accolade often reflects a commitment to high standards, ethical practices, and a dedication to fostering a thriving local economy.

The **New Business of the Year Award** acknowledges companies large or small that have demonstrated an impactful level of involvement right out of the gate as they work to become part of our incredible community. These companies embody the spirit that propels Carlsbad forward, contributing to its reputation as a hub for innovation, forward-thinking business practices, and the lifestyle that sets Carlsbad apart from cities in the region.

Furthermore, the CBAD Awards shine a spotlight on the next generation of business leaders in our community with the **Young Professional of the Year Award**. This category recognizes those individuals that prioritize working within our wonderful community to help build partnerships and relationships that go beyond their business. They show their responsibility towards social impact, showcasing the importance of corporate citizenship in today's business landscape.

As the event unfolds, attendees can also look forward to networking opportunities, fostering collaborations, and gaining insights from keynote speakers who are experts in their respective fields. The CBAD Awards not only celebrate achievements but also serve as a catalyst for future growth and collaboration within the Carlsbad business community.

In conclusion, the Carlsbad Chamber of Commerce CBAD Awards is poised to be a

momentous occasion, celebrating the diverse achievements of local businesses and entrepreneurs. By recognizing excellence, fostering community connections, and promoting innovation, this event continues to play a pivotal role in shaping the dynamic and thriving business landscape of Carlsbad.

Be sure to get your tickets using the link or QR code above and/or sponsor a table asap as availability is going fast.

CARLSBAD CHAMBER OF COMMERCE
CHAIRMAN'S CIRCLE

Thank you

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Small Businesses are the lifeblood of our economy

In Carlsbad, small businesses are not just commercial entities; they are the lifeblood of our local economy and the cornerstone of our community's character. Representing

more than 90% of the total companies in our city, these enterprises are more than just statistics; they are the dreamers, innovators, and hard workers who shape the economic landscape of Carlsbad.

CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD

The significance of small businesses

in Carlsbad extends beyond their numbers. They are major contributors to job creation, and supporters of our community and the vibrant culture we have here.

Recognizing the pivotal role of small businesses, startups, and entrepreneurs, the city has strategically placed their support as one of the four key pillars of the city's Economic Development Strategic Plan. This is not just a plan on paper; it's a commitment to action, a promise to nurture the growth and success of our local businesses.

City economic development staff is focused on continuous improvement and innovation of programs tailored to the needs of small businesses. For instance, the cybersecurity awareness program is a built to help unsure resiliency of our small businesses, bolstering the digital integrity of our local enterprises. In today's digital age, this program equips small businesses with essential information and tools to be aware of and hopefully protect themselves against cyber threats, a crucial step in ensuring their longevity and success.



In Carlsbad, small businesses like Pure Project, make up more than 90% of the total companies based in our city.

The Job-Readiness Room facilitates growth of small and medium-sized businesses by supporting a better qualified pool of workers. By helping these businesses onboard talent faster and more efficiently, we are not only supporting their growth but also enhancing the employment prospects within our community. The program will provide 25 Carlsbad businesses with a rapid upskilling program that employers can use for new hires to become more productive in a shorter period of time.

And of course, collaboration is key in fostering a thriving business environment. The partnership with the Small Business Development Center to provide educational programming through Carlsbad libraries

is a prime example of this. These initiatives offer invaluable resources and knowledge, empowering business owners and entrepreneurs to navigate the complexities of the business world with confidence.

As we celebrate the achievements and contributions of our small businesses, it's crucial to remember that their voice is integral to the continuous evolution and improvement of our city's economic landscape. The biennial business survey is more than just a questionnaire; it's an opportunity for business owners to share their insights, experiences, and perspectives. This feedback is vital in shaping policies and programs that truly resonate with the needs of

our local businesses.

I encourage every small business owner in Carlsbad to make their voice heard by participating in the city's biennial business survey. Your input is invaluable in helping us create a more robust, inclusive, and prosperous economic environment. Let's work together to ensure that Carlsbad continues to be a place where small businesses not only survive but thrive.

Visit carlsbadca.gov/BusinessSurvey to share your perspective and be a part of shaping the future of our city's economy. Together, we can continue to foster an environment where small businesses flourish, creating a vibrant and prosperous Carlsbad for all.



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Hunt for the hearts of Carlsbad Village

The **Carlsbad Village Association (CVA)** hosts impactful events all year long from its weekly Farmers Market to bi-monthly business networking meetings to annual multi-block exhibits that draw thousands of people to downtown Carlsbad. But one event continues to capture our imagination in so many ways.



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

The Hearts of Carlsbad Village is a Village-wide scavenger hunt for hundreds of beautiful, unique, and colorful glass hearts. An event initially created during the pandemic as a way to bring community and families together in a safe and accessible way has grown to be one of the most beloved by locals and visitors alike.

Every event that the Carlsbad Village Association hosts must meet its core mission principles. CVA strives to create events that increase the awareness of Carlsbad Village as a user-friendly, walkable destination. If they can also promote the unique character and historical significance of the downtown, that is a plus. And all must help stimulate the local economy. Hearts of Carlsbad Village, a two-day event held on Saturday, February 10th and Sunday, February 11th, does all this and more!

Come explore downtown Carlsbad's fantastic dining and shopping scene while staying vigilant for sightings of blown glass hearts when you are out and about enjoying Carlsbad Village. A total of 400 glass hearts (double the number from 2023) have been created by **Barrio Glassworks** over



Hearts of Carlsbad Village is a Village-wide scavenger hunt for hundreds of beautiful, unique, and colorful glass hearts designed by Chamber Member, Barrio Glassworks. Visit www.carlsbad-village.com/hearts for more information.

the past several months specifically for this special weekend. They will be hidden over a period of two days at some of the most iconic and popular locations in downtown Carlsbad. We want these hearts to be found and loved, so they are hidden in plain sight.

If you find a heart, you are done with the hunt, and it is all yours to keep! But do not forget to register your heart, using the instructions on the heart's label, to be entered into a drawing for some fabulous local prizes. Hearts of Carlsbad Village is supported



in part by **Visit Carlsbad**, the official tourism marketing organization for the City of Carlsbad.

The Carlsbad Village Association puts its heart into every one of its events. But this one, Hearts of Carlsbad Village, is a community-wide experience like no other. We hope you will join us for this special event, and we wish you good hunting!

For details on the scavenger hunt, visit www.carlsbad-village.com/hearts

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MiraCosta College celebrates 90 years of excellence and community service

MiraCosta College is excited to commemorate its 90th Anniversary in 2024. The college has provided diverse educational opportunities to the vibrant North Coastal San Diego County community for nearly a century. We look forward to celebrating our enduring commitment to educational opportunity and community enrichment with our community partners, supporters, donors, alumni, faculty, and students.



DR. SUNITA "SUNNY" COOKE
SUPERINTENDENT/
PRESIDENT
MIRACOSTA COLLEGE

Since 1934, MiraCosta College has been transforming lives. As we celebrate our 90th year, we honor the legacy of those who came before us and pledge to continue providing transformative education and opportunities for all. Our commitment to excellence, equity, access, and inclusion remains unwavering as we look forward to shaping the future of education in our community and beyond.

MiraCosta College includes four campuses: the Oceanside Campus, the San Elijo Campus in Cardiff, the Community Learning Center, and the Technology Career Institute in Carlsbad, which reflect our mission to provide a wide array of educational pathways. Serving almost 27,000 credit, noncredit, and fee-based students annually, MiraCosta is designated a Hispanic Serving Institution (HSI) and a military-supportive institution.

MiraCosta offers associate degrees, university transfer programs, and workforce readiness certificates and is one of the original 15 California community colleges to offer a bachelor's degree.

The 90th Anniversary Celebration will showcase the completion of various construction projects, including the new Kinesiology, Health and Nutrition building, Gymnasium, the Student Services building, Library and Learning Commons, and the Nursing Simulation Labs, funded by the Measure MM \$455 million bond. These state-of-the-art facilities are not just physical structures but symbols of our promise to provide an accessible, high-quality education that meets the evolving needs of our community.



MiraCosta College students today.

As we celebrate this momentous year, we reflect on our journey from humble beginnings in a wing at Oceanside High School to an educational, cultural, and community hub. We started as a "junior college" providing students opportunities to bridge high school and university. Today, MiraCosta College's comprehensive programs and services include over 80 associate degrees and certificates, university transfer, workforce and economic development programs, and a bachelor's degree. Thoughtfully designed programs also accommodate the unique



challenges of adult learners, individuals differently abled, those preparing for new careers, senior citizens, and non-native English speakers. Our role promotes regional growth and economic development through our North San Diego Small Business Development Center and South California Veterans Business Outreach Center (VBOC), which foster regional growth and economic development.



MiraCosta College students, 1936.

Our efforts have led to national recognition, such as being designated a national Achieving the Dream Leader College and nominated multiple years in the top 15 percent of U.S. community colleges as an Aspen Prize nominee. Approximately 90 percent of our alumni remain within our community. The best prize is our students' accomplishments through national awards, scholarships, and significant impact on our community.

We look forward to commemorating our past, celebrating our present, and embarking on a future transforming lives and shaping the future for the next 90 years and beyond.

Kindness matters

If you drove along the I-5 freeway earlier this month you might have seen a massive KINDNESS MATTERS landmark art installation—like the Hollywood sign—displayed at The Carlsbad Strawberry Fields.



DR. BEN CHURCHILL
SUPERINTENDENT
CARLSBAD UNIFIED
SCHOOL DISTRICT

The sign is the Kids for Peace's collaborative project, part of this year's Great Kindness Challenge, to inspire kindness in the entire Carlsbad community.

The project was built by Carlsbad Unified School District's Building and Construction Trades students. The 8-foot tall KINDNESS letters were constructed by teacher Andie Tanner's class at Carlsbad High School (CHS). The 5-foot tall MATTERS letters were built by Dave Pier's students at Aviara Oaks Middle School (AOMS). Students worked in groups to trace the letters onto the plywood using a projector, then cut the letters out and used 2"x4"s to brace and stand them up. Next, they primed and painted the letters with a white basecoat. Finally, students representing all of Carlsbad Unified's schools gathered at the CHS gym on a Saturday to artfully de-



A massive Kindness Matters sign was artfully created for this year's Great Kindness Challenge. Photo Credit: Kids for Peace.

sign and paint the gigantic letters. Materials were donated by Logan McEniry, the owner of Oceanside Ace Hardware and a former AOMS and CHS student, and Home Depot.

The Great Kindness Challenge, presented by the global nonprofit Kids for Peace, was launched in 2012 with three Carlsbad Unified schools – Jefferson, Hope and Kelly Elementary Schools – to address bullying and to foster connection, inclusion and compassion. The annual program has multiplied in enrollment each year. This year over 20 million students in 40,000 schools will participate, reaching across all 50 states and 115 countries.

The Carlsbad community was invited to the Carlsbad Strawberry Fields for the January 20th "grand reveal" of the Kindness Matters sign, the kick-off event for this year's

Great Kindness Challenge. Entertainment featured a pep rally, dances by the CHS Royals and the Sage Creek Dance Company, and the Carlsbad High School drumline. Guests visited hands-on "Kindness Stations," where they decorated placemats for Senior Center meals and helped make a variety of other "kind" creations including bookmarks for the library, "Kindness Matters" posters, gratitude cards for service members, succulent planters, and friendship bracelets for Rafiki Amanis in Kenya.

Carlsbad Unified students participated in the 13th annual Great Kindness Challenge during the week of January 22-26, decorating their campuses and holding special "kind" community-building activities. They performed intentional acts of kindness such as helping their custodians, reading to

younger students, inviting new friends to sit with them at lunch, and thanking their office staff members.

Carlsbad Unified is proud to be the founding school district of The Great Kindness Challenge. We strive to educate caring, thoughtful, and compassionate young people all year long, and we believe that practicing kindness in our schools translates into a kinder world.

This grand art project wouldn't be possible without the support from the Carlsbad Charitable Foundation, The Carlsbad Strawberry Company, and the Kindness Certified Companies. The Great Kindness Challenge is made possible through the generosity of sponsors OOLY, ViaSat, and Nordson.

Kindness Matters!

Are ice baths really that good for you?

Learn the benefits and risks before trying

Ice baths are growing in popularity. They can help with post-workout recovery, reduce muscle soreness and promote overall well-being.

But anyone who wants to try this at home or elsewhere should understand what a cold-water dip or bath does to the body and weigh the benefits and risks and the importance of safety.

Ice baths involve immersing one's body or specific body parts in icy water, typically in temperatures ranging from 50 to 59 degrees, for a brief period.

The practice of cold-water therapy dates back many centuries. Their resurgence in popularity can be attributed to endorsements by professional athletes and celebrities.

Pro athletes use ice baths to aid in their recovery after intense workouts or competition. Others tout ice baths for other potential benefits, including mental and immune health and chronic pain relief.

So, are ice baths good for everyone?

While ice baths can help with post-workout recovery, they are not a one-size-fits-all solution. Their overall benefits are still being studied. In general, they are not harmful, but they are not meant for everyone.

"People with pre-existing health conditions, such as diabetes or heart issues, should check with their doctor before attempting ice baths to ensure their safety," says Alex Crane, MD, a family medicine physician with expertise in sports medicine and injury treatment at Scripps Clinic Del Mar.



While ice baths can help with post-workout recovery, they are not a one-size-fits-all solution.

The initial shock of the cold can also be dangerous as it can increase the risk of drowning if you're in deep water.

Cardiovascular stress

Ice baths can put stress on the cardiovascular system. They may not be suitable for people with certain heart conditions.

Caution taking ice baths at home

Ice baths can be done at home or in a chilly lake or at places that offer cold-water therapy supervised by trained professionals.

If you want to try this at home in the safest way possible, check first with your doctor, especially if you have an injury or health condition. There are no official recommendations for taking an ice bath but studies suggest that staying in cold water for 5 to 15 minutes offers results.

At home, you'll need a bathtub or an immersion tub, cold water, ice, a thermometer to monitor water temperature and a timer. Staying in the tub can be difficult so start small with 2 to 5 minutes and slowly increase your time in an ice bath.

Make sure to have warm towels and clothes ready when you emerge. Proper equipment and caution ensures a safe and effective experience.

It's crucial to pay close attention to your body's response during an ice bath. "If you experience excessive discomfort, numbness or any adverse reactions, exit the bath promptly," Dr. Crane says. "Safety should always be the top priority."

Alternatives to ice baths

It's important to note that ice baths are not the only option for post-workout recovery. So before starting any new recovery method, including ice baths, contrast baths or compression therapy, consult with your doctor.

"What works best for you may depend on your fitness level, health status and personal preferences," Dr. Crane says.

What are the benefits of ice baths?

Ice baths offer both proven and potential benefits, including:

Relieves sore muscles

Ice baths, or cold-water immersion, promote faster recovery from sore muscles and reduced muscle fatigue after intense exercise. The icy water can help flush out metabolic waste products and decrease muscle soreness after intense workouts. This then leads to reduced muscle soreness and increased post-exercise comfort.

Reduces inflammation

The cold temperature of ice baths causes blood vessels to constrict, which can help decrease swelling and inflammation in the muscles and joints. This is especially beneficial for athletes looking to expedite the healing of minor injuries or strains.

Improves mood

Ice baths are believed to stimulate the release of mood-lifting brain chemicals. This natural mood lift contributes to an en-

hanced sense of well-being and relaxation.

Arthritis management

People with arthritis may find relief through cold water immersion. It can help alleviate joint pain and reduce inflammation, providing temporary respite from the discomfort associated with this condition.

What are risks and side effects?

While ice baths offer potential benefits, they also come with risks and side effects, including:

Hypothermia

Prolonged exposure to chilly water can lead to hypothermia, a dangerous drop in core body temperature. This risk highlights the importance of sticking to recommended immersion times and temperatures.

Keep in mind, older adults are more sensitive to cold than younger adults.

Cold shock response

Sudden immersion in icy water can shock the body. This can result in rapidly increased breathing, heart rate and blood pressure.

News owners bring energy, expanding caring transitions of Carlsbad, La Jolla, and Temecula

Caring Transitions, the leader in senior relocation and transition services, is pleased to announce that Luis and Corine Peralta have acquired the territory in northern San Diego. Previously centered around Carlsbad, Caring Transitions of Carlsbad, La Jolla, and Temecula has expanded to include more communities while continuing to offer and provide the same compassionate care that surrounding residents have expected for senior downsizing and relocation.

Caring Transitions is a franchise designed to minimize stress by utilizing specially trained professionals to oversee every detail of a senior's transition with compassion, including decluttering, organizing, packing, move management, unpacking, resettling, and cleanouts.

Helping people is no new task for Luis and Corine Peralta. The husband-and-wife duo have been involved with their community and are founders of the **Smiles by Angels Foundation**. This nonprofit provides new books and literacy to underserved children in hospitals, foster care, and other communities.

While searching for a new business opportunity, Luis stated that Caring Transitions matched their own mission of assisting others through difficult times. "We felt that the value proposition and the



Caring Transitions of Carlsbad, La Jolla, and Temecula has expanded to include more communities while continuing to offer and provide the same compassionate care.

services [Caring Transitions] provides to seniors and their families was vital. Supporting seniors and their families while having the expertise to help them sort through what can be a challenging time aligned with our beliefs as we shift from

the corporate world to entrepreneurship."

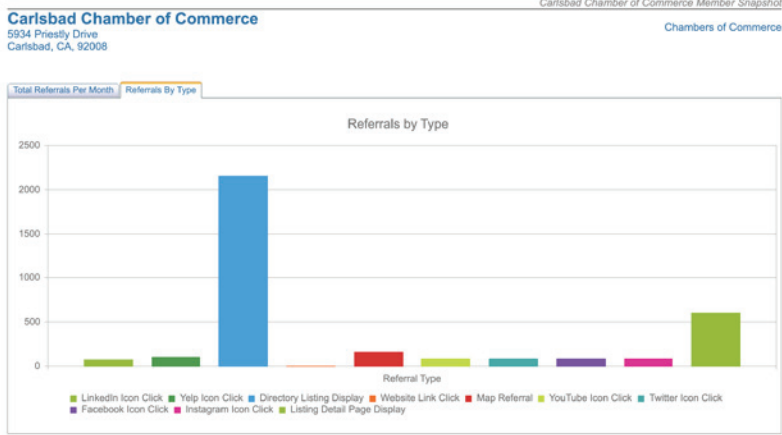
"Luis and Corine were born to help others and their spirit and passion for their community is particularly strong," said Ray Fabik, President of Caring Transitions. "The Peralta's are a perfect fit for expanding the compas-

sionate care Caring Transitions offers and providing exceptional service to those in southern California."

To learn more about Caring Transitions, visit www.caringtransitions-carlsbad.com.

Value Report for Carlsbad Chamber of Commerce

Showing referrals from 01/23/2023 to 01/23/2024



TOTAL REFERRALS 3,406
TOTAL IMPRESSIONS 2,156
TOTAL LEADS 1,250
LEAD RATE 57.98%

Value Report for Carlsbad Chamber of Commerce

Showing referrals from 01/23/2023 to 01/23/2024



TOTAL REFERRALS 3,406
TOTAL IMPRESSIONS 2,156
TOTAL LEADS 1,250
LEAD RATE 57.98%

Your referrals in real-time

How does the Chamber refer me? How many people see my directory page? These are great questions for our members! Referring members of the Carlsbad Chamber is one of the many things we do just about all day, every day. And these referrals are done in several different ways. In-person, we get Chamber members and community members coming into our office asking for referrals for all kinds of businesses. Likewise, we receive calls everyday doing the same.



MEMBERSHIP COUNTS

KATHLEEN MCNARY
 VP OF MEMBER RELATIONS
 CARLSBAD CHAMBER OF COMMERCE

The **Carlsbad Business Journal** is an Award-Winning Publication with 8,500 copies distributed monthly throughout Carlsbad, North County, down to the border and north of San Diego county. Our monthly issues feature a variety of themes including women in business, sustainability, holiday gift guide and more. These themes further highlight the unique products and services our Chamber members offer across industries. Both new and renewing members receive a special feature in each Journal as well. In addition to the Carlsbad Business Journal, Chamber members also receive strong referrals from member-to-member word of mouth. One of the largest sources of member referrals comes from our website! Prior to 2020, the Chamber was not able to track website referrals for our members. Now we can!

As your VP of Membership, I made a video to walk you and your team through your member portal. Learn how to check your total web referrals, total leads, lead rate and type of lead. As a member, you can access your referral analytics any day, any hour, 24/7. Excited to jump in and view your engagement? Simply scan the QR code below to watch a 4-minute walk-through video. If your referrals are lower than you'd like, I'm here to help. We can build up your page with images, video and keywords. Let me help you take full advantage of your member benefits and get more referrals today!



ATTRIBUTES OF SUCCESSFUL PEOPLE
 Wednesday, February 7, 2024 | 11:30 - 1 PM
 Join us for a complimentary lunch for the first of the Carlsbad Chamber of Commerce's quarterly business development educational seminars.

CHAMBER 101
 New Member Orientation
 Thu. Feb 8, 2024 | 11:30 am - 1 pm
 JOIN US: Carlsbad Chamber of Commerce, 5934 Priestly Dr., Carlsbad, CA 92008
 WHAT: Meet the chamber team and build relationships
 COST: Free (Lunch will be provided)

STAR IN YOUR OWN 17-SECOND COMMERCIAL
 Business Workshop
 Tuesday, Feb 20, 2024 | 11:30 am - 1 pm
 WHAT: Learn how to develop a 17-second commercial that will immediately connect you to your business prospect's needs and wants.
 WHERE: Carlsbad Chamber of Commerce, 5934 Priestly Dr., Carlsbad, CA 92008

CBAD HAPPY HOUR
 Networking Event
 Wednesday, Feb 21, 2024 | 5 - 7 pm
 WHERE: SpringHill Suites Carlsbad, 3136 Carlsbad Blvd., Carlsbad, CA 92008
 WHAT: Networking, Connections, Good Food, and Fun

SPEED NETWORKING + WORKSHOP
 FIRST FRIDAY Breakfast
 Friday, March 1, 2024 | 7 - 9 AM
 Skip Coomber, Coomber Consulting, LLC

NAVIGATING 2024: Your Roadmap to Compliance
 Mon. Mar. 25, 2024 | 11:30 am - 1 pm
 WHERE: Carlsbad Chamber of Commerce, 5934 Priestly Dr., Carlsbad, CA 92008
 COST: \$35 for members, \$45 for General Admission, Lunch is included.
 SPEAKER: Blanca Rincon, Chief Executive Officer

WELCOME NEW MEMBERS

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Carlsbad, CA 92008

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Kelly Haupu
Escondido, CA 92026

linktr.ee/kellyhaupu

(760) 807-6790

FOREX Educational platform, home business opportunity.

ESTATE LIQUIDATION SERVICES**Caring Transitions of Carlsbad, La Jolla, and Temecula**

Luis Peralta
Carlsbad, CA 92010

caringtransitions-carlsbad.com

760-710-7182

Caring Transitions of Carlsbad, La Jolla, and Temecula is a leading provider of downsizing, relocation, estate sale, and online auction services in Carlsbad, Encinitas, Oceanside, La Jolla, Escondido, Temecula, and the surrounding California areas. Our team of transition specialists can help alleviate the burden and stress of any life transition by providing a complimentary consultation to discover what services you truly need.

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Carlsbad, CA 92011

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Shane Nair
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Carlsbad, CA 92013

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(760) 517-7442

Nice to meet you! I'm Shane and I help business owners and homeowners protect their assets with the right type of insurance coverage and competitive pricing to meet their needs. I am an independent insurance agent; this means I have access to multiple insurance companies that I quote with and present the best option.

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CARLSBAD
CHAMBER OF COMMERCE

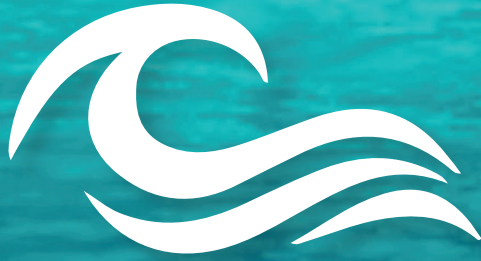
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Wednesday, March 27, 2024 | 11AM - 1:30 PM
The Westin Carlsbad Resort & Spa

AWARD CATEGORIES

- Business of the Year (Small Business)
- Business of the Year (Large Business)
- Best Place to Work
- Community Impact
- New Business of the Year
- Nonprofit of the Year
- Young Professional of the Year
- Business Professional of the Year

KEYNOTE SPEAKER



Tim Wisley
Owner, Carlsbad Magazine
and Wheelhouse Media

GET YOUR TICKETS!



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Congratulations

TO OUR JANUARY RISING STARS OF THE MONTH:



From left to right: Benjamin Vu, Pacific Ridge School, Callie Wilson, Carlsbad High School, Michelle Antonio, Sage Creek High School, Cay Lucas, La Costa Canyon High School, and Colton Fidelman, Army & Navy Academy.

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- America's Janitorial Service
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- Carlsbad Magazine
- Carlsbad Premium Outlets
- Chris Ryan Video
- Days Inn Carlsbad
- Dexter Wilson Engineering, Inc.
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- Evolve Skin Spa and Wellness
- Flowers Forever
- For Their Thoughts
- Foundation Chiropractic
- Geriatric Counseling Services (Game-changing Counseling Services)
- Girl Scouts San Diego
- Golden Key Properties, Inc.
- Melanie Robertson Photography
- mePrism
- NORTH COUNTY AFRICAN AMERICAN WOMEN'S ASSOCIATION
- North County Transit District
- NuSpine Chiropractic
- Opelon LLP
- RAM Air Engineering Inc.
- Senor Grubby's
- Skylar's Home & Patio
- SpotOn
- SpringHill Suites Carlsbad
- Strategic Business Alliance, LLC
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2023

ANNUAL IMPACT REPORT

ECONOMIC CATALYST



6,098

TWITTER FOLLOWERS



6,086

FACEBOOK FOLLOWERS



3,826

INSTAGRAM FOLLOWERS



2,734

LINKEDIN FOLLOWERS



100,000

READERS



88,000

NEWSPAPERS PUBLISHED



40,000

MAPS PUBLISHED



2,500

BUSINESS DIRECTORIES PUBLISHED

WEBSITE HITS **3,846,222**

WEB PAGES VISITED **3,673,614**

WEBSITE VISITORS **677,698**

UNIQUE WEBSITE VISITORS **280,546**



6,802

VIDEOS WATCHED



37,034

INSTAGRAM REELS VIEWS



772

SOCIAL POSTS ABOUT MEMBER BUSINESSES



1,108

NEWSLETTER SUBSCRIBERS



14

CARLSBAD YOUNG PROFESSIONALS EVENTS



110

COMMITTEE MEETINGS



100

NEWSLETTERS SENT



33

RIBBON CUTTINGS



478

NETWORKING EVENTS HOSTED



160

PRINTED ARTICLES ON MEMBERS' BUSINESSES



5

REFERRAL GROUP WEEKLY MEETINGS



HELPED DEFEAT
15 OF 19
JOB KILLER BILLS IN SACRAMENTO!



DEFEATED
SANDAG VEHICLES MILES TRAVELED TAX



DEFEATED
INITIATIVE TO INCREASE CARLSBAD TOT TAX!



SUPPORTED
HOUSING PROJECTS APPROVED BY PLANNING COMMISSION



198
NEW MEMBERS



100
PODCAST EPISODES PUBLISHED

Navigating California Employment Laws in 2024

HR CORNER



BLANCA RINCON
CEO AND FOUNDER
APEX 365
WORKFORCE SOLUTIONS

California is renowned for its progressive employment laws, and 2024 brings significant changes. In this article, we'll explore three crucial aspects of California's employment regulations for the year – Required Posters and Notices, Minimum Wage Increase, and Worker Classification under AB5.

place to inform employees of their rights. In 2024, it's essential to keep these up to date to ensure compliance with state and federal laws. These notices cover topics such as minimum wage, paid sick leave, workplace safety, and anti-discrimination laws.

Required Posters and Notices:

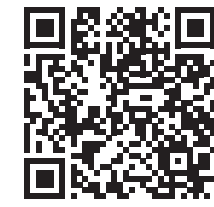
California mandates employers to display specific posters and notices in the work-

Minimum Wage Increase:



In 2024, California continues its commitment to raising the minimum wage. The state's minimum wage is set to increase to \$16.00 per hour. Employers must adjust their payroll and ensure that all employees are paid in accordance with the new rate.

Worker Classification under AB5:



AB5, a landmark California law, continues to impact worker classification in 2024. Businesses relying on freelancers or gig workers must carefully assess their workforce to ensure compliance with the law. Misclassification can lead to severe legal consequences.

Conclusion

California's ever-evolving employment laws demand constant vigilance from employers. Staying informed and compliant with the required posters and notices, minimum wage regulations, and worker classification under AB5 is vital to maintain a fair



Staying informed and compliant with the required posters and notices, minimum wage regulations, and worker classification under AB5 is vital to maintain a fair and just working environment in the state in 2024.

and just working environment in the state. If you'd like to learn more, sign up for our HR workshop on March 25 at web.carlsbad.org/events

STANDARD

Continued from Page 1

efits to community partnerships, kindness isn't just a value at Bitchin', it's thoughtfully designed into operational processes—It's baked into their DNA! Bitchin' Sauce is a role model for brands today to inject kindness into "the how" they succeed tomorrow.

Bitchin' Sauce is big in putting things into action. CEO and Founder, Starr Edwards gave a talk at one of our **Carlsbad Chamber First Friday Breakfasts** where she spoke about the need for "stewardship"—taking care of something, such as an organization, property, or land. She talked about her passion for stewardship being a mentality and value at the company, where Bitchin' Sauce frequently gives product away and is quite generous with their time and money. Starr beautifully shared, "Stewardship is caring for something given to you, and success is growing it; It's the resource you have to give."

Another kind food founder, Daniel Lubetzky, founder of KIND Snacks and the Kind Movement once said, "Kindness means more than just being nice. If somebody is nice, they're not going to bully. But if they're kind, they're going to stand up to the bully. Kindness requires the strength of action."

Small acts of kindness can be found in Bitchin's benefits. Employee benefits include a 4% 401K match, 75% healthcare coverage, PTO, monthly appreciation events, free sauce, free Bitchin' Bean coffee, and free on-site childcare, Bitchin' Kids.

"We started an on-site Bitchin' daycare because I did not want our team to have to choose between providing for their families via income or their presence," shared Starr. Gone are the days when parents have to choose between career or family. If your company doesn't currently offer childcare benefits, there are great services like **Kid-Care Finder** that can help you upgrade your kindness package. I had the pleasure of touring the Bitchin' office. I met Brizeida, Childcare Manager who shared her passion for teaching Bitchin' Kids sustainability with



Bitchin' Sauce's new Bitchin' Bean Cart outside 6211 Yarrow Dr. Open Mon-Thurs 8:30am-12:30pm, Friday 8am-2pm. Photo credit: Nik Billings, Bitchin' Sauce

the help of **Kids for Peace**. Margi Malek, Kindness Certified Company Director, Kids for Peace mentioned, "Bitchin' Sauce embodies our four Kindness Certified Company values: Be good to your people, give back to your community, make eco-friendly decisions, and have compassion for people of the world!"

Kindness shows a sense of belonging. A partnership with **Beacons Inc.** led to a beautiful employee success story. From production line to childcare, Tess quickly found her love for working with kids. I met Tess and I could see the sheer joy in her eyes as she shared, "My favorite part of the day is the way the kids say my name."

Bitchin' Sauce serendipitously met table-mate and office neighbor, Beacons, Inc. at last year's CBAD Awards and the partnership took off from there. They have also done great work with the Job Readiness Room, Workforce Development, and organizations like **Solutions for Change**. "Knowing how

to stay plugged into the larger community and developing opportunities for our employees to volunteer with these organizations let the Bitchin' footprint extend beyond just any one of us," highlights, Chamber Board Member and Bitchin' Chief of Staff, Amanda Miles. "I've seen firsthand how a company can profit from policies of kindness. Our revenue, employee engagement, and retention have steady growth in the past decade thanks to a team deeply rooted in stewardship and generosity."

This Kind Company wouldn't be complete without mentioning Bitchin's volunteer time off. Every Friday, up to 4 hours can be spent on another mission that matters. Abbey Glauch, VTO Programs Manager shared, "We have so many programs we want to share with the community. And when you're kind, you meet the best people! Paying it forward is a huge culture driver in everything we do here."

"Bitchin' Sauce is a shining example of establishing a compassionate culture that extends across every aspect of their operations! They support over 70 local and national charities, advocating kindness-in-action in the business realm," said Asia More, Chief Operating Officer, Kids for Peace.

The newest Bitchin' Bean coffee cart is opened daily outside the office on Yarrow Street and is now brewing for the public. For a small fee, you can now taste their kona blend, cultivated on the Bitchin' Bean coffee farm in Hawaii and roasted by local roastery James Coffee Co. Be sure to check their Instagram for more information, 2 additional coffee carts coming soon to North County, plus when you can buy their take home beans.

When most companies are thinking lin-



Ashley Hawkins accepting the Bitchin' Sauce Kind Company CBAD Award with Carlsbad Chamber CEO Bret Schanzenbach.

ear, Bitchin' is thinking circular. Businesses can learn a thing or two from Bitchin's creative use of kindness to channel innovation, profit, and deeper value in the workplace. Take it from the founders, Starr and Luke Edwards, these serial entrepreneurs are living their dream and inspiring all Bitchin' employees how to chase their passions and make a living too.

In the production line at Bitchin', the VP of Supply Chain, Anna Pfeifferle sent out a survey to the team. "What is your dream job?" (0% said their current job.) "What are you doing now to prepare for that?" "How does Bitchin' inspire you and give you tools to do that!?" The survey results were an innovative opportunity to connect with their deepest values. Anna and team helped create a plan for acquiring those skills on the job. Bitchin' is truly a role model for unique leadership.

Oliver Scott Curry, Chief Science Officer at kindness.org says, "Promoting kindness at work can help companies improve bottom line results while also creating happier, more fulfilling work environments."

Every day, people like you are inspiring kindness-led change in their business.

Join a new Bitchin' business standard and get certified at www.kindnesscertified.org



Bitchin' Sauce state-of-the-art childcare facility at HQ. Photo credit: Nik Billings, Bitchin' Sauce

Celebrating all things new in the New Year!

The city's Cultural Arts Office is pleased to introduce our new William D. Cannon Art Gallery Curator, Alyson Benford. Originally from Laguna Beach, Alyson joins us from the Curatorial and Education Department

of the San Diego Museum of Art, where she was the Manager of Art and Empathy Programs. With over 25 years of experience in exhibition curation, interpretation, and arts centered educational programming, Alyson brings a wealth of expertise to our Cultural Arts Department.

We're really excited to see how Alyson's layers of curatorial and arts education experience enriches our cultural arts programs and future exhibitions in the William D. Cannon Art Gallery.

Join us at the Cannon Art Gallery for a new exhibition which explores how the lens of one artist's camera captured and helped define one of the most important eras in rock and roll history. This new exhibition, Rock & Roll Hall of Fame: Iconic Images of an Era, The Photography of Baron Wolman, will be on view from January 20 – June 1 in the Cannon Art Gallery, with an opening reception planned for February 24 from



The Cannon Art Gallery's new exhibition, Rock & Roll Hall of Fame: Iconic Images of an Era, explores the photography of Baron Wolman. Photo Credit: Baron Wolman, courtesy of NPR.

3 p.m. – 5 p.m. featuring live music by LP and the Vinyl. As an initial photographer for revolutionary rock music publication Rolling Stone, Baron Wolman captured naturalistic portraits of the period's rising icons, including Jimi Hendrix, Joni Mitchell, BB King, Joan Baez, The Grateful Dead, and more. Baron's proximity to the artists combined with his unique photojournalistic approach resulted

in captivating images documenting performing artists, as well as intimate portraits which illuminated their personal lives off stage. Curated by the Rock and Roll Hall of Fame, this special exhibition presents photographs from four areas of Baron Wolman's Rolling Stone period, including California Rock, Women of Rock, Icons of R&B, and Classic Rock. "Access is the key to making

soulful, intimate images. Without access, a photographer is just another camera in the photo pit." - Baron Wolman

Finally, planning for a new TGIF season for the summer of 2024 is already underway, with a full nine-concert schedule.

Watch for more details on our web site at carlsbadca.gov/departments/cultural-arts/performing-arts/tgif-concerts-in-the-parks

HOMELESSNESS

Continued from Page 1

greens). That factor alone could have altered the unsheltered population.

The City of Carlsbad has established a 5-year strategic plan to address homelessness in Carlsbad.

The plan has four strategies:

- (1) Expand the city's capacity to prevent and reduce homelessness;
- (2) Coordinate, collaborate and support local efforts and organizations working to address homelessness in Carlsbad;
- (3) Retain, protect and increase the supply of housing and other affordable living options in Carlsbad;
- (4) Be active in external policy issues.

Last year Carlsbad put some action behind this plan as it approved Catholic Charity's expansion of La Posada de Guadalupe homeless shelter. La Posada is the city's only homeless shelter. La Posada was founded in 1992 to shelter migrant farmworkers.

Currently La Posada has 50 beds and is for men only. The \$2 million grant that was approved came through the County of San Diego and will allow them to build a second

floor with 30-50 additional beds for women and children.

There are many agencies doing good work in this space here in North County. Some of them include **Operation Hope, Community Resource Center, Interfaith Community Services** and more.

Another service provider who is doing some great work is **Solutions for Change**. Solutions for Change focuses specifically on family homelessness. Their mission is to address the root causes that land families in these difficult situations. Last year, Solutions celebrated 20 years of ministry and has helped transform the lives of 1,300 families, including 2,800 children. One of the most impressive statistics at Solutions for Change is their ability to reunite children, who have been removed from the home by Social Services and placed in Foster Care, with their parents. To date Solutions boasts a 100% reunification rate. Solutions for Change relies entirely on corporate and private donors to fund their operations due to their accountability model that requires those in their program to be alcohol/drug free. While this accountability model is part of their secret sauce at Solutions, it has precluded them from receiving any government funding since 2016 as the government requires

those receiving public dollars to accept active drug users into their programs (a policy known as Housing First).

Despite these challenges, Solutions for Change continues to battle the cyclical

churn that lands so many into homelessness. In 2023 Solutions for Change was named the **CBAD Awards People's Choice Winner**. Congratulations to Solutions for Change. Thank you for your ministry.



In 2023, Solutions for Change was named the CBAD Awards People's Choice Winner, in large part due to their incredible impact on homelessness in North County.



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Last year Solutions for Change celebrated 20 years of ministry and has helped transform the lives of 1,300 families, including 2,800 children.

SPECIAL SECTION

Highlighting North County Small Businesses



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

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



Sue Loftin



Ariel Bedell

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, 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



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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.

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Our story is one of remarkable growth as a company that has developed from humble

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Exploring senior living options can be a complex and time-consuming process. It can seem overwhelming! I am a local Certified Senior Advisor® with Assisted Living Locators, I understand how difficult it can be. I will work closely with you to guide you through the entire process, answer all your questions, address your concerns, and help you make an informed decision with confidence and comfort. As your local partner, I am committed to earning your trust and providing you with the best possible service. I match local communities that would provide the best possible care.

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Exploring senior living options can be a complex and time-consuming process. It can seem overwhelming! I am a local Certified Senior Advisor® with **Assisted Living Locators**, I understand how difficult it can be. I will work closely with you to guide you through the entire process, answer all your questions, address your concerns, and help you make an informed decision with confidence and comfort. As your local partner, I am committed to earning your trust and providing you with the best possible service. I match local communities that would provide the best possible care. You don't have to do it alone; I will be with you and support you along the way. The senior living community that you select will pay us a referral fee. Our recommendations are unbiased.

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