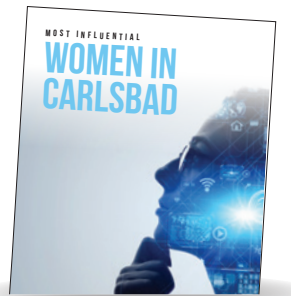




# The CARLSBAD BUSINESS JOURNAL

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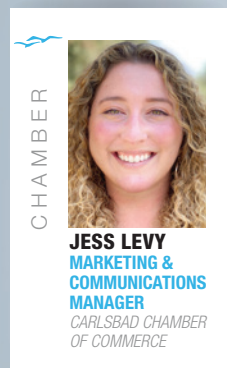
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AWARD WINNING PUBLICATION

MARCH 2024

## Pioneers, innovators, and trailblazers

Sure, Carlsbad is known for stunning beaches and a family-oriented community, but the biggest draw in recent years? The ever growing hot spot for companies to blaze new trails! Especially the pioneering women leaving their mark on Carlsbad's culture.



CHAMBER

**JESS LEVY**  
MARKETING & COMMUNICATIONS MANAGER  
CARLSBAD CHAMBER OF COMMERCE

In this special issue of the Carlsbad Business Journal, we celebrate female-led achievements and honor their legacies.

There are so many lessons to be learned from women in the workplace. Letty Pileski, a therapist and proud owner of Carlsbad's newest women's focused gym, **KaiaFit** grew up influenced by the choices her older siblings made in sports, music, activities and athletics. "We were all quite competitive in our performance. I know what it's like to be on co-ed competitive teams but it was the all female teams where I met my best friends that created the forever bonds," Letty shared.

"I look back on the relationships I built with women while on competitive teams and nothing compares. The connection is real, it's authentic. I openly invited the opportunity to open a women's focused gym because I believe in strengthening and uplifting each other in wellness, hopes, and connection. My expertise as a licensed mental health therapist informs me that to love oneself is to honor one's wellbeing," said Letty. "When I see a woman in the gym, I see a woman who loves herself and a woman who loves herself changes lives around her community".

One of our brand new members is innovating in the engagement ring space with lab-grown, mine-free diamonds. "In an industry traditionally dominated by men, women leaders offer a fresh perspective that speaks to the people who are enjoying the products, (in my case, wearing the jewelry!)" said Ashley Taylor, Lead Designer and Co-Founder of **Taylor Custom Rings**. "As a designer, I have the advantage of creating things

› TRAILBLAZERS, page 6

## Women take the reins

With International Women's Day being March 8, we thought it would be interesting to look at some prominent female leaders that have made an impact in the Carlsbad Chamber over the past 101 years. The Carlsbad Chamber of Commerce was founded in 1923, however, the first female President of our organization was not until 1957. In 1957 and 1958 Miss A. Stephens Lowrie was the President of the Board. I was not able to find out much about her, but she remained the sole female leader on record for 20 more years. In 1976 Zetta Castle became the President of the Board. Zetta had a reputation as an exceptional artist here in Carlsbad.



CHAMBER

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

Margaret Stanton may be one of the most noteworthy Board Chairs. She served as President in 1990 and again in 1998. She was the CFO at **Jazzercise** here in Carlsbad. She also became a City Council representative. One of her lasting claims to fame is that as she exited public office in 1998, she coaxed Matt Hall to run for office. That propelled him to run for City Council, which he first won in 1998. He served in that capacity for many years before becoming a three-term Mayor here in Carlsbad. Thank you, Margaret for your service and for giving Matt a nudge.

Elaine Lyttleton was another mover and shaker on the Carlsbad Chamber Board.

She served as Board Chair in 1993.

› WOMEN, page 3

### BUSINESS SPOTLIGHT

## Female Furniture Sustainability CEO of the Year and 2024 Enterprising Women of the Year

My name is Megan Draper, and I am President and Chief Operating Officer for **Furniture Reuse Solutions, Inc.** headquartered in Carlsbad. My specialty is logistics management, and our consulting firm specializes in designing custom operations for our client's furniture decommissions projects. My passions stem from wanting to make a difference in the lives of others.

I am originally from New England and moved to California in 2016, relocating to San Diego in 2019.

My interests include traveling, motorcycle riding, dressage, fly fishing, camping, writing, and hiking. I am up for being spontaneous and trying new things - especially when it presents an opportunity to step outside my comfort zone and learn in the process. I am an advocate for all animals big and small and the joy they bring, even so far as ensuring our office space is dog friendly for our staff.

I am a winner of the 2023 Carlsbad Cham-



ber of Commerce 40 Under 40 award, Female Furniture Sustainability CEO of the Year 2023, 2024 Enterprising Women of the Year, Acquisitions International Most Influential Furniture Circular Economy Businesswoman 2023, and our corporation was awarded Furniture Circular Economy Organization of the Year 2023/24.

Women in business face a number of challenges in the rise to leadership. I've been told I exemplify the qualities that make a CEO successful, including industry experience, a strong sense of teamwork, and a commitment to social responsibility. As CEO of a certified



**Megan Draper, President and Chief Operating Officer, Furniture Reuse Solutions.**

› FURNITURE, page 6

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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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**CELEBRATING WOMEN OF INFLUENCE:**

**A Tribute to Women's History Month**

As March unfolds, the Carlsbad Business Journal takes a moment to honor the impactful contributions of women throughout history, recognizing their influence across various fields.



FROM THE CHAIR

**JR PHILLIPS**  
CHAIR OF THE BOARD  
PHILLIPS + CO REAL ESTATE

Women's History Month is not just a calendar designation; it's a time to reflect on the achievements, resilience, and leadership that women have demonstrated, shaping the world we live in today.

One cannot discuss women of influence without acknowledging trailblazers who shattered glass ceilings, defied societal norms, and left an indelible mark on the business landscape. Figures like Madam C.J. Walker, the first female self-made millionaire in the United States, and Mary Barra, the CEO of General Motors, exemplify the tenacity and innovation that women bring to the business world.

In recent years, there has been a paradigm shift, with more women rising to leadership positions and making waves in traditionally male-dominated industries. The tech sector, for instance, has seen the emergence of influential women like Sheryl Sandberg, Chief Operating Officer of Facebook, and Safra Catz, CEO of Oracle, paving the way for the next generation of female leaders.

Locally, Carlsbad boasts a myriad of women entrepreneurs and executives who have made significant strides in shaping the city's business landscape. From startups to established enterprises, women are leaving an indelible imprint on Carlsbad's economic fabric. As we celebrate Women's History Month, it's crucial to recognize and amplify the voices of these women who contribute not only to the growth of businesses but also to the empowerment of the community.

Beyond the business realm, women have played pivotal roles in advocating for social change. Activists like Malala Yousafzai and Gloria Steinem have inspired generations to challenge the status quo and champion equality. Their impact extends far beyond their immediate spheres, resonating globally and inspir-



**Catherine Magaña, a past Chair of the Board and current Board member, accepting an Excellence award with JR Phillips and Adam Jacobs.**



**Rachel Ivanovich, current Treasurer of the Board, presenting at First Friday Breakfast.**

ing women to stand up for their rights.

In conclusion, Women's History Month serves as an opportunity to celebrate the achievements of women who have shaped our past and continue to influence our future.

As we spotlight women of influence, let

us not only reflect on their accomplishments but also commit to fostering an environment where women can thrive in all facets of life. By recognizing and honoring the contributions of women in business and beyond, we pave the way for a more inclusive and equitable future for all.

**WOMEN**

Continued from Page 1

While serving as the Board leader, she spearheaded the campaign to bring **LEGOLAND** to Carlsbad. She led a delegation of business and civic leaders to Denmark to convince LEGO that Carlsbad was the site they should choose. After winning that battle, she led a ballot initiative to get the citizens of Carls-



**Elaine Lyttleton served as Board Chair in 1993 and spearheaded the campaign to bring LEGOLAND to Carlsbad.**

bad to approve of the move. It was not as easy as you may think, but she prevailed, and we are all glad she did. Last we heard, Elaine was living in Ramona tending her vineyard.

Another noteworthy female leader on the Carlsbad Chamber Board was Hope Wrisley. Hope was Board Chair in 1995. She was a 47-year



**Hope Wrisley being honored as Carlsbad's 2010 Citizen of the Year with Mayor Matt Hall and future Mayor, Keith Blackburn**

city commissions, Rotary and the Chamber. She has since passed away, but her son, Tim Wrisley, is the publisher of the **Carlsbad Magazine**.

All told we have had approximately 80 individuals serve as Board Chair or President in our 101 years (some served for two years, some served multiple times). Only 10% of

those have been female to date. Some of the more recent ones include Gina McBride, Deb Beddoe, and Catherine Magaña. We are excited to welcome Amanda Miles, the Chief of Staff at **Bitchin' Sauce**, as our Chair next year. Can't wait to see what she does.... No pressure Amanda. Whatever you do, I'm sure it will be bitchin'!

# Carlsbad women business leaders are drivers of our economy

In March, we celebrate Women's History Month, and in Carlsbad, there is no question that women have been and continue to be a driver of our city and our local economy.

CITY NEWS



**MATT SANFORD**  
ECONOMIC DEVELOPMENT MANAGER  
CITY OF CARLSBAD

Women founders and business leaders bring unique perspectives and innovations to the business world, which in turn, catalyze our local economy's expansion and diversification.

Women leaders in Carlsbad are not just running busi-

nesses; they are defining industries, creating jobs, and fostering communities of innovation and inclusivity. Examples include Pree Walia, founder of Nailbot, a product that allows for individualism and style to be shown with every wave and handshake. Pree is growing her company in Carlsbad and is a shining example of our culture of innovation.

Sarah Davis, founder of Fashionphile, created a company that rethinks the market for designer handbags and accessories. Fashionphile has grown into an industry leader and is noted for its quality and authentication processes, often being depended on by major fashion brands.

Christine Ong Forsythe created The Lullabar in La Costa. The concept acknowledges that mothers and caregivers need services or a place to unwind but can't always choose between self-care and care for their children. The Lullabar does both. Bringing together childcare with a café and nail salon, gives a new meaning to "family friendly."

Starr Edwards created **Bitchin' Sauce** as a product that is both nutritious and deli-



**Stephanie Issa and Christine Ong Forsythe of Lullabar, La Costa.**

cious. The "Made in Carlsbad" brand is exported to stores around the country and even internationally.

These are just a few examples of women in Carlsbad who have leveraged their unique experiences and perspectives to create businesses that are innovative contributors and engaged members of our business community.

The importance of women founders and business leaders to our economy cannot be overstated. They bring diverse viewpoints that lead to innovative solutions, tapping into new markets and driving economic growth. Their ventures contribute significantly to our local economy, creating em-

ployment opportunities and enhancing the city's competitiveness on a global stage. Moreover, their success stories serve as powerful inspirations for the next generation of women entrepreneurs, demonstrating that their aspirations are valid and achievable.

Celebrating the perspective of women in business also means acknowledging the unique challenges they face, from access to capital to representation in leadership roles. It's crucial that we, as a community, support initiatives and policies that level the playing field, providing women entrepreneurs with the resources and network they need to thrive.

In this vein, we are proud to have **Hera Hub** in Carlsbad. Hera Hub is a fe-



**Pree Walia founder of Nailbot, Carlsbad.**

male-focused coworking space and business accelerator that provides education, mentoring, and collaboration for women entrepreneurs to help their businesses grow and thrive.

The San Diego and Imperial Women's Business Center also provides trainings, resources, and support for women entrepreneurs throughout our region and can be a great resource for women small business owners and founders.

As our economy surges forward, the role of women founders and business leaders in shaping the future of Carlsbad's economy becomes ever more critical. We cannot unlock our full economic potential without their perspective and experience. Their leadership, creativity, and resilience are invaluable assets that drive innovation, create jobs, and build a more inclusive and sustainable economic landscape.

So, let's celebrate the women who make Carlsbad businesses great and acknowledge the critical role they play in Carlsbad's economic vitality.

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## Commercial printing with a competitive edge

Jeff Sirota embarked on his journey in the print industry at the age of 12, managing a newspaper route for the Sentinel Newspaper in San Diego. By the time he turned 13, he transitioned to a route with the Evening Tribune. Following a distinguished leadership career with the **San Diego Union-Tribune**, his passion for printing remains unwavering, earning him the moniker of having "ink in his veins."

With a dedicated stint of 9 years at **Minuteman Press** in Carlsbad, Jeff infuses his contagious smile, extensive experience, and a positive attitude into assisting businesses in North County to reach their goals. Whether it's handling substantial commercial

print projects, creating decals, producing T-shirts, or designing trade show displays, Jeff and his team excel in delivering outstanding results at a competitive price. Jeff's commitment to print mirrors his loyalty to his customers, encapsulated in their motto: "We'll make you look good."

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# Small business tours start in Carlsbad Village

The City of Carlsbad has launched a series of business tours to help understand the needs of businesses and work to support a thriving economy. Last month, the **Carlsbad Village Association** (CVA) partnered

with the Innovation & Economic Development Department to kick off this series with a two-and-a-half-hour tour of small businesses in the Village. Mayor Keith Blackburn and Councilmember Melanie Burkholder were joined by David Graham who leads the department as the Chief Innovation Officer and Matt Sanford the Economic Development Manager. February's visit, the first of many to come, was designed to bring to light both the successes and the challenges of four businesses that CVA chose to help illustrate a variety of business models.

"Carlsbad is not just business-friendly; we are business-forward," David explained. "Meeting with our local companies in-person helps us anticipate needs and work proactively to support the small business engine of our economy."

Miriah LeClerc, owner of Revolution Roasters, shared her professional journey and desire for a community-focused business at The Cottages in Carlsbad. Open just half a year, and not yet having experienced a summer downtown when foot traffic increases with out-of-town visitors, she said she is heartened by how quickly her coffee house was embraced by the community and is optimistic about the future. However,



**Bryan Tracey, owner of Status Skateshop, shared his business vision and the path he took to get there with members of the City of Carlsbad, Carlsbad Village Association, and Councilmember Melanie Burkholder.**

er, work force attraction and retention are a concern for Miriah. With her first location in Oceanside, now 10 years old, she can share some staffing between the two businesses, but finding people with the skills and availability needed, who want to grow with her business, will remain a challenge.

Bryan Tracey, owner of Status Skateshop, shared his business vision and the path he took to get where he is. He also shared some of the difficulties he has had regarding building signage and an interpretation of accepted uses within the Village and Barrio Master Plan for desired expansion.

"I wasn't sure what to expect with the business visit and was pleasantly surprised by what appeared to be completely earnest

interest, curiosity and support," said Bryan. "I am so glad we were able to be a part of it."

Chris Slowey, co-owner of Shoots Fish & Beer, shared his positive experience with the permitting and build-out process for The Cottages, and Carrie Moore, owner of Trove Marketplace, discussed the need for employee and/or short-term parking to help increase parking turnover downtown.

"As we walked from a craft coffee house that makes everything from scratch to a hangout for world-class surfers, to an international hub for skateboarders, I felt a deep connection with these business owners," Councilmember Burkholder said. "Every day they are contributing, not just to our dynamic economy, but to the Carlsbad community."

**U.S. Small Business Administration Office of Advocacy states, "There are 33.3 million small businesses across the country, employing more than 61.6 million people, as of 2023; 89% have fewer than 20 employees."**

As a small business owner, I have an affinity for the people behind the businesses who are driving our economy, and I want to say thank you for your dedication."

The city has strategically placed their support as one of the four key pillars of the city's Economic Development Strategic Plan, which is just now starting the second year of its five-year plan. Part of the plan includes providing additional resources to small businesses through the city's Job-Readiness Room, the cybersecurity awareness program, Life in Action, Innovate 78, and other support programs.

CVA was honored to help kick off the small business tours in downtown Carlsbad. Due to the desire of both city staff and council to meet and learn from more small businesses, a second tour is already on the calendar this month, and more are planned throughout the city.

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### › TRAILBLAZERS

Continued from Page 1

that I would want to wear, and as an entrepreneur, I get to help modern couples approach engagement on their terms—Both are very gratifying”.

Ashley mentioned, “We need more women in leadership, in entrepreneurship, and everywhere decisions are being made. In my opinion, it will work best if it happens quickly so women don’t have to play by men’s rules as the minority – instead, they can rewrite the playbook to better serve everyone.”

**Marcy Browe Photography** has been with the Carlsbad Chamber for over 7 years. Specializing in personal branding photography, Marcy has collaborated and photographed a ton of other Carlsbad Chamber women-lead companies including Jackie Mazur of **Guide My Finances**, Dr. Yvonne Scarlett of **Red Lotus Wellness Center**, the team at **Agua Hedionda Lagoon Foundation**, Jani Jackson of **Develop Your Team**, Amber of **DifMix**, Erin Sheriff of **The Jacobs Scheriff Group**, Sharla Fagan of **Shear Karma**, and Kim Lombardi of **Coldwell Banker**.



Women of KaiaFit Carlsbad.

## “When I see a woman in the gym, I see a woman who loves herself and a woman who loves herself changes lives around her community”.

“I get to run a company on my terms, in an unapologetically feminine way. Because I’m active at the Carlsbad Chamber, I’ve met and collaborated with many fantastic

women-lead businesses. Not only have I had a chance to photograph these women and their teams, in return I’ve become their clients and collaborators for workshops, as well as referral partners. There is such a rich relationship in the women’s community and I am here to carry on the legacy of women supporting women”, said Marcy.

These women-led businesses represent just a glimpse of female entrepreneurial talent and innovation flourishing in Carlsbad, California, in 2024. In fact, The City of Carlsbad says that Carlsbad women business leaders are drivers of our economy.

As we celebrate these trailblazers, let us be reminded—Vulnerability is an asset!



Owner of Taylor Custom Rings sketching a new design.



### › FURNITURE

Continued from Page 1

Woman Owned Business, I’m dedicated to workplace diversity and equal opportunity. Likewise, the core values of my company are aimed toward the greater good. The furniture repurposing services provided by FRS not only help the environment, but also provide a benefit to underserved communities around the world.

Enterprising Women Magazine announced the winners and finalists (champions) of the 2024 Enterprising Women of the Year Awards, an annual tribute to the world’s top women entrepreneurs. Both the Enterprising Women of the Year Award Winners and Enterprising Women of the Year Champions will be recognized at the 22nd Annual Enterprising Women of the Year Awards Celebration & Conference, to be held from Sunday, April 7 to Tuesday, April 9 at the Caribe Royale in Orlando, Florida. The Enterprising Women of the Year Awards is widely considered one of the most prestigious recognition programs for women business owners. To win, nominees must demonstrate that they have fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship and stand out as leaders in their communities. Many of the honorees also serve as leaders of the key organizations that support the growth of women’s entrepreneurship. I am honored to be awarded and if you are a fellow women-led Chamber business too, I highly recommend joining.

Our growth for the upcoming year has more than doubled, and my team and I look to close out 2024 strong, continuing to make a difference for the clients we assist and the charities we support.



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# New CSUSM program opens doors for students with intellectual disabilities

Rebecca Brooks arrived at **Cal State San Marcos** with 16 years of experience as a special education teacher – and with a dream.

Almost since the day she was hired as a professor in the School of Education in 2015, Brooks has aspired to establish a program that would give students with intellectual disabilities as close to a normal college experience as possible. A couple of years into her tenure, she began talking to CSUSM colleagues about it. In 2020, during a sabbatical, she started working on it. And now, nearly a decade later, that dream is a reality.

Last fall, Brooks officially established the Aspiring Scholars program, a four-year initiative for students with intellectual disabilities who aren't pursuing a degree but are seeking an inclusive college experience. Four students are part of the first cohort of this program in which they learn and grow alongside the CSUSM community while earning a certificate in higher education career studies and skill development.

"I'm thrilled that we are able to offer this program at CSUSM," Brooks said. "It's something that I've wanted even prior to working at CSUSM. So being able to create a pathway for students when they finish high school to attend a four-year university is very exciting and much needed."

Aspiring Scholars falls into the category of a nationwide trend called Inclusive Postsecondary Education (IPSE), which is designed for students with intellectual disabilities (and of college age) to continue academic, career and technical, and independent living instruction to prepare themselves for employment. CSUSM has joined more than 300 degree-granting institutions in the United States that offer IPSE programs, which



CSUSM education professor Rebecca Brooks (left), who created the Aspiring Scholars program, with program participant Tammy Tang (center) and peer mentor Gabriella Nunez. Photo by Luna Canham

might sound impressive until you consider that the country contains more than 4,300 such institutions.

In California, the ratio is even more dire, as only five four-year universities in the state offered IPSE programs in 2022. Brooks is trying to help change that, and the state grant that's funding her program involves a partnership with five other California State University campuses: East Bay, Long Beach, Northridge, San Francisco and San Jose.

Brooks pointed to data showing that only 3% of adults with intellectual disabilities make a living wage in California, whereas a survey by Think College – a national research center based at UMass Boston for students

with intellectual disabilities – found that 73% of respondents had a paid job one year after completing an IPSE.

"It is critical that more programs like this be developed and offered to students," Brooks said.

The four students in the inaugural cohort – Joshua Corder, Roman Martens, Tammy Tang and Alex Vaghefi – are participants in a program that has been tailored to their individual needs. Guided by peer mentors, students are required to take at least two classes per semester, but they can choose any discipline they want based on their interests and career goals. In Year 2, an internship component will be intro-

duced to offer the students an opportunity to gain skills and experiences. And Aspiring Scholars provides plenty of chances for students to get involved in campus life, whether it's clubs, university events or sports competitions.

Brooks said the first year of Aspiring Scholars has exceeded her expectations, in large part because of the support she has received from faculty and staff across campus. She anticipates that the number of students will remain at roughly the same level for Year 2, but she plans to apply for additional funding that will allow the program to build on itself and become more sustainable.

"I'm excited to see it grow," she said.

# Encinitas Union School District's vision, values and learner profile

The **Encinitas Union School District** (EUSD) proudly serves the communities of Encinitas and south Carlsbad. Encinitas has had a long-standing tradition of providing an exemplary educational experience for students. From a strong and committed Board of Trustees, to the stellar instructional teams and support staff, to the involved community and families, we are here to create

the best school experience possible for our children. It is this common goal that allows EUSD to flourish.

This year, we launched a refreshed vision statement and learner profile. We value the uniqueness and gifts of every child in EUSD and it is our vision to ignite the limitless potential of every learner. Our steadfast

commitment to educating the whole child remains. We value creating schools that support a feeling of belonging and joy for all. We know it is essential that students feel welcomed and loved in order for them to learn and thrive. This truly helps to build a sense of community within the classroom, school and district as relationships are the foundation for all that we do.

We have outlined the major competencies necessary for all learners (students and staff) which include being a(n): Empowered Learner, Global Citizen, Innovative Thinker, Skilled Communicator, Wellness Advocate, Confident Collaborator. These all combine to ensure learners can reach their full potential and be future ready for the complexities and challenges in school and beyond.

In EUSD, we have been re-imagining our classroom learning experiences to ensure authentic, real-world learning opportunities through project and place based learning. We are elevating student voice to ensure they have opportunities to direct their learning, reflect on their learning and communi-



Discover EUSD's Learner Profile.

cate their progress in meaningful ways.

A recent example of how our Learner Profile competencies are driving learning was with 5th graders at **La Costa Heights Elementary** in Carlsbad. As an extension to the Water Wise program at the Farm Lab DREAMS Campus, students explored water scarcity and its far-reaching impacts.

Through discussions, videos, and stories, the students learned about implications, including barriers to education, economic limitations for women, health challenges, and more. Students engaged in the book "A Long Walk to Water," where they learned about the struggles faced by those seeking clean water, particularly in regions affected by water scarcity.

The students also participated in an interactive activity to learn about the various ways clean water is accessed around the world. Each class collectively walked a mile carrying 40-pound jerry cans to simulate the challenge of obtaining safe drinking water. The students' efforts shined light on the global water crisis and the experiences further promoted their empathy and understanding.

Our new vision, learner profile, and strategic plan provide our important Framework for the Future. Click this link for more information on EUSD's Framework for the Future. Or, view the informational video on the main page of [www.eusd.net](http://www.eusd.net).



ANDRÉE GREY, ED.D. SUPERINTENDENT ENCINITAS UNIFIED SCHOOL DISTRICT



DR. PATRICIA L. PRADO-OLMOS VICE PRESIDENT OF COMMUNITY ENGAGEMENT CALIFORNIA STATE UNIVERSITY SAN MARCOS

# What are the symptoms of a heart attack in women?

## Chest pain is common but so are less obvious signs

It's a common misconception that heart disease primarily affects men. But heart disease is the number one cause of death among women in the United States.



**POULINA UDDIN, MD,**  
CARDIOLOGIST  
SCRIPPS WOMEN'S  
HEART CENTER

Heart disease kills more women than all forms of cancer combined. However, only about half of American women are aware that heart disease is their greatest health threat.

"Even when women do have warning signs of a heart attack, they

often are very different than the symptoms men experience," says Poulina Uddin, MD, a cardiologist with Scripps Women's Heart Center. "Both men and women may feel chest pain or break out in a cold sweat during a heart attack, but that is where most of the similarities end."

### HEART ATTACK SYMPTOMS IN WOMEN

Women tend to have subtler symptoms, and they may begin up to a month before the heart attack. Symptoms may include:

- Shortness of breath
- Unusual sweating, nausea or vomiting
- Pain that spreads to the upper body, neck or jaw
- Pressure, or tightness in the center of the chest
- Indigestion, heartburn
- Sudden dizziness
- Fatigue or weakness



Heart disease is the greatest health threat to American women.

- Unusual tiredness
- Problems sleeping

Women may not take these symptoms seriously because they can resemble common illnesses such as the flu. This assumption can be a serious mistake, and it could even be fatal.

If you experience these symptoms, don't ignore them. Play it safe and call 911. Taking immediate action can save your life.

Don't drive yourself or let a friend drive you to the hospital. Paramedics can provide medical assistance while taking you to an emergency room. Remember, the sooner you get treatment, the greater the chances of recovery.

### WHAT YOU CAN DO

Even if you think your heart is healthy, get screened for heart disease, especially if you have a family history of heart problems, high

blood pressure, high cholesterol or diabetes. The more risk factors you have, the higher your risk of heart disease.

"Women also have risk factors that don't affect men, such as developing diabetes or high blood pressure during pregnancy," says Dr. Uddin. "Also, hormones, such as estrogen, may play a role in protecting women from heart disease; after menopause, that protection disappears."

Make an appointment with your physician to discuss your heart health and establish a baseline. Learn to adopt a heart-healthy lifestyle now and minimize your risk of problems in the future.

### RISK FACTORS FOR HEART DISEASE YOU CAN'T CONTROL

There are many risk factors that you can't control, including:

### AGE AND MENOPAUSE

Women tend to develop heart disease around 10 years later than men. This is because women produce estrogen, a hormone that offers some defense against heart disease prior to the onset of menopause.

### FAMILY HISTORY

A family history of heart disease can raise your risk of heart disease. It may be because your family carries genes that raise your risk.

### PREGNANCY HISTORY

High blood pressure, diabetes, and preeclampsia during pregnancy can increase your chances of developing heart disease later in life.

### RACE AND ETHNICITY

African Americans are at higher risk of heart disease due to factors like high blood pressure, obesity, and diabetes. Black Americans, especially women, may also be less likely than others to receive preventive treatment, including medicines to lower blood pressure.

### RISK FACTORS YOU CAN CONTROL

There are many risk factors that you can control, including:

- Quit smoking. Smoking causes heart disease and can even be more dangerous for women than men.
- Eat healthy, which can prevent problems that lead to heart disease, including high blood pressure or obesity.
- Limit how much alcohol you drink.
- Exercise regularly. Physical activity can also prevent high blood pressure, obesity and diabetes.
- Manage stress in healthy ways.
- Get an annual physical exam.

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LUNCH & LEARN

# 100K BLUEPRINT

Tuesday, March 12, 2024 | 11:30 am - 1 pm




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

**WHAT**  
A Lunch & Learn for wellness entrepreneurs who want their dream business without overworking

**SPEAKER**  
**Alison Mclean**  
Health & Wellness Business Coach & Hera Hub member

**COST**  
\$15 includes Lunch

CARLSBAD CHAMBER OF COMMERCE | 100 Years | THE CROSSINGS AT CARLSBAD

NETWORKING EVENT

# CBAD HAPPY HOUR

Wednesday, Mar. 20, 2024 | 5 - 7 pm



**WHERE**  
The Crossings at Carlsbad  
5800 The Crossings Dr.,  
Carlsbad, CA 92008

**WHAT**  
Networking, Connections, Good Food, and Fun

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

CARLSBAD CHAMBER OF COMMERCE | 100 Years | BITCHIN' BEAN | [web.carlsbad.org/events](http://web.carlsbad.org/events)

FREE NETWORKING EVENT

# Coffee CONNECTION

Friday, Mar. 22, 2024 | 8 - 9 am



**SPONSORED BY**  
Bitchin' Sauce, LLC,  
6211 Yarrow Dr., Ste. C,  
Carlsbad, CA 92011

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

CARLSBAD CHAMBER OF COMMERCE | 100 Years | APEX 365 WORKFORCE SOLUTIONS | [web.carlsbad.org/events](http://web.carlsbad.org/events)

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


CARLSBAD CHAMBER OF COMMERCE | 100 Years

BUILDING RELATIONSHIPS

# CHAMBER 101

New Member Orientation


Thu. Apr 11, 2024 | 11:30 am - 1 pm



**WHERE:**  
Carlsbad Chamber of Commerce  
5934 Priestly Dr.  
Carlsbad, CA 92008

**WHAT:**  
Meet the chamber team and build relationships

**COST:**  
Free  
(Lunch will be provided by)

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

CARLSBAD CHAMBER OF COMMERCE | 100 Years | greenbusiness COMMITTEE

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CARLSBAD CHAMBER OF COMMERCE | 100 Years

## What our members say About us



**NAILA SFEIR**  
CALDER EAMES DESIGN

"I have been a member of the Carlsbad Chamber for six years now and can confidently say that it has made a positive impact on my business! I truly value all of the wonderful connections I have made over the years not to mention all of the support and encouragement I have received. Thank you for being such an amazing Chamber and all you do for our community!"

 Scan to leave us a review!

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(442) 273-4921

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

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

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(800) 760-6002

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

At Sinclair Performance Institute, we serve clients in the private, public, government, and non-profit sectors, and provide executives, organizations, and their teams with capacity-building solutions to help improve performance, enhance leadership effectiveness, and expand organizational capacity for growth in today's competitive marketplaces.

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[gazellefashionstyle.shop](http://gazellefashionstyle.shop)

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Jennie MacGoy  
Carlsbad, CA 92011-1229  
(703) 579-0123

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

I am a traveling yoga and movement instructor specializing in older adults living at home, in retirement communities, skilled nursing homes, and memory care communities. My customized personal sessions and group classes focus on mindful movement, stretching, fall prevention, calming breath work, strengthening, balance, and guided meditations.

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Taylor Custom Rings is a fine jeweler specializing in custom designs, mine-free diamonds and gemstones, and recycled precious metals. Husband-wife design team Ashley and Jerry Taylor have created a line of stunning engagement rings and wedding bands, as well as fashion pieces including necklaces, bracelets, and earrings.

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# BMW of Carlsbad has arrived!

**BMW of Carlsbad** celebrated its Grand Opening, on Thursday, February 8th, along with mayor Keith Blackburn, executives from Autonation and BMW North America, as well as the Carlsbad Chamber of Commerce.

This brand new, state of the art, BMW dealership employs over 170 people and was created by combining two of the area's top BMW stores, BMW Encinitas and BMW of Vista, into one giant regional BMW facility to better service North San Diego County.

General Manager Darrin Fetterolf gave a heartfelt thanks to the over 400 guests who braved the rain to attend this celebration. "This new dealership took our team at Autonation several years to put together and is a testament to our many loyal fans who stuck with us as we outgrew our facilities in both Encinitas and Vista."

BMW of Carlsbad has over 500 cars and SUVs in stock, plus they are a BMW M Certified Center. With the largest selection of Alpina and M Models, including special order colors in stock, it's no wonder why that are the number 1 Alpina and Individual Build dealer in Southern California. This is a source of pride for General Manager, Darrin Fetterolf, who says, "Our M customers are educated car enthusiasts and deserve the customer service to match. We know our vehicles inside and out and offer our customers first class advice and assistance."

BMW of Carlsbad also features the most modern BMW service center in the nation, equipped with over 60 service bays and staffed with factory trained and certified BMW Technicians. This facility was also designed with additional capacity to handle maintenance and repairs on BMW's fast-growing line-up of electric vehicles. As



The Carlsbad Chamber of Commerce celebrated BMW of Carlsbad's Grand Opening, on Thursday, February 8th, with mayor Keith Blackburn and executives from Autonation and BMW North America.

a convenience, the dealership has over 150 service loaners for their customers to drive while their own cars are in for service, plus BMW of Carlsbad can even come to your home or office, pick up your BMW, and bring it in for maintenance or repairs. And since they have the area's largest BMW parts inventory in the building, they are rarely wait-

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Auto Nation is committed to delivering the best customer experience and to supporting our local community. Their annual Drive Pink Campaign has raised millions of dollars for breast cancer research.

BMW of Carlsbad is located at 1060 Auto Center Court, in the Carlsbad Auto Cen-

ter. The Sales Department is open Monday through Saturday 9am to 9pm, and 10am to 6pm on Sunday. The Service Department is open 7:30am to 6:00pm Monday through Friday and 8:00am to 4:00pm on Saturday. Or you can shop from home, view our inventory, or schedule a service appointment online at [BMWCarlsbad.com](http://BMWCarlsbad.com).

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# BMW of Carlsbad



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**5 or more at this payment.**

Prior Service loaner. 36 month lease with \$0 security deposit on approved above average credit. \$4639 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 3/31/2024.



2023 BMW X3 sDrive30i

**\$559** Lease Per Month Plus Tax For 36 Months

**5 or more at this payment.**

Prior Service loaner. 36 month lease with \$0 security deposit on approved above average credit. \$4829 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$1000 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 3/31/2024.

## 100% ELECTRIC SPECIALS

**ASK ABOUT FREE CHARGING**



2024 BMW i4 eDrive35

**\$499** Lease Per Month Plus Tax For 36 Months

**5 or more at this payment.**

36 month lease with \$0 security deposit on approved above average credit. \$4599 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$7500 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 3/31/2024.



2024 BMW i5 eDrive40

**\$699** Lease Per Month Plus Tax For 36 Months

**5 or more at this payment.**

36 month lease with \$0 security deposit on approved above average credit. \$6559 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$7500 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 3/31/2024.



2024 BMW iX xDrive50

**\$799** Lease Per Month Plus Tax For 36 Months

**5 or more at this payment.**

36 month lease with \$0 security deposit on approved above average credit. \$6439 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$9900 lease credit from BMW. Lessee responsible for mileage over 30,000 at 30¢ per mile. Offer expires 3/31/2024.



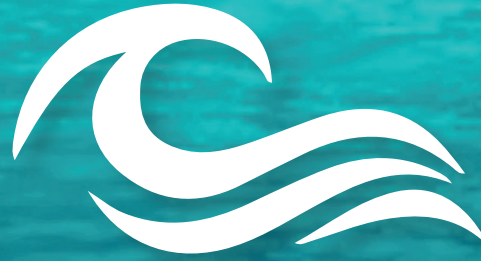
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2024 LUNCHEON

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

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- 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!



## PRESENTING SPONSORS



# City of Carlsbad opens the 2024-25 community arts grants period

Since 1986, the City of Carlsbad Cultural Arts office has been dedicated to cultivating a vibrant and enduring arts community within Carlsbad. A key strategy employed by the office to advance this mission is through providing community art grants to qualified applicants. These grants provide financial assistance to both arts-focused nonprofits and other art-related initiatives. Additionally, Carlsbad schools are eligible to receive grants for projects that demonstrate a diverse and unique use of all art mediums.



Financial support for the Community Arts Grants program was identified as a priority in the 2018 Arts and Culture Master Plan. City Council has consistently supported continued and increased funding, recognizing the value of grant funds that encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity in the City of Carlsbad.

Funding the arts is not just good for the culture of a community, it is good for business. According to the Americans for the Arts, a national nonprofit, in 2022 nonprofit arts and culture organizations and their audiences generated \$151.7 billion in economic activity. \$29.1 billion in tax revenue, and 2.6 million jobs.

Importantly, by fostering the work of local and regional arts organizations, the city continues to promote the arts as an integral component of both the economy and the quality of life in Carlsbad and North County San Diego. Organizations with arts projects who don't hold a 501c3 designation, can still apply through a nonprofit Fiscal Sponsor. By supporting an organization's applica-



The application for community arts grants is now open through March 18, 2024.

tion for Carlsbad based arts project, you'll help to build organizational strength and capacity for Carlsbad's thriving and emerging arts and artists. In other words, be the "wind beneath the sails" of an artist or arts project that will be viewed by hundreds of Carlsbad residents and year-round visitors.

Applications are now being accepted through March 18, 2024 at 11:59 p.m. For more information or help with the application process, visit [www.carlsbadca.gov/departments/cultural-arts/artist-opportunities-grants/community-arts-grants](http://www.carlsbadca.gov/departments/cultural-arts/artist-opportunities-grants/community-arts-grants) or contact the Cultural Arts Office at [arts@carlsbadca.gov](mailto:arts@carlsbadca.gov).

## Robert L. Watson

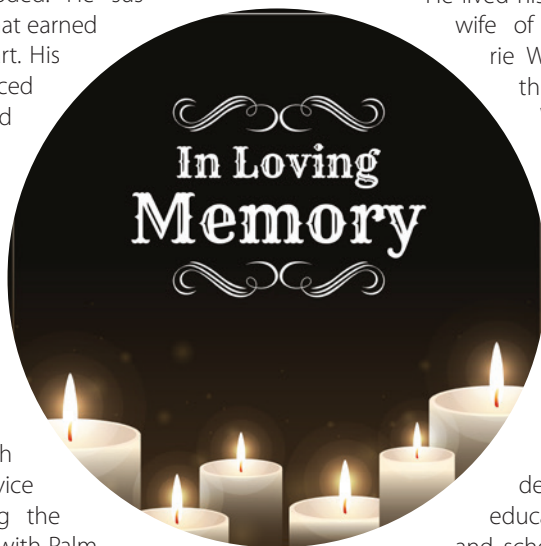
**JULY 1, 1925- JANUARY 22, 2024**

## Robert L. Watson July 1, 1925 - January 22, 2024

Robert L. Watson was born in Lynn, MA. At 18 years old and with the onset of WW2, he enlisted in the Navy and was assigned to the 6th Beach Battalion. His battalion orders were to invade the shores of France on D-Day, June 6, 1944. Assigned with the Beach Masters, his Unit was the first to land on Normandy, Omaha Beach. His landing craft, while approaching the beach, hit a mine, and exploded. He sustained wounds that earned him a Purple Heart. His unit experienced heavy losses and spent 28 days securing the French Coast. As a result of Robert's efforts, he was promoted three times during the campaign and was decorated with numerous service medals, including the "Croix de Guerre with Palm Leaf" from France. Near the end of WW2, he was reassigned to Camp Pendleton, CA, to serve out the rest of his duties in the Navy. It was at that time, at the USO in downtown Oceanside, that he met the love of his life, Marjorie. Robert, along with his new wife, settled in Carlsbad, CA, where he started his new business, RLW Construction, responsible for building hundreds of homes in North County from the 1950s to

the 1970s. He is also remembered for building and opening the Wayside Inn Restaurant in Carlsbad. As a civic leader throughout his life, he served as President of the Carlsbad Community Chest, the **Carlsbad Boys Club**, and the Lions Club. He was also a member of the **Carlsbad School Board** and was named **Carlsbad Chamber of Commerce "Man of the Year"** in 1960.

He lived his adult life with his wife of 78 years, Marjorie Watson, and raised three boys, Robert Watson Jr, Mike Watson, and Mark Watson. He is survived by Marjorie, all three boys, their spouses, grandchildren, and great-grandchildren. In his retirement, he dedicated his life to educating civic groups and schools about the reality of war and the importance of remembering the men and women who gave their lives for our county. Robert also volunteered on the Midway Aircraft Carrier in San Diego, sharing his experiences during WW2 with the public. He enjoyed playing golf with his buddies and motor-homing with his wife and friends around the world. He lived a long and wonderful life, and we will miss him dearly.



# MOST INFLUENTIAL WOMEN IN CARLSBAD





# STEPHANIE BARNEBURG

SPARKLE FRESHNESS, CEO/PRESIDENT



## “When you know better, you do better”

- Maya Angelou

At **Sparkle Freshness**, we are bold, we question the status quo, and we are catalysts for change. We don't just care about creating a spotless and sparkling clean environment for our clients – we are a movement that challenges industry norms and champions for safer options, sustainable products, and practices. We exist so people are enlivened by who they are.

This might sound a little strange coming from a commercial cleaning company, but that's how we do things at Sparkle Freshness – we have a BIG vision, and I love being the CEO and owner. I'm also a mother of two and a wife, so I have a lot of competing priorities, commitments, and goals. Here are a few principles I live by that allow me to be successful and fulfilled in my life - not just in my business.

First: work-life balance is required to be successful in life - it can't just be about my business. Working on weeknights and weekends isn't consistent with my commitment to being present as a mother, so I don't tolerate that behavior. I focus on being fully present with my kids when I leave work, and that is the most important thing to me – I seldom

bring work home. This doesn't diminish the importance of my clients and work; I am simply perfecting the art of balance.

I'm able to maintain this kind of work-life balance by creating space and flexibility with projects that don't have hard deadlines. I give myself grace for the things I don't accomplish in a day and, instead, I make sure I'm living true to my commitments and values while letting go of perfectionism and the draw towards the always-on, grind-culture.

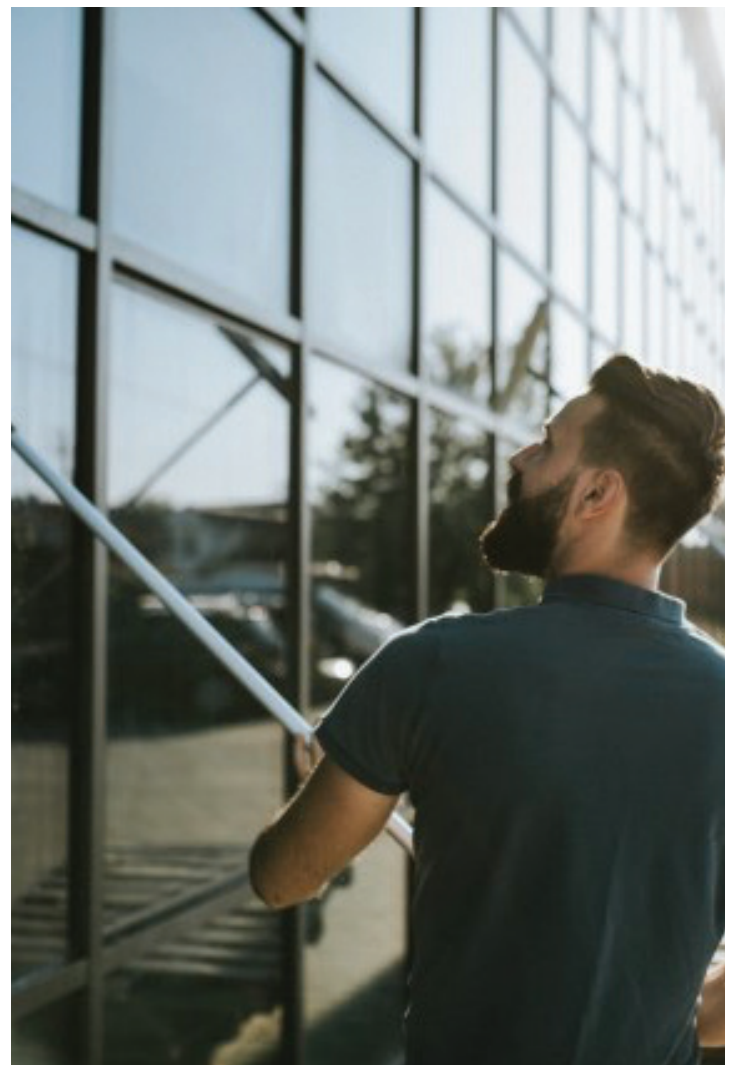
Which brings me to my second principle: mastering intentionality. When I'm being intentional in my day-to-day life, I'm able to focus on the things that are the most important – the things that fulfill my commitments, while also giving me the space to pivot and change direction if what I'm currently doing or working towards doesn't have a solid “why.” If I can't respond to “Why am I doing this?” with an answer that inspires me and aligns with my company's mission and values, then I stop doing it. This has given me more purpose, freedom, focus, and accomplishment in my daily life, personally and professionally.



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## ALANA TAMARA MILLER

FOUNDER AND CEO, MILLER CPA GROUP

**“Determined to transform the future landscape of the accounting profession.”**

Alana Tamara Miller, CPA is the Founder and Chief Executive Officer of **Miller CPA Group, P.C.** She has more than two decades of proficiency in conventional accounting, integrating modern technology, and cultivating the business and interpersonal skills necessary to navigate an array of organizational terrains. Her distinctive blend of skills and knowledge, drawn from years in corporate accounting, financial management, and auditing across various industries is what sets her apart. Alana’s level of in-depth expertise is rare and speaks to her unwavering dedication to her profession. This is evidenced in her ability to provide innovative solutions and insights which go beyond traditional accounting practices.




Miller CPA Group, P.C. is not simply an accounting firm; we are trusted advisors, striving to help our clients navigate the complex world of accounting to make sound, beneficial decisions. Our goal is to build long-term relationships with our clients by providing quality service that goes beyond mere compliance to allow our clients to gain a profound insight into their financial workings and empower them to make well-informed decisions that contribute to their business growth. We believe our unique combina-


tion of technical expertise, combined with our philosophy of total client commitment ensures that our clients receive the highest level of service obtainable. Our passion for building strong client relationships is matched by our commitment to maintaining the highest standards of integrity and professionalism.

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PARKER & HART, LLP

**“If you fight like a girl, cry like a girl. Do your thing, run the whole damn world. If you feel like a girl then you real like a girl. Do your thing, run the whole damn world.”**

—Lizzo, *Like a Girl*

We are excited to introduce **Parker & Hart, LLP**, a new law partnership that is dedicated to your Estate Planning needs. Carlsbad Chamber Board of Director, Shoshannah Hart, is a founding partner and joined forces with her mentor of ten years, Naomi Parker. We are Women-Owned and proud of it!



Our firm proudly serves clients across California with offices in Carlsbad and in Silicon Valley. With a combined forty years’ experience, we pride ourselves on delivering exceptional services in Estate Planning, Trust Administration, and Probate. Shoshannah and Naomi understand what is important to our clients. As such, our firm was founded on three core beliefs: education, family, and legacy. We are here to teach you about your estate plan and empower you to take ownership over the process. Since we are not only Women-Owned, but Mom-Owned as well, we understand that family comes first, and family obligations are practically endless. We are flexible and make the process as easy as possible by holding most meetings virtually. If you do come to our office and a little one comes with, we are equipped with a comfortable space for kids with snacks and their favorite shows so you can focus on “adulting”.

Trust and update it whenever there is a big family change, like having a baby or buying a home.

After a loved one passes away, it is difficult to simultaneously process the grief and loss while winding down the estate, we are here to take the burden of Trust Administration and Probate off your shoulders and assist you during that difficult time.

Whether you just had a baby, bought a house, haven’t looked at your Estate Plan in ten years, or need help with winding down a loved one’s estate, we can help. *Reach out to Parker & Hart, LLP with your Estate Planning questions at (760) 308-2019 or shoshannah@parkerandhart.com.*

Many of our clients are new parents themselves, because it is important to establish a

**JACKIE MAZUR**  
 GUIDE MY FINANCES  
 FOUNDER AND PRESIDENT

“Financial planning isn’t just about numbers; it’s about embracing life with purpose and joy today while building a secure future. A clear plan can ease fears of the unknown and provide a path to a more fulfilling life.”

Jackie Mazur, CFP®, CDFA®, FBPS®, founder and President of **Guide My Finances**, envisioned a future where financial advice was straightforward and transparent. Despite facing initial skepticism in 2009, her pioneering approach to flat-rate financial guidance has become increasingly sought after in today’s landscape. With a over 15 years of experience, Jackie and her team remain dedicated to helping clients clarify their financial objectives and develop actionable strategies to achieve them.



Beyond her role at Guide My Finances, Jackie actively contributes to her community through board positions at the **Carlsbad Educational Foundation** and EO San Diego. Residing in Carlsbad with her husband, Josh, and three children, she continues to champion the importance of unbiased fiduciary services in empowering individuals to navigate their financial futures confidently.

**COLLEEN MERTES**  
 OWNER, ASSISTING HANDS

“I follow three rules: Do the right thing, do the best you can, and always show people you care.”

—Lou Holtz

Colleen Mertes, a native resident of North County, California, has already had a positive impact in the San Diego homecare field since launching the business in April 2023. Colleen, owner of **Assisting Hands Carlsbad**, is applying fresh approaches to industry standards, and adding a personal touch to the business - herself.



As a California Registered Nurse, with a BSN from Cal State Long Beach, Colleen is more than just a friendly face. Her compassionate heart, dedication to faith, and determination to have a positive impact on the lives of both her clients and caregiver team members, are forces that set her apart.

Colleen and her husband launched Assisting Hands with a goal to provide exceptional care to clients needing assistance. Colleen builds personal relationships with each of her clients and caregivers. And by personally assessing every client situation, she is able to best match a caregiver team member with the unique needs of each client.

The result has been enriched lives for clients and peace of mind for their families. The formula has led to a thriving busi-

ness, growing bigger and better than she ever imagined.

“I never saw this coming. But I have never felt more called to an industry... and to the joy of making a real difference,” says Colleen.

Learn more at [www.assistinghands.com](http://www.assistinghands.com)

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## LIBERTY BERNAL

OWNER OPERATOR,  
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**“Life is 10% what happens to you and 90% of what you make of it. Take credit when you are the [wo]man in the arena, with great enthusiasm and devotion, making the best of the 90%.”**

—Swindoll + Roosevelt

Liberty Bernal believes that results are the product of hard work and a community to support you. As co-founder of MVRK Partners—a boutique consulting firm specializing in struggling or under-performing businesses—Liberty and her team took her philosophies to **Pure Barre** San Diego (locations include Carlsbad, Del Mar, Hillcrest, and Eastlake).

Going on 26 years, Liberty has been an icon in North County for fitness and wellness: Curves, Liberty Fitness, EnVie Fitness, to group fitness experiences at Park Hyatt Aviara, and now Pure Barre. If you work out, there’s a good chance you have met Liberty.

Pure Barre ownership was presented to Liberty when she was a member at the Carlsbad studio. She loved the wonderful physical and mental results that come from the Pure Barre workout, but was surprised to find that other people were not having the same experience. When she became owner her solution to help everyone share in what she had loved and facilitated in her past successes with gym and studio ownership, which was to build a community where everyone matters, facilitating working hard and showing up. The results are in: her solution coupled with the Pure Barre workout equals fitness goals achieved in a caring and loving community.



Pure Barre will change your life, your well-being, and give you a place to be welcomed and call home. Members and visitors alike will find discipline in their workouts, a community to support goal crushing and of course results.

The fitness market may be filled with options, but Liberty and the team she leads at Pure Barre make sure you get more than a workout—you get a place to belong. Come for the workout, stay for the community.

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## ALDEN S. REYNOSO, M.S. PHR

PRESIDENT, HR BRAIN TRUST, INC.

**“I believe in lifting as I climb. Success is a collective endeavor!”**

At **HR Brain Trust, Inc.**, we love working with Alden because of her positive and collaborative outlook. She started her Human Resources career in compensation. She migrated to technical recruiting, then compliance, and finally leadership and management coaching. What she loves most about the consulting work she does at HRBT is blending her education in psychology with her experience in People and Culture Management to create and deliver fun and impactful workshops that support the development of Emotional Intelligence, team building and workplace communication.

Beyond her work at HRBT, Alden is creating an impact in our community by mentoring the next generation of Business Leaders. In addition to being a member of the Emerging Professionals committee at SD SHRM, she also provides mentorship to students at the University of Saint Katherine. USK is an award-winning, regionally accredited, Christian university in San Marcos where Alden teaches Human Resources and serves as the Director for the Business Management and Master’s in Organizational Leadership de-



gree programs. Alden exemplifies the transformative power of mentorship and coaching, fostering an environment where young leaders can grow, develop critical thinking skills, and navigate the complexities of the business world with confidence. Her dedication not only enriches the academic and professional journeys of her mentees but also strengthens the foundation of ethical and effective leadership in the community.

## ASHLEE BAKER

CO-FOUNDER AND DIRECTOR OF SUSTAINABILITY  
WASTE NOT CONSULTING

# “Be the change you wish to see in the world.”

—Ghandi

I strongly believe in the principle of “being the change you want to see in the world,” and I strive to embody this principle in my own life. To me, this means living in accordance with the values I promote, particularly in reducing our waste footprint. I learn best through hands-on experience, which has significantly expanded my knowledge and expertise in my field. This approach has not only benefited me personally but has also enabled me to effectively educate and influence others, including my clients, employees, listeners, friends, and family. At **Waste Not Consulting**, my passion for waste reduction is deeply rooted in my company’s vision and mission, which align with my personal commitment to promoting a sustainable future by eliminating waste sent to landfills and incinerators. Over the past 11 years, I have dedicated myself wholeheartedly to this mission.



Ashlee excels in crafting, executing, and overseeing sustainable waste management initiatives that emphasize environmental stewardship and financial responsibility. With a deep-seated passion for waste diversion, Ashlee has spearheaded the development and execution of over 200 waste stream management programs and conducted waste audits for more than 20 million square feet of LEED-compliant facilities.

environmental awareness on an individual level. She accomplishes this through educational campaigns, community engagement, and advocating for best practices. As a TRUE Advisor, Ashlee actively promotes and implements zero waste strategies.

I invite you to embody the change you wish to see, both for yourself and those around you. Be the trailblazer in your field, demonstrating through your actions how it can be achieved. Be bold, fearless, and a constant inspiration, leaving a lasting mark of your passion on those who know you, and those who will come to know you.

Ashlee is dedicated to fostering greater

## LILY QUAN

CEO, BROKER, Q HOMES

# “Real change, enduring change, happens one step at a time. Fight for the things that you care about. But do it in a way that will lead others to join you.”

—Ruth Bader Ginsburg

Whether I am serving the community, networking, or serving in council membership, my clients trust that I will empower them to make good decisions.

My formula for success is the following: 60% hard, smart work; 35% good timing; and 15% creative strategy.

At **Q Homes**, one of the most meaningful things I do as a realtor is work with inter-generational relationships. I recently helped three generations of buyers enter and exit homeownership, a relationship I’ve cherished for two decades. I feel immense pride and joy to be trusted to serve multi-generations.

Success to me comes in the form of working hard, playing hard, being inspired, and continuing to be part of the solution.



## Driving Environmental Impact: Crafting Sustainable Waste Management Solutions

Ashlee is a dedicated leader in sustainable waste management, blending environmental stewardship with financial savvy. With a profound passion for waste diversion, she has successfully developed and executed over 200 waste stream management programs. Ashlee has also conducted waste audits for more than 20 million square feet of LEED-compliant facilities, ensuring they meet the highest standards of environmental responsibility. Trust Ashlee to lead your organization towards a greener future.”



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**Friendly and Approachable:** We are here not just as your bookkeeping service but as your financial ally. Our approachable nature makes it easy for you to ask questions and



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**“View personal or professional challenges as a positive opportunity to expand our mindset, to grow and learn from others and to develop new skills for our lives and to share with others.”**

**Loftin | Bedell, P.C.**, a women owned and run law firm, focuses on real estate and business litigation and transaction services. Founded and lead by Sue Loftin with the purpose and intention of providing business oriented, practical and valued legal guidance to clients, the firm prides itself on serving clients with creative solutions, strategic planning and dedication. Sue Loftin and Ariel Bedell, the Firm’s other partner, are both recognized as Super Lawyers, and have served clients across the state and many of whom have been clients for decades. Both have learned the value of leading with heart and conviction and to lift up those around them. Utilizing these principles, the Firm recently brought in attorney April Roberts who joined her practice with the Firm. Each of the attorneys attributes their success in repre-



**LOFTIN | BEDELL**  
ATTORNEYS AT LAW

sending clients to an eagerness to learn from any source, to grow personally and professionally, and to giving back to the community where possible. A successful and proven leader, Sue believes that true leadership starts with empowering those around her, guiding people to success, and allowing her team the opportunity to grow organically. The biggest challenge most people face are the obstacles they place before themselves – Sue, Ariel and April face those challenges head on for themselves and their team, and serve clients to break through or solve the legal obstacles they may face.

## LINDSAY KRUSE

FOUNDER, FAIRBREEZE CUSTOM TRAVEL

“Travel is about the gorgeous feeling of teetering in the unknown.”

—Anthony Bourdain

As an avid traveler, Lindsay Kruse of **FairBreeze Custom Travel** finds the greatest part of her job to be hearing about the incredible travel experiences her clients enjoy. Every day she is aware of the impact that travel can have as a force for good in the world and on the lives of these clients and their families. This passion for life-changing travel experiences is what led her to opening FairBreeze Custom Travel, a boutique luxury travel agency here in her hometown.

Similar to how a financial advisor works on behalf of their clients to create a custom portfolio, as a luxury travel advisor, Lindsay curates a trip to each client and travel group. Having her own agency allows her to get to know her clients on a personal level. She on-boards each client through a detailed Travel Personality Assessment to ascertain their travel preferences in a fun, interactive way.

This personal touch is one thing that sets her agency apart, while the Travel Personality Assessment is an incredibly valuable product in assisting travelers and their group in determining their preferences for their trip. Lindsay uses the results from the assessment to delight her clients with bespoke experiences and special memories tailored just to them, the occasion, and their group. With her extensive knowledge and connections through the worldwide travel industry, she fulfills the dreams of her clients in unexpected and surprisingly affordable ways.



Lindsay has been featured on podcasts, acknowledged in the **Union Tribune** for San Diego’s Best, and has been a member of the Carlsbad Chamber for over two years. With a passion for preserving the planet for future generations to experience the joy of travel, Lindsay partnered FairBreeze Custom Travel, with Avenue Two Travel, the first certified B-Corp travel agency and Sustainable Wanderlust, an organization dedicated to promoting responsible tourism practices.

The knowledge that travel is a force for good throughout the planet and its people, prompts Lindsay to make an impact in our community by planning spectacular trips that open up the world for those in Carlsbad and orchestrating incredible memories that last a lifetime.

Turn your bucket list into your to-do list!

**Lindsay Kruse**

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## LISA RODMAN

CEO/PRESIDENT

AGUA HEDIONDA LAGOON FOUNDATION

“The Only Constant is Change”

—Heraclitus

My path to CEO/President of **Agua Hedionda Lagoon Foundation** like many a trail was a winding yet purposeful journey. I spent years in business development, fundraising, building relationships, developing markets, and all while loving the great outdoors. My life lessons, the middle child of 5, helped prepare me for the many turns along the way. Judi Sheppard Missett, founder of **Jazzercise**, has always inspired me. She is a true visionary leader ahead of her time, and I have also been fortunate enough to have been mentored by Diana Slaughter-Aaron too.

Our impact at the Discovery Center has grown over the years because of our leadership team that consists of our own Eco-Stars, Emily Bonds, Samantha Passovoy, and Samantha Richter, along with volunteers and all of team Agua. They are the real trailblazers here at the Discovery Center. This year, under the vision of our Board of Directors, we have three goals. Add programming Pre-K



to Grey, celebrate 1000 active members and hire a Director of Trails and Conservation.

On the first Wednesday of the month at 5:30PM during extended member hours we have a featured speaker. The Yellow Brick Road, the vision of Bob Beard, helps build a legacy for all to enjoy and targets educating middle school students. This fully funded STEAM experience is designed for 72 underserved students for summer camps. We successfully welcomed Larissa Hepburn to her new position. Biggest Impact for me, The Amazing Team Agua; biggest challenge to me; to inspire and energize them daily.

Nature · Education · Wildlife · Conservation · Sustainability · Stewardship

discover  
 THE AGUA HEDIONDA LAGOON

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