



# The CARLSBAD BUSINESS JOURNAL

SEE SPECIAL SECTION INSIDE!



VOL 42 NO. 3 | CARLSBAD.ORG

CARLSBAD CHAMBER OF COMMERCE

MARCH 2025

## Behind the scenes of the Carlsbad Business Journal

Packed with valuable insights, success stories, and business trends, the Carlsbad Business Journal award-winning publication serves as a vital resource for the region's economic growth, reflecting the heart and soul of Carlsbad's thriving business community. But have you ever

wondered what goes on behind the scenes to bring the Business Journal to life every month?



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

The journey of each issue begins long before it reaches your mailbox or your local business. The editorial team includes a talented designer, a word-obsessed writer, helpful editors, diverse contributors, and advertisers, spending weeks curating content that will resonate with the Carlsbad community. From feature articles to the smaller, yet equally important, sidebars and columns, each piece is carefully crafted.

The process begins months in advance with careful editorial planning. At the start of each year, the Carlsbad Chamber of Commerce, which publishes the Carlsbad Business Journal (CBJ), maps out themes for each edition. From Health and Wellness to Cybersecurity and AI, these themes ensure content remains relevant to local businesses and the broader Carlsbad community. The team also gathers economic updates,

› BUSINESS JOURNAL, page 8



Aerial view panorama of Rovinj, Istria, Croatia.

Photo by: Adobe Stock Photo

## A unique travel experience awaits!

I have always dreamed of traveling. Visiting new places, experiencing history up close, learning about different cultures and meeting new people.



**KATHY STEFFEN**  
DIRECTOR OF FUN  
CARLSBAD CHAMBER OF COMMERCE

I never thought I could afford it or thought, how would I go if I were by myself. Where are the best places to go? Where do I stay, how do I plan? So many questions, I just kept putting the trip off. Then came the experience of a lifetime, my opportunity to travel with the chamber.

As someone who's quite seasoned in my career, it's easy to feel like I've hit a plateau. But just when I think I've seen it all, traveling with the Carlsbad Chamber of Commerce remind me how much there is still to learn. Looking up at the Leaning Tower, I was struck by how something can stand the test

of time, even when it tilts in an unexpected direction. Perspective is everything and solutions, ideas, and growth often come when we shift our view, embrace a new angle, and open ourselves to fresh experiences.

Chamber travel isn't just a hassle-free, pre-planned trip, it's a catalyst for change. It's a bridge between cultures, a chance to see the world through a new lens, and an opportunity to forge meaningful connections beyond business. Travel has a way of reigniting curiosity, opening doors to new ideas, new friendships, and even new business opportunities all while experiencing the richness of a destination alongside a community that shares your drive to keep evolving and other professionals that share your curiosity.

I am the lucky Chamber staff member now embarking on my fifth trip with the Chamber. We've been to Greece, Italy, Spain, Morocco, and Ireland, and this year, we're off to Croatia, a lifelong dream of mine! Each trip has been a unique experience, but one thing remains the same: the incredible

group of people it attracts. From local and national business owners to couples and solo travelers across a variety of industries, these trips bring together a diverse mix of adventurers. Many have come on multiple trips, drawn back by the seamless experience, the outstanding accommodations, the incredible food, and the deep cultural immersion.

Kori Dolkas, Director of Branch Operations at **MyPoint Credit Union**, shared her own unforgettable experience traveling with the Chamber:

"Our recent journey to Ireland with the Carlsbad Chamber of Commerce was truly an unforgettable experience! From the moment we arrived, we were immersed in the breathtaking beauty of the Emerald Isle, visiting some of the country's most iconic landmarks and hidden gems. The itinerary was expertly planned, allowing us to explore Ireland's rich history, stunning landscapes, and vibrant culture. Walking through ancient

› CROATIA, page 14

### BUSINESS SPOTLIGHT

## Cleaning smarter with environmental practices in mind

At **Sparkle Freshness**, we take pride in being pioneers in eco-friendly post-construction cleaning. After the completion of a construction project, it is vital to conduct a thorough cleaning to guarantee that spaces are not only aesthetically pleasing but also safe for occupants. This is where we shine as an environmentally responsible cleaning company committed to providing outstanding services while championing sustainable practices.

### Why choose eco-friendly cleaning products?

Incorporating non-toxic, biodegradable cleaning options in post-construction cleaning is a powerful step toward environmental responsibility. These sustainable products effectively eliminate dirt and grime without releasing harmful chemicals into the air or contaminating water sources. By prioritizing eco-friendly brands, you not only ensure your safety but also safeguard the well-being of others and our planet. Not to



Sparkle Freshness takes pride in being pioneers in eco-friendly cleaning and committed to providing outstanding services while championing sustainable practices.

› SPARKLE FRESHNESS page 3

PRESORT STD  
U.S. Postage  
PAID  
Carlsbad, CA  
Permit #67

CARLSBAD  
CHAMBER OF COMMERCE  
5934 Priestly Drive  
Carlsbad, CA 92008





# BMW of Carlsbad



## SEE IT... TOUCH IT... DRIVE IT HOME TODAY

### SAVE ON ELECTRIC MODELS

2025 BMW

# i4

eDrive40

## \$399



Lease Per Month Plus Tax  
**5 at these terms • For 36 Months**

\$0 security deposit on approved above average credit. \$5299 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 and \$1000 National Credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 3/30/2025.

2024 BMW

# i5

eDrive40

## \$599



Lease Per Month Plus Tax  
**5 at these terms • For 36 Months**

\$0 security deposit on approved above average credit. \$5859 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 3/30/2025.

2025 BMW

# iX

xDrive50

## \$699



Lease Per Month Plus Tax  
**5 at these terms • For 36 Months**

\$0 security deposit on approved above average credit. \$6419 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 3/30/2025.

2025 BMW

# i7

eDrive50

## \$999



Lease Per Month Plus Tax  
**5 at these terms • For 36 Months**

\$0 security deposit on approved above average credit. \$8219 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 22,500 at 30¢ per mile. Offer expires 3/30/2025.

### SAVE ON 2024 MODELS

2024 BMW

# X1

228 Gran Coupe  
sDrive

## \$469



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

\$0 security deposit on approved above average credit. \$3999 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 3/30/2025.

2024 BMW

# 330

Sedan

## \$399



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

\$0 security deposit on approved above average credit. \$4999 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$1500 Lease Credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 3/30/2025.

2024 BMW

# X3

sDrive30i

## \$499



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

\$0 security deposit on approved above average credit. \$4999 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$1500 Lease Credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 3/30/2025.

2024 BMW

# iX

xDrive50

## \$599



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

\$0 security deposit on approved above average credit. \$5495 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$2400 lease credit from BMW. Lessee responsible for mileage over 30,000 at 30¢ per mile. Offer expires 3/30/2025.



## BMW of Carlsbad

Store Hours: Mon-Fri 9am-9pm • Sat 8:30am-9pm • Sun 10am-7pm  
Service Hours: Mon-Fri 7:30am-6pm • Sat 8am-4pm • Sun Closed

1060 Auto Center Ct, Carlsbad, CA 92008

# 1-866-219-1776





**OFFICERS**

- CHAIR OF THE BOARD**  
Amanda Miles Bitchin' Inc.
- CHAIR ELECT**  
Joe Gabaldon SDG&E
- IMMEDIATE PAST CHAIR**  
JR Phillips Phillips + Co. Real Estate
- TREASURER**  
Rachel Ivanovich Easy Life Management, Inc.
- VICE CHAIRS**  
Justin Jachura Señor Grubby's  
John Lukin TaylorMade Golf  
Catherine Magaña WWM Financial  
Alex Renée Polestra All Maven  
Carl Streicher Streicher Team

**BOARD OF DIRECTORS**

- Tyler Baldrige Viasat
- Lori Brockett California State University San Marcos
- Marcy Browe Marcy Browe Photography
- Charlie Cawte Vuori
- Kevin Clemons Au Technology
- Tanya Corners LEGOLAND® California
- Paula Digerness Carlsbad by the Sea Retirement Community
- Jenna Dotson Republic Services
- Shawnta Fleming Handel's Ice Cream
- Lupe Hairston Freedom Window Cleaning
- Shoshannah Hart Parker & Hart, LLP
- Lucy Kelleher Keep Them Loyal
- Kristianne Kurner New Village Arts
- Dr. Gene Ma Tri-City Medical Center
- Craig Martin Omni La Costa Resort & Spa
- Phil McLellan QuidelOrtho
- Tommy Morgan Premier Chevrolet & Kia Carlsbad
- Diane Proulx Grand Pacific Resorts
- Blanca Rincon Apex 365 Workforce Solutions
- Lisa Rodman Agua Hedionda Lagoon Foundation
- Chafic Rouhana Wells Fargo Bank
- Mark Satuloff Scratch Media
- Naila Sfeir Calder Eames Design
- Julia Tripp GIA
- Amber Ter-Vrugt Scripps Health
- Dan Yates Endeavor Bank

**DIRECTORS EMERITUS**

- Carlton Lund The Lund Team
- Don Schempp Torrey Pines Bank Carlsbad
- Lou Storrow Storrow Law, APC
- Tim Stripe Grand Pacific Resorts, Inc.

**ADVISORY COUNCIL**

- Dr. Sunita Cooke MiraCosta College
- Christine Davis Carlsbad Village Association
- Kim Sidorak Visit Carlsbad

**STAFF**

- Bret Schanzenbach President & CEO
- Janine Burke Office Manager
- Chris Cochran Director of Operations CCCF
- Len Ganduglia Business Development Manager
- Jess Levy Marketing & Communications Manager
- Kathleen McNary Vice President of Member Relations
- Darryl Reitmeyer Director of Sales & Marketing
- Edgar Rodriguez Creative Director
- Rosie Rodriguez Administrative Assistant
- Gabby Soberon Staff Accountant
- Kathy Steffen Director of Fun

**ASSOCIATES**

Advantage ColorGraphics Carlsbad Business Journal Printing

**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.

- 760.931.8400
- frontdesk@carlsbad.org
- carlsbad.org
- 5934 Priestly Dr. Carlsbad, CA 92008
- @carlsbadchamber
- @carlsbadchamber
- @carlsbadchamber
- @chambercarlsbad

Published 10 months out of the year by the Carlsbad Chamber of Commerce. Subscription price is deducted from dues of Chamber members.

**INDEX**

- CITY NEWS..... 4
- VILLAGE BEAT..... 5
- EDUCATION..... 6
- MEMBER DIGEST..... 9
- HOME & BUSINESS IMPROVEMENT..... 17

# Nickel for your thoughts?

I love learning new words. I am not sure how I made it through nearly six decades of living without hearing the word seigniorage! Just looking at the word impresses me! What is seigniorage, you may ask? Seigniorage is the difference between the face value of coins or currency and the government's cost to produce said coin or currency. This is not a new concept, but it is getting media attention as the federal government considers doing away with the penny. The bottom line is that if the seigniorage is lower than the actual exchange value of the currency or coin, it is profitable to keep making/minting that currency. Pennies don't pass the seigniorage test. Most sources say it costs approximately three cents to make a penny (some claim that it is up to four cents). According to APMEX.com, nickels don't pencil either. They state that it costs about \$.08 to make a nickel. Not that I have heard any discussion about discontinuing nickels yet, just thought I'd bring it up.

This concept got me thinking, what else do we pay for that isn't worth what it costs? Granted, opinions will vary on this topic, and different generations will value things differently – but let's chat.

**Cable TV Subscriptions** – I cut the cord long before streaming was even a thing,

## SPARKLE FRESHNESS

Continued from Page 1

mention, construction projects often generate significant amounts of waste, including packaging materials, wood scraps, and debris. At Sparkle Freshness, we encourage our clients to separate recyclables from general waste, facilitating efficient recycling methods. This practice reduces landfill contributions and promotes sustainability within our community.

One significant fact about eco-friendly practices is that using green cleaning products can reduce indoor air pollution by up to 60% compared to traditional cleaning products. This reduction is crucial because indoor air can be two to five times more polluted than outdoor air, significantly impacting health and well-being. By opting for non-toxic, biodegradable cleaning solutions, individuals and businesses can create healthier environments while also minimizing their ecological footprint.

The challenge of post-construction cleaning can often feel like a daunting and endless task. Performing an exhaustive post-construction clean can feel overwhelming, especially when it requires specific techniques and tools to tackle leftover materials, grime, and residue. Sparkle Freshness brings extensive experience to the table, providing all-inclusive cleaning services tailored to the unique requirements of newly developed, remodeled, or existing spaces. Our skilled experts take pride in their keen attention to detail, efficiency, and commitment to using eco-friendly and non-toxic cleaning supplies.

Prioritizing water conservation is vital in our cleaning procedures. At Sparkle Freshness, we emphasize minimizing water waste during post-construction cleaning. Techniques such as using microfiber cloths and mops effectively reduce water usage while ensuring outstanding cleaning results. As well as using energy-efficient and green-certified machinery.



The federal government considers doing away with the penny.

so it is hard for me to believe that cable TV subscriptions are still in existence at all, but apparently, they are. Is there anything even worth watching on cable? Plus, how do you binge on traditional cable?

**Lottery Tickets** – government-sponsored gambling is not new to the scene. But with the odds of winning the lottery at about one in 300 million, is the so-called ticket even worth the cheap paper it is printed on? According to YouTuber Johnny Harris, in 2021 Americans spent over \$100 billion on lottery tickets. Wow...how's your ROI?

**The Sunshine Tax** – as my years continue to steamroll by me, I am starting to wonder if the high cost of SoCal living in general is worth it. I have already lost two of

my young adult children to other states due to the exorbitant costs of living here locally. As I pay, pay, pay I have to also consider that I am hundreds of miles away from our four growing grand babies who are evenly split between Idaho and North Dakota. So that goes to the debit side on the Golden State's ledger right next to the high costs of homes, gas, food, and electricity. As the Clash once said, "Should I Stay or Should I Go?"

While we ponder these deep philosophical questions, it might be wise to dig up that old jar of pennies you have stashed in the back of your closet. I would spend them now before they are worth nothing at all! Who knows, you might be able to get half a dozen eggs with them!



At Sparkle Freshness, we advocates for environmentally responsible operations.

Going green in your cleaning efforts involves more than just using environmentally friendly products. It encompasses implementing practices that foster sustainability, such as utilizing energy-efficient equipment, adopting methods that limit harsh chemicals, and educating employees about eco-conscious cleaning techniques. These actions significantly increase the environmental friendliness of your post-construction cleaning. However, it is still important to know the use of toxic chemicals can be dangerous to your health.

Toxic chemicals commonly found in household and traditional cleaning products can have severe health impacts on individuals, especially vulnerable populations such as children and the elderly. For instance, studies have shown that prolonged exposure to indoor air pollutants, including volatile organic compounds (VOCs) emitted from many chemical cleaners, can lead to respiratory issues, allergies, and even chronic conditions like asthma. According to the Environmental Protection Agency (EPA), approximately 1 in 12 people in the United States has asthma, and the presence of these harmful substances in indoor environments can exacerbate this condition, leading to in-



creased hospital visits and healthcare costs. Additionally, research indicates that certain toxic chemicals are linked to more serious health concerns, such as hormonal disruptions, neurodevelopmental disorders, and an increased risk of certain cancers over time. This highlights the critical need for eco-friendly products that safeguard both personal health and the environment.

At Sparkle Freshness, we believe in empowering our clients through education about sustainable cleaning practices. Our mission is to raise awareness and inspire individuals to make environmentally responsible choices that benefit both their health and the planet. We cultivate a sustainability mindset by sharing tips and information through newsletters, social media, and presentations. We are dedicated to transforming spaces into inviting and healthy environments. Our focus on eco-friendly techniques, coupled with our commitment to client education about sustainable practices, enables us to deliver impressive cleaning results while supporting a greener future. As advocates for environmentally responsible operations, we invite everyone to reconsider their cleaning choices and discover the multitude of benefits that come from going green. Enhance your post-construction, office cleaning, and move-in/move-out experiences with the power of green cleaning. Call us at 858-352-9860 to schedule a free walk-through or visit us at <http://www.sparklefreshness.com> for more information. We look forward to collaborating with you and being a valued partner!



# Carlsbad's key industries provide economic strength and diversity

Carlsbad's economy thrives on a diverse foundation of five key industries: technology, life sciences, sports and active lifestyle, cleantech, and tourism.



As the economic landscape shifts due to changes in economic policies and global market dynamics, uncertainty is growing. However, our industry diversity offers resilience for our economy. While challenges lie ahead, the adaptability and ingenuity of our businesses and workforce is a safeguard to keeping us well-positioned for the future. In this article, I have broken down our five key industries and some of the things on the horizon that could impact them.

This diversity has long been our strength, helping the city weather economic shifts and positioning us as a leader in innovation, sustainability, and quality of life.

As the economic landscape shifts due to changes in economic policies and global market dynamics, uncertainty is growing.



Carlsbad's economy thrives on a diverse foundation of five key industries: technology, life sciences, sports and active lifestyle, cleantech, and tourism.

ability, with businesses leading in renewable energy, water conservation, and environmental technology. Changes in federal cleantech investments may require businesses to find alternative funding sources, which could create challenges in the near future, but the adoption of clean technologies continues to rise globally. With consumer demand for sustainable solutions continuing to rise and regional support for green initiatives, the cleantech sector is poised to remain a key driver of economic growth. Carlsbad's commitment to environmental innovation remains steadfast, with a workforce prepared to continue to grow the industry.

### Technology

Carlsbad's technology sector continues to thrive, with companies leading advancements in telecommunications, cybersecurity, and software development. Industry leaders like **Viasat** fuel innovation and job growth, and while shifting federal priorities in semiconductor funding and trade relations may present challenges, the demand for high-tech solutions remains strong. With a foundation built on adaptability and cutting-edge research, Carlsbad's tech sector is poised to navigate the changing landscape with confidence.

### Life Sciences

Carlsbad's life sciences industry, home to global leaders in biotechnology, medical devices, and pharmaceuticals, plays a crucial role in healthcare advancements. Potential reductions in National Institutes of Health (NIH) funding could impact research opportunities, but the strength of our biotech ecosystem, which specializes in products already available in the market, should ensure continued growth. As the demand for life-saving treatments and medical technologies grows, Carlsbad's life sciences companies are ready to lead the way.

### Sports & Active Lifestyle

From golf manufacturing to performance apparel, Carlsbad is a global leader in sports and active lifestyle products. Companies like **Callaway**, **TaylorMade**, and **Cobra Puma Golf** continue to set industry standards. While international trade tensions and tariffs could introduce hurdles, the passion for an active lifestyle remains strong, driving demand for the cutting-edge products developed here. Our companies have consistently adapted to market shifts, and that is all but certain to continue.

### Cleantech

Carlsbad has long championed sustain-

### Hospitality and Tourism

Tourism has been a pillar of Carlsbad's economy, drawing visitors from around the world to enjoy our pristine beaches, world-class resorts, and iconic attractions like **LEGOLAND California**. While global tensions and economic shifts could impact international travel, Carlsbad remains a sought-after destination for domestic tourists and local getaways. The city's hospitality sector continues to adapt, ensuring that visitors will always find the welcoming, vibrant experience that makes Carlsbad unique.

### Looking Ahead

Despite the escalating uncertainty and challenges on the horizon, Carlsbad's diverse economy provides a foundation of strength and adaptability. Our businesses have a proven track record of resilience, our industries are deeply rooted in innovation, and our community remains committed to sustainable, long-term growth. While economic uncertainty may shape the road ahead, Carlsbad is prepared to meet the moment—continuing to thrive, innovate, and lead for years to come.

## CARLSBAD'S NEWEST MEMORY CARE COMMUNITY



AT SANTI ANNA

# VIENNA

Vienna offers a boutique approach for residents with cognitive difficulties or memory impairments.

We are an intimate, family-owned community dedicated to providing services and amenities that are tailored to the individual.



PERSONALIZED AND HOLISTIC CARE



A TEAM APPROACH



DAYS WITH DIGNITY



ENGAGING THE SENSES



CULINARY EXPERIENCES

**Schedule a tour today!**

442.325.8090 | [Vienna@WQLiving.com](mailto:Vienna@WQLiving.com)





# The impact of a heartfelt community event

The **Carlsbad Village Association** works daily to benefit the businesses downtown while also branding Carlsbad Village as a premier destination. Whether through its weekly certified organic farmers market, movies under the stars at Flicks at the Fountain, or its Small Business Saturday celebration, increasing foot traffic and elevating business awareness is central to all we do. One of our most impactful community events – Hearts of Carlsbad Village – is a perfect example of how one single day can leave a lasting impression.

**“Lifelong memories were made today. Thank you for pouring your heart into this event.”**

What started as a way to encourage people to return to downtown Carlsbad to shop, dine and play, following the pandemic, has turned into an annual tradition that draws over two thousand people to the Village on one very special day of exploration. On February 8th a total of 300 gorgeous blown glass hearts, created by **Barrio Glassworks**,



*Families, couples, and kids of all ages light up with joy at the annual Hearts of Carlsbad Village—just look at those smiles!*

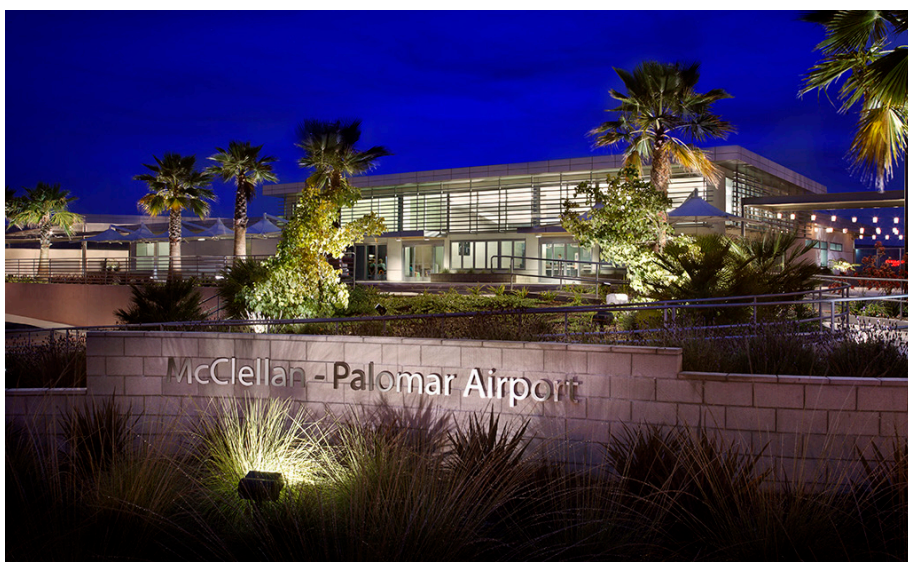
were hidden by 30 stealthy volunteers in plain sight throughout a designated area in the Village. The hearts, valued at \$10,500, were found by young and old alike; people searching included couples, families, mother and son duos, and a lot of very enthusiastic four-legged friends.

To make the day even better, 28 Village businesses participated in our “Sweet Savings” program offering dining specials and shopping discounts to the eager hunters. Restaurants were full, coffee shops were

buzzing, and retail stores were busy. And the Heart of the Village Blood Drive ran concurrently, collecting 68 pints of life-saving blood.

This year four businesses, including **Handel’s Ice Cream**, **GelatoLove**, and **Village Faire Shopping Center**, sponsored 120 custom hearts that were created with the brand color and logo of each business. Their sponsorship, along with a place-making grant from **Visit Carlsbad**, helped make this free community event possible.

What sets Carlsbad Village apart from other coastal towns, where the competition for shopping, dining, and playing is very real, is its community character and willingness to collaborate. Not every coastal town can so seamlessly blend both Michelin-starred dining and Village-wide scavenger hunts, or luxury ocean view accommodations along with safe business-to-business trick or treating. But, somehow, Carlsbad Village pulls it off with ease.



*Commercial airline service through American Airlines has returned to McClellan-Palomar Airport!*

## Commercial service returns to North County San Diego

Commercial airline service through American Airlines is scheduled to return to **McClellan-Palomar Airport** in February 2025. The addition of American Airlines to Palomar Airport marks the return of commercial service after a ten-year break, complimenting additional flights offered through private carriers Advanced Airlines and JSX. Through these three partners, the airport provides San Diego County residents and visitors a convenient option for business and recreational travel.

Palomar Airport has a history of domestic airline operations since its opening in 1959. Initially serving as a vital connection to major cities, Palomar Airport debuted commercial flight services in 1991 and has hosted various airlines over the decades, including American Eagle, United Express, and Mesa Airlines.

As the County’s only commercial service

airport, Palomar Airport plays a crucial role in the local economy, supporting approximately 2,600 jobs generating an annual economic impact of \$461 million, and generating \$72 million in federal, state, and local tax revenue. Notably, 35% of these airport-generated jobs and 36% of the industry’s economic activity is in the City of Carlsbad. The County anticipates additional jobs to accommodate commercial service, helping our economy grow even more.

Palomar Airport is a vital part of the North County inland and coastal communities, and the new American Airlines service reinforces its importance and future potential as a regional transportation hub. The County is committed to maintaining Palomar as a community-focused airport, ensuring that it will continue to meet local aviation needs while supporting economic growth and environmental stewardship.

**COUNTY OF SAN DIEGO**  
PUBLIC WORKS

## See where we can take you!

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

Visit [www.sandiegocounty.gov/PalomarAirport/](http://www.sandiegocounty.gov/PalomarAirport/) to learn more about where our flights can take you, using our airport, and business opportunities.



# EUSD's innovative approach to recess sparks engagement and inclusion

At the heart of **Encinitas Union School District** (EUSD) are five core values that

guide the work we do every day: joy, belonging, service, innovation, and integrity. These values shape everything from program development to school culture and help inform key decisions as we continue to grow. One area where these

values are especially evident is in our approach to lunchtime recess.

Recess is a vital part of the elementary school experience—a time when students can unwind and refresh. For many, it's synonymous with playing sports and climbing on playgrounds. While these activities remain beloved, EUSD recognizes that not all students are drawn to physical play every day. That's why this year, we have focused on expanding recess opportunities to better serve all students and foster a greater sense of joy and belonging.

Since the start of the school year, we've introduced a wide variety of options during lunchtime recess to cater to the diverse interests and needs of our students. The goal is to ensure every student has a space where they feel engaged, comfortable, and ready to thrive.

One of the most exciting changes is the rise of student-led clubs. At each campus, students are stepping up to organize groups



*Encinitas Union School District's expanded recess opportunities are designed to create an inclusive environment where every student can discover something that sparks their passion, builds new friendships, and nurtures their personal growth.*

based on their passions. A great example is our Green Teams, where students collaborate on sustainability projects to make eco-friendly changes in their school communities. This initiative provides students with the opportunity to take ownership of their environment while building valuable teamwork skills.

In addition to student-led clubs, EUSD's enrichment teachers—specialists in art, STEM, music, P.E., and garden/nutrition—have expanded recess choices. Garden

clubs are flourishing, with students planting seeds and helping maintain school gardens. Science clubs provide space for innovation, where students can engage in activities such as engineering their own fan-propelled vehicles.

Many schools have introduced creative spaces like art tables stocked with materials for students to express themselves through drawing and crafting. For students seeking quieter, reflective time, school libraries are open during lunch recess, providing a

peaceful environment to read, explore new topics, or relax. Lunch Bunch, organized by social-emotional wellness teachers, is another great option where students engage in activities, such as board games, that foster teamwork and build social skills.

At **Capri Elementary**, the Empowered Kids program further enhances recess offerings. This initiative supports students in setting personal goals, building self-esteem, and developing a growth mindset. "These programs help students thrive both inside and outside the classroom," says Chris Juarez, principal at Capri. "By offering a variety of activities during recess, we foster

inclusion and create opportunities for students who might otherwise feel isolated to connect with others."

For students who enjoy staying active, we've expanded organized sports during recess. Soccer, basketball, and other activities are available, thanks to the support of our P.E. teachers, PTAs, and the Encinitas Education Foundation. These partnerships ensure every student who wants to participate can enjoy an engaging experience.

These expanded recess opportunities go beyond offering variety—they are designed to create an inclusive environment where every student can discover something that sparks their passion, builds new friendships, and nurtures their personal growth. We are incredibly grateful to our teachers, staff, and community partners for helping bring this vision to life.

As we continue through the year, we look forward to seeing how these new opportunities shape our students' school experiences.

## Donor's support, \$2.3M endowment aid STEM students

When Geraldine (Gerri) Frances Brooks earned a degree in biology in the 1950s, the

acronym we now know as STEM – science, technology, engineering, and mathematics – had yet to be coined. But it would become an indelible part of her legacy.

As president and one of the founding members of the Lawrence E. and Neva B. Fenstermaker Foundation,

Brooks has been instrumental in supporting STEM at **Cal State San Marcos** for nearly

30 years. While the Fenstermaker Foundation is now sunsetting, its legacy will live on through a \$1.3 million endowment in perpetual support of STEM students at CSUSM. This transformative gift will be further amplified by a \$1 million matching contribution from the Epstein Family Foundation.

"Supporting STEM has been one of the most rewarding parts of my life," Brooks said. "Three decades ago, we chose CSUSM because it was new and so full of potential. This university is exactly what we needed in North County San Diego, and it has been wonderful to watch it grow."

Over the years, in addition to the recent endowment, the Fenstermaker Foundation has donated \$1.9 million to STEM initiatives at CSUSM, providing more than 130 STEM students with scholarships and establishing



*Geraldine (Gerri) Frances Brooks (center), with CSUSM President Ellen Neufeldt (left) and Brooks' daughter Peggy Chammas, has been instrumental in supporting STEM at CSUSM for nearly 30 years.*

a \$40,000 library endowment for science resources.

"We are deeply grateful to the Fenstermaker Foundation board of directors," CSUSM President Ellen Neufeldt said. "Their generosity has transformed countless lives, creating a ripple effect of innovation and opportunity that will benefit our community for generations to come."

As a first-generation college student, Brooks put herself through school at Adelphi University in Brooklyn. At the time, it was rare for women to pursue higher education or build careers in fields such as biology, making Brooks' achievements both groundbreaking and inspiring. Notably, she worked alongside pioneering scientist George Nicholas Papanicolaou, whose development of the Pap smear revolutionized cervical cancer detection.

The Fenstermaker Foundation was founded in 1995 by Lawrence Fenstermaker, who served in the 11th Naval District in San Di-

ego. While Fenstermaker did not attend college, he was passionate about learning and helping others obtain an education. Along with Brooks as one of the original five board members, the Fenstermaker Foundation started giving to CSUSM in 1996 and has remained a steadfast supporter ever since.

"The Fenstermaker Foundation's endowment will allow CSUSM Summer Scholars students to get paid, hands-on research experiences in STEM," said Julie Jameson, director of CSUSM's graduate program in biology. "This type of opportunity truly changes lives and fulfills the university's mission of student success."

CSUSM proudly honors Brooks, a remarkable champion of STEM education. Through her visionary leadership, the Fenstermaker Foundation has made an enduring impact on CSUSM, fostering innovation and creating opportunities that will empower students and transform lives for years to come.



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

Brooks has been instrumental in supporting STEM at **Cal State San Marcos** for nearly



**LUNCH WITH AN OCEAN VIEW AT THE CROSSINGS**



BOOK HERE!

Mention Code **CBADLUNCH** to get 20% off your meal!

\*Coupon code expires 12.31.25. Excludes holidays & alcohol. | 5800 The Crossings Dr. | 760.444.1800





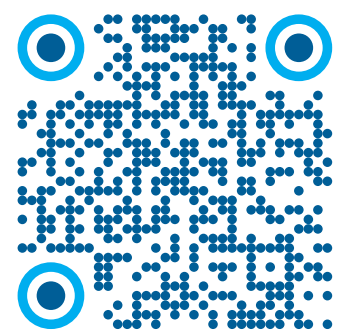
# New World-Class Surgery Center Opening in Carlsbad



## Revolutionizing Spine and Orthopedic Care at North County's Newest Facility

Opening in early 2025, DISC Surgery Center at Carlsbad brings world-class spine and orthopedic care to San Diego's North County. Located on the Tri-City Medical Center Health & Wellness Complex, this 12,000-square-foot outpatient facility features state-of-the-art operating suites equipped with robotic-assisted technology and advanced imaging systems. Custom-built for minimally invasive spine and orthopedic procedures, the center offers a luxurious environment designed for exceptional patient comfort and care. DISC's renowned physicians, paired with a 97% patient satisfaction rate, are setting a new gold standard for healthcare in Carlsbad.

To learn more about DISC Sports & Spine Center, visit [www.discmd.com](http://www.discmd.com) or call 949.988.7800



LEARN MORE



# Comprehensive, connected care with VCC

When it comes to health, convenience and comprehensive care are key. At **Vista Community Clinic (VCC)**, we go beyond the standard approach to primary care by offering a full suite of services that treat the whole person. From Family Medicine to Optometry, Dental services, Acupuncture, Chiropractic Care, Podiatry, Cardiology, Behavioral Health, Wellness Programs, and more, VCC provides an integrated, one-stop healthcare solution that ensures patients receive coordinated and effective care.



**Unlike traditional healthcare settings that require patients to juggle multiple locations, referrals, and medical records, VCC brings everything under one roof.**

Unlike traditional healthcare settings that require patients to juggle multiple locations, referrals, and medical records, VCC brings everything under one roof. Our team of clinicians collaborates closely, ensuring that each patient benefits from a streamlined experience where communication about their care is seamless. Where one clinician's expertise

ends, another begins, making for a truly comprehensive approach to health and wellness.

Whether it's managing chronic conditions, addressing acute issues, or providing preventative care, VCC's coordinated approach helps patients achieve optimal health outcomes and enhances the care ex-

perience, leading to more accurate diagnoses, quicker treatments, and a more personalized healthcare journey. For example, if a patient comes in for a routine check-up with their primary care clinician, and that clinician notices a potential issue that could benefit from chiropractic care or acupuncture, the

clinician can easily refer them to the right specialist. The same goes for patients seeking podiatry or dental care, with seamless referrals within our clinics.

This integration also reduces the frustration of dealing with multiple diagnoses and sharing medical records between various providers, helping ensure that every clinician is on the same page when it comes to your care. At VCC, healthcare isn't just about treating symptoms—it's about seeing the bigger picture and supporting every aspect of a patient's well-being. That's the power of truly connected, comprehensive care.

Beyond traditional care, VCC offers wellness programs designed to support the long-term health of our community. Our goal is to help patients achieve not only physical well-being but also emotional and mental wellness.

At VCC, you're more than just a patient—you're a partner in your health journey. Whether you're seeking routine care, specialized treatment, or preventive health strategies, VCC is here to provide compassionate, high-quality healthcare under one roof. We look forward to continuing our mission to improve the health and well-being of our community, one patient at a time.

## CBJ Continued from Page 1

legislative insights, and Chamber news to ensure readers stay informed about the latest developments affecting their industries.

Once the themes are set, the Chamber's editorial team align content with each month's focus. Input from the Chamber's leadership, including the CEO, board presi-

dent, and membership director, helps shape the narrative and ensure that each issue reflects the needs of Carlsbad's business ecosystem.

Once the content is finalized, the next crucial step is the layout and design process. This is where our Creative Director, who has a keen eye for detail, steps in. "The goal is to create a visually appealing layout that guides the reader's eye while maintaining a cohesive flow from page to page," says Ed-

## The final printed product is not just a piece of information, it's a representation of the Carlsbad business community, and we want it to reflect the quality and professionalism of the local economy.

gar Rodriguez, the creative force behind the design. "We work to ensure that the design complements the content and reflects the tone of the publication. It's about balancing visuals with information in a way that makes the journal not just informative, but enjoyable to read."

After the layout is perfected, it's time to send the digital files to the printer. This is where technology and precision meet. The printing process itself is an intricate operation, and the Carlsbad Business Journal partners with a trusted local printer that uses state-of-the-art equipment. Since we still preserve the newspaper feel, this format can only be done by an offset printing press. The process begins with the creation of plates for each page of the journal. These plates are then used to transfer ink onto large sheets of paper, page by page. The quality of the paper and ink is crucial, as it impacts the final product's color, sharpness, and durability.

Once the pages are printed, they are carefully folded, trimmed, and bound into the final product. The binding process is particularly important for ensuring that each copy of the journal is neat and professional. After

all, the final product is not just a piece of information, it's a representation of the Carlsbad business community, and we want it to reflect the quality and professionalism of the local economy.

The printed issues are then shipped out to members, community leaders, businesses, and distribution points, ensuring that the journal reaches its audience promptly. At every step of the way, the team behind the Carlsbad Business Journal is dedicated to maintaining high standards of excellence.

It's not just about the articles or the ads; it's about creating a publication that tells the story of Carlsbad's business landscape. The printing process is a critical part of this story, bringing together content, design, and technology to create something that readers can hold in their hands and refer to again and again.

So the next time you flip through an issue of the Carlsbad Business Journal, take a moment to appreciate the behind-the-scenes work that goes into each page. From the design to the printing, every detail is meticulously planned to bring you a publication you can count on.

**BEST NURSING HOMES**  
US News  
LONG-TERM CARE 2024

**BEST NURSING HOMES**  
US News  
SHORT-TERM REHABILITATION 2024

**GLENBROOK HEALTH CENTER**

**Nationally Ranked, Locally Loved.**

- ✓ Certified as a Great Place to Work 6 years in a row
- ✓ Named a Best Skilled Nursing Community 4 years in a row
- ✓ 5-Star Rated by the Centers for Medicare & Medicaid

**Call to schedule a personalized tour of our award-winning community.**  
1-760-334-4421 | [visitglenbrook.com](http://visitglenbrook.com)

GlenBrook Health Center is an elite-rated Skilled Nursing Facility by U.S. News & World Report with rehabilitation and options for assisted living and memory care. Just steps away from a world-class shopping center, The Forum Carlsbad, GlenBrook gives you peace of mind knowing your loved one has a packed social calendar and the expert care they need in a homelike environment.

For the well-being of residents, GlenBrook Health Center strives to follow CDC guidance and comply with recommendations from state and local health officials. Offerings depicted are subject to change. State of California License Numbers: #374601560 and #080000786.

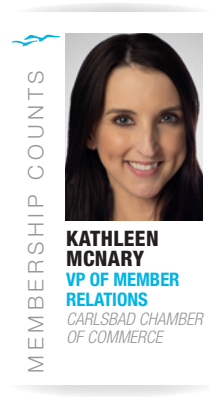


**The Carlsbad Business Journal award-winning publication serves as a vital resource for the region's economic growth, reflecting the heart and soul of Carlsbad's thriving business community.**



# The impact of your Carlsbad Chamber

Each year as the ball drops and we all celebrate another successful trip around the sun, we take a moment to look back at some of the things we accomplished as a chamber. Here is a brief review for you.



## Economic Impact

We have a very active digital footprint and profile at the Carlsbad Chamber. Millions of people visit our website each year and thousands engage with us via social media. Our purpose is always to promote our members and business here locally. Over 100,000 people viewed reels we created last year as well. We also hosted nearly 200 networking events, over 100 committee meetings and welcomed 240 new members to our Carlsbad Chamber family. We have

now published over 140 episodes of our Carlsbad People, Purpose and Impact podcast as well (see Carlsbadpodcast.com). In advocating for our members, we also helped defeat 16 of 17 "job

killer" bills identified by the California Chamber of Commerce.

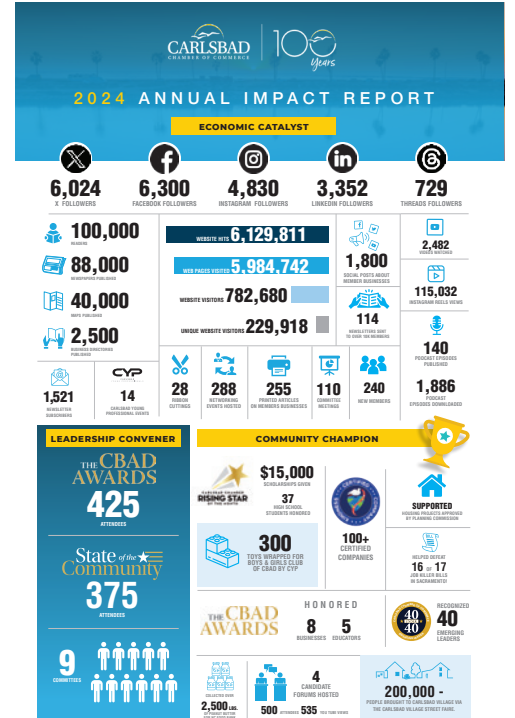
## Leadership Convener

We host two of North County's largest community networking events each year: our CBAD Awards and our State of the Community Breakfast. In 2024 we had a combined audience of 800 for those two events. We also have 9 active committees at the Chamber that meet regularly on a variety of topics.

## Community Champion

We love our Carlsbad community. In 2024 we gave out \$15,000 in Rising Star scholarships, we recognized 40 emerging leaders, wrapped over 300 toys for the Boys and Girls Club of Carlsbad, brought in nearly 1,500 lbs of peanut butter for the North County Food Bank and hosted four different candidate forums during election season. We also brought over 200,000 people to downtown Carlsbad via our twice-a-year Village Street Faire. And we now have over 100 Kindness Certified companies in Carlsbad thanks to the Carlsbad Chamber Community Foundation and Kids for Peace.

We want to thank all our members for their continued investment in us. We look forward to making 2025 another great year.



## BRC WORKSHOP

# WAIT, WHAT? WE'RE CHANGING things again?

Tuesday Mar. 4, 2025 | 7:30 - 8:30 am

**WHAT**  
Join us to explore three key areas to help you succeed at implementing change in your organization.

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

**web.carlsbad.org/events**

## STAR IN YOUR OWN BUSINESS

# 17-SECOND COMMERCIAL Business Workshop

Tue. March 4, 2025 | 10 am - 11:30 am

**WHAT**  
Learn to develop a 17-second commercial that will connect you to your business prospect's needs and wants.

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

**web.carlsbad.org/events**

## FIRST FRIDAY BREAKFAST

# Re-integrating your true 'why' into your work

to Drive Success & Fulfillment

Friday, March 7, 2025 | 7 - 9 am

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

**web.carlsbad.org/events**

Speaker:  
**Emily K. Thomas**

## LUNCH & LEARN

# LEGAL WELLNESS

Check for your business

Monday, March 10, 2025 | 12 - 1:30 pm

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

**web.carlsbad.org/events**

## BURGEON BEER COMPANY

# CBAD HAPPY HOUR

Networking & Refreshments

Wed. March 19, 2025 | 5 pm - 7 pm

**WHAT**  
Make new connections, develop your referral channels, and have some fun!

**PLACE**  
Burgeon Beer Company  
6350 Yarrow Dr., Ste. A  
Carlsbad, CA 92011

**web.carlsbad.org/events**

## LUNCH & LEARN

# HOW TO GET more traffic FROM GOOGLE

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

**WHAT**  
Foundational SEO for Small Businesses

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

**web.carlsbad.org/events**

## FIT HIVE

# Coffee CONNECTION

FREE NETWORKING EVENT

Friday, Mar 28, 2025 | 8 - 9 am

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

**WHERE**  
Fit Hive Carlsbad  
6106 Avenida Encinas Ste F  
Carlsbad, CA 92011

**web.carlsbad.org/events**

## FIRST FRIDAY BREAKFAST

# EMPOWERMENT and Resilience

THRIVING AS PROFESSIONALS

Friday, Apr 4, 2025 | 7 - 9 am

**WHAT**  
- Explore essential aspects of self-care  
- Discover practices that strengthen resilience  
- Empower your professional journey

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

**web.carlsbad.org/events**



## WELCOME NEW MEMBERS

### BREWERIES

#### Docent Brewing

Taylor Dunlap  
3060 State St.  
Carlsbad, CA 92008

[www.docentbrewing.com](http://www.docentbrewing.com)

*We take great care and pride in crafting high-quality artisan beers that are approachable, balanced, and easily drinkable. Our crew uses the freshest and finest ingredients on the planet (like everyone else); it's what we do with them that separates us.*

### BUSINESS CONSULTANTS & SERVICES

#### CCNG Developments

Crystal Hilsley  
(949) 468-6134  
7040 Avenida Encinas, 104-12  
Carlsbad, CA 92011

[www.ccng.dev](http://www.ccng.dev)

*A Health & Wellness Programming Agency that focuses on Design, Development, and Curation of Experience Driven Award Winning Projects. We create meaningful connections and memorable experiences through agricultural initiatives.*

### BUSINESS CONSULTANTS & SERVICES

#### Fourth Economy Consulting

Jerry Paytas  
(412) 926-8576  
921 Woodlake Drive  
Cardiff-by-the-Sea, CA 92007

[www.fourtheconomy.com](http://www.fourtheconomy.com)

*Fourth Economy Consulting offers consulting services in economic strategy, resilience, and equity. We help public and private sector clients take meaningful action to create innovative, equitable, and sustainable outcomes.*

### CHIROPRACTORS

#### Gohl Clinic of Chiropractic

Dr. Joseph P. Kametz, DC  
(760) 729-8802  
2562 State St., Ste. B  
Carlsbad, CA 92008

[www.gohlclinic.com](http://www.gohlclinic.com)

*We specialize in Gonstead Chiropractic care for you and your family. What physical condition is getting in your way of living your life? Call and schedule a no-charge consultation with your Gonstead San Diego chiropractor in Carlsbad to see if chiropractic can help. Condition like asthma or carpal tunnel, your Gonstead chiropractor in Carlsbad can help.*

### CONSTRUCTION

#### Del Rio Construction

Matt Broyles  
(760) 453-6814  
2360 Rising Glen Wy., Ste. 302  
Carlsbad, CA 92008

[www.coastalhomedesignstudio.com](http://www.coastalhomedesignstudio.com)

*We specialize in: Residential Remodels, Commercial Construction, Interior Design, Exterior Design & Landscaping.*



### CO-WORKING SPACES

#### Arens Group Workplace

Leah Malloy  
(760) 688-4700  
1938 Kellogg Ave.  
Carlsbad, CA 92008

[www.a-officeflex.com](http://www.a-officeflex.com)

*At Arens Group Workplace, we redefine the way you work, offering flexible, affordable month-to-month memberships with no long-term commitment. Embrace the future of work with easy online booking, allowing you to come in at any time that suits your schedule.*

### ELDER CARE

#### BarDee Johnston, Seniorly Premier Advisor

BarDee Johnston  
(619) 853-2325  
San Marcos, CA 92078

[www.seniorly.com/bardee](http://www.seniorly.com/bardee)

*From assisted living to memory care and beyond - our free service is here to help you and your family find the perfect senior care solution.*

### ELECTRONICS RECYCLING & DESTRUCTION

#### Dream Electronic Recycling FREE E-WASTE DROP OFF \ PICK UP

JJ Hafidh  
(619) 889-1305  
4009 Hicock St., Ste. D  
San Diego, CA 92110

[www.dreamewaste.com](http://www.dreamewaste.com)

*Dream San Diego E-Waste Recycling is recognized as one of San Diego's leading and most dependable electronic recycling centers, offering environmentally responsible solutions for disposing of your unwanted electronics.*

### FINANCIAL PLANNING & INVESTMENT SERVICES

#### CoreProcess Wealth Management

Tadeusiak Ted  
(760) 710-2220  
1925 Palomar Oaks Way, Ste. 207  
Carlsbad, CA 92008

[www.coreprocesswm.com](http://www.coreprocesswm.com)

*We do more than manage your investments. Since 1989, we have worked to provide our clients with Comprehensive Wealth Management using a high touch approach to planning guidance and investment solutions that extend beyond traditional financial advice.*

### Taraz Financial Advisory Group

Cameron Vroom  
(760) 704-3560  
16950 Via De Sante Fe, Ste.103  
Rancho Santa Fe, CA 92067  
*Financial Planning and Wealth Management.*

### HEALTH & WELLNESS

#### Karen Bennett Health and Life Coach

Karen Bennett  
(970) 317-7235  
Severance, CO 80550

[www.healthylifeover60.com](http://www.healthylifeover60.com)

*As we reach our late 50's and particularly into our early 60's, there is a rapid aging period and health decline. We have to proactively change how we stay healthy to provide a base level of health for our future. I've worked as a nurse, case manager, educator, and leader with adults over 60 and with eldercare for many years. Let me help you thrive!*

### INSURANCE

#### Giving Tree Insurance

Kristine Swisher  
1630 Ridgeway St.  
Oceanside, CA 92054

[www.givingtreeinsurance.com](http://www.givingtreeinsurance.com)

*My mission is to help educate and be a trusted resource for you and your loved ones. From seniors turning 65, newly retired people, to supporting family members with long term care insurance needs, we can help.*

#### JP Hayes Insurance Agency

Audrey Adams-Mejia  
(760) 681-0023  
3129 Tiger Run Ct., Ste. 201  
Carlsbad, CA 92010

[www.jphayesinsurance.com](http://www.jphayesinsurance.com)

*Whether you're helping your family or employees stay healthy and well, our agency is the right place to go for commercial, car, home, life, and health insurance options. Contact us today for a quote.*

#### Northwestern Mutual

Michael Komar  
(315) 486-2917  
7404 Altiva Pl.  
Carlsbad, CA 92009

[www.northwesternmutual.com/financial/advisor/michael-komar](http://www.northwesternmutual.com/financial/advisor/michael-komar)

*I'm committed to helping you get closer to your dreams. When you partner with me, you can expect a judgment-free, pressure-free environment with conversations that will be jargon-free. I strive to provide you the best experience possible.*

### IT CONSULTING

#### Intersectis, LLC

Jason Reed  
(760) 683-1760  
2888 Loker Ave E., Ste. 110  
Carlsbad, CA 92010

[www.intersectis.com](http://www.intersectis.com)

*Where Your Business Intersects with Technology. Effectively bridging your business strategy with IT solutions, ensuring seamless integration and empowering your organization for success in the digital era.*

### RESEARCH & DEVELOPMENT

#### MakeSmt.com

Sergey Dmitriev  
(662) 666-6689  
1745 Skimmer Ct.

Carlsbad, CA 92011

[www.MakeSmt.co](http://www.MakeSmt.co)

*MakeSmt.com is your partner in turning groundbreaking ideas into reality. Based in Carlsbad, CA, we specialize in research and development across hardware, software, and mechanical engineering disciplines.*

### ROOFING CONTRACTORS

#### Urbach Roofing

Heather Sieverding  
(760) 471-5065  
445 Production St.  
San Marcos, CA 92078

[www.urbachroofing.com](http://www.urbachroofing.com)

*Our customers enjoy a quick response on bid requests, appointments that are made and kept on time, bids that are promptly completed, delivered, easy to understand, and reasonably priced.*

### TRAVEL AGENCIES SERVICES & TOURS

#### Quest Voyager

Ian Scott  
(760) 512-9225  
PO Box 131163  
Carlsbad, CA 92013

[www.questvoyager.com](http://www.questvoyager.com)

*Quest Voyager is a rapidly expanding group travel company in the global travel industry, renowned for offering premier quality Journey of Discovery programs at competitive prices.*

### VETERINARIANS

#### Carlsbad Animal Hospital

Michelle Feltner  
(760) 729-4431  
2739 State St.  
Carlsbad, CA 92008

[www.carlsbadanimalhospital.com](http://www.carlsbadanimalhospital.com)

*Veterinary Care You Can Depend On. The staff at Carlsbad Animal Hospital is comprised of a team of highly-skilled, dedicated professionals who share the same goal: doing whatever it takes to help each patient we serve to enjoy as many happy, healthy years as possible. We aim to exceed our clients' expectations with every interaction.*

## MEMBER RENEWALS

357 Golf Carts Inc  
Ariniello & Associates  
Badiner Insurance & Financial Services Agency (Farmers Insurance)  
Basecamp Studios  
Beissel & Cobb Insurance Services, Inc.  
California Residential Consulting  
Carlsbad Community Gardens Collaborative  
Carlsbad Sister City Ambassadors  
Carlsbad Village Association  
Change & Leadership Solutions  
Discovery Children's Dentistry and Orthodontics  
Edward Jones (Matt Leonard, Financial Advisor)  
Edward Jones (Peter Susic, CFA, CFP® | Financial Advisor)  
Environmental Innovations, Inc  
Flowers Forever  
Galvanized Strategies  
Gazelle Fashion & Style  
Guide My Finances  
InWealth Management

Jensen Accounting Inc.  
Jet Suite X (JSX)  
Kaiser Permanente - Carlsbad  
Lem N Man, Inc. (Barrett's Lemonade)  
Magdalena Ecke Family YMCA "Gymnastics Center"  
MyOffice, Inc.  
North County Transit District  
O'Reilly Wealth Advisors  
Pacific Premier Bank  
Revvia Marketing  
San Diego County Water Authority  
Scratch Media, Inc.  
Strong Financial Network  
The Lofts at Carlsbad Village  
The Pickleball Club  
The Smart Fit Method  
True Impact Signs  
Waste Not Consulting  
WWM Financial



MEMBER MARKETPLACE

**TOTAL SECURITY, WITHOUT COMPROMISE**

**SECURITY BY Rancho Santa Fe SECURITY SYSTEMS INC**  
1(800) 303-8877

**RSTF SECURITY** Security Systems, Inc. Protective Services, Inc.  
BURGLAR, FIRE, ACCESS CONTROL, VIDEO, PATROL, GUARD, ALARM RESPONSE, INTERNET VIDEO MONITORING, HOME AUTOMATION  
www.RSFSecurity.com • info@rsfsecurity.com

**WWM FINANCIAL** LIVE YOUR LIFE...

**Catherine M. Magaña**  
Managing Partner, CFP®  
catherine@wwmfinancial.com

- Asset Management
- Financial Planning
- Estate Planning

760.692.5190 office  
760.692.5162 fax

2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011  
[www.wwmfinancial.com](http://www.wwmfinancial.com)

**Savvy WWM** SAVVY WOMEN WEALTH MANAGEMENT

**Catherine Magaña**  
CERTIFIED FINANCIAL PLANNER™

Financial Planning  
Asset Management  
Estate Planning

Get Savvy About Your Finances  
[www.SAVVYUP.com](http://www.SAVVYUP.com)

760.692.5700  
catherine@savvyup.com

2131 Palomar Airport Rd. Suite 330, Carlsbad, Ca 92011  
Savvy Women Wealth Management is an SEC Registered Investment Adviser

a business built on your trust + referrals



**phillips + co**

JR Phillips  
866.883.6065  
info@phillipsandco-re.com  
[phillipsandco-re.com](http://phillipsandco-re.com)

DRE License #01900878

In Our 16<sup>th</sup> Year Serving North County San Diego Helping Families:

- Planning for a dignified retirement.
- Educating their children and grandchildren.
- Creating a legacy strategy.

Let us help you with what is important to your family!

**Matthew L Leonard, CFP®**  
Financial Advisor  
California Insurance License: 0F65560  
Edward Jones Insurance Agency of California License: 0C24309

2121 Palomar Airport Rd, Suite 100  
Carlsbad, CA 92011  
760-438-1037

[www.edwardjones.com](http://www.edwardjones.com)  
Member SIPC

**Edward Jones**  
MAKING SENSE OF INVESTING

CHS alumni

TAKE YOUR BUSINESS FINANCIALS FROM CHAOS TO CLARITY

- A/P, A/R & Payroll
- Monthly Reconciliations
- Sales Tax & W/C Audits
- Year-End Services
- Quickbooks Pro-Advisor

Celebrating **23** years in business!

**BOTTOM LINE** MANAGEMENT

Contact us today:  
844.699.2574  
[bottomlinemanagement.org](http://bottomlinemanagement.org)



**CARLSBAD**  
CHAMBER OF COMMERCE



**CCCCF**  
Carlsbad Chamber Community Foundation

**FREE EVENT!**



**CBAD HAPPY HOUR & GREEN BUSINESS EXPO**

**WEDNESDAY, APRIL 16, 2025 | 4 - 7PM**

Carlsbad Chamber Of Commerce (Parking Lot) 5934 Priestly Dr., Carlsbad, CA 92008

Happy Hour w/ Local Food & Craft Beverages

Live Music

Electric Vehicle Displays & Test Drives

Eco-Workshops

E-Waste Recycling

E-Bikes, Golf Carts, Robotics, & More!







[tinyurl.com/greenbusinessexpo](http://tinyurl.com/greenbusinessexpo)

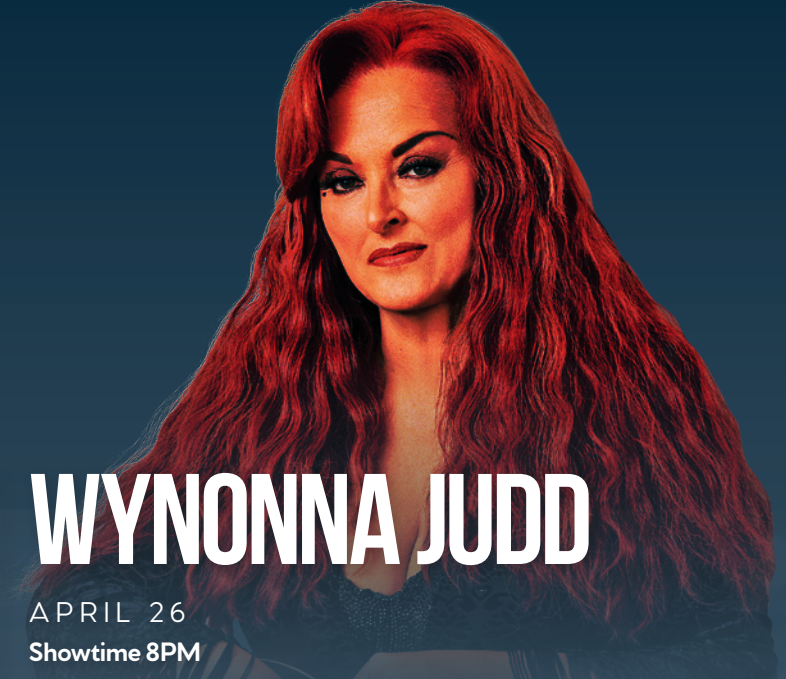


# IT'S SHOWTIME!



## JO DEE MESSINA

MARCH 14  
Showtime 8PM  
EVENTS CENTER  
\$55 / \$75 / \$85 / \$110



## WYNONNA JUDD

APRIL 26  
Showtime 8PM  
STARLIGHT THEATER  
\$85 / \$110 / \$155



## MORRIS DAY & SHEILA E.

MAY 16  
Showtime 8PM  
STARLIGHT THEATER  
\$59 / \$79 / \$89



## LOS LONELY BOYS

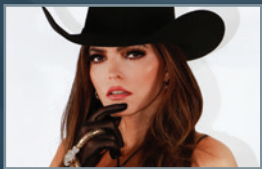
JULY 18  
Showtime 8PM  
STARLIGHT THEATER  
\$55 / \$75 / \$95



MARCH 1  
Best Duets  
Vietnamese Concert  
Showtime 8PM  
\$68 / \$88 / \$128



MARCH 15  
Journey Tribute  
by DSB  
Showtime 8PM  
\$15 / \$25



MARCH 16  
Ana Barbara  
Showtime 6PM  
\$45 / \$65 / \$75 / \$85



MARCH 21  
Led Zeppelin  
Tribute  
by Zepparella  
Showtime 8PM  
\$15 / \$25



APRIL 6  
El Coyote y  
Su Banda  
Tierra Santa  
Showtime 6PM  
\$35 / \$45 / \$65



APRIL 11  
Bee Gees  
Tribute  
by Bee Gees Fever  
Showtime 8PM  
\$15 / \$25



For tickets visit the Pala Casino Box Office or call (877) 725-2766

Scan Here For Entertainment



# 2024 ANNUAL IMPACT REPORT

## ECONOMIC CATALYST



**6,024**

X FOLLOWERS



**6,300**

FACEBOOK FOLLOWERS



**4,830**

INSTAGRAM FOLLOWERS



**3,352**

LINKEDIN FOLLOWERS



**729**

THREADS FOLLOWERS



**100,000**

READERS



**88,000**

NEWSPAPERS PUBLISHED



**40,000**

MAPS PUBLISHED



**2,500**

BUSINESS DIRECTORIES PUBLISHED



**1,521**

NEWSLETTER SUBSCRIBERS



**14**

CARLSBAD YOUNG PROFESSIONAL EVENTS

WEBSITE HITS **6,129,811**

WEB PAGES VISITED **5,984,742**

WEBSITE VISITORS **782,680**

UNIQUE WEBSITE VISITORS **229,918**



**1,800**

SOCIAL POSTS ABOUT MEMBER BUSINESSES



**114**

NEWSLETTERS SENT TO OVER 10K MEMBERS



**2,482**

VIDEOS WATCHED



**115,032**

INSTAGRAM REELS VIEWS



**140**

PODCAST EPISODES PUBLISHED

**1,886**

PODCAST EPISODES DOWNLOADED



**28**

RIBBON CUTTINGS



**288**

NETWORKING EVENTS HOSTED



**255**

PRINTED ARTICLES ON MEMBER BUSINESSES



**110**

COMMITTEE MEETINGS



**240**

NEW MEMBERS

## LEADERSHIP CONVENER

THE **CBAD AWARDS**

**425**

ATTENDEES

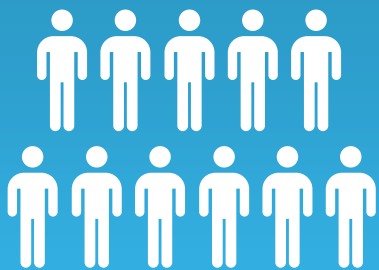
State of the **Community**

**375**

ATTENDEES

**9**

COMMITTEES



## COMMUNITY CHAMPION



**\$15,000**

SCHOLARSHIPS GIVEN

**37**

HIGH SCHOOL STUDENTS HONORED



**300**

TOYS WRAPPED FOR BOYS & GIRLS CLUB OF CBAD BY CYP



**100+**  
CERTIFIED COMPANIES



**SUPPORTED**  
HOUSING PROJECTS APPROVED BY PLANNING COMMISSION



HELPED DEFEAT  
**16 OF 17**  
JOB KILLER BILLS IN SACRAMENTO!

THE **CBAD AWARDS**

HONORED

**8**

BUSINESSES

**5**

EDUCATORS



RECOGNIZED

**40**

EMERGING LEADERS



COLLECTED OVER

**2,500 LBS.**  
OF PEANUT BUTTER FOR NC FOOD BANK



**4**

CANDIDATE FORUMS HOSTED

**500**

ATTENDEES

**535**

YOU TUBE VIEWS



**200,000 -**

PEOPLE BROUGHT TO CARLSBAD VILLAGE VIA THE CARLSBAD VILLAGE STREET FAIRE.





# CROATIA

## & DALMATIAN COAST

OCTOBER 11 - 20, 2025

Air & Land 10 Days, 9 Nights Including Hotels, Some Meals, Day Trips, & Airfare From San Diego

FOR MORE INFO: [KATHY@CARLSBAD.ORG](mailto:KATHY@CARLSBAD.ORG)



EARLY BIRD  
SPECIAL  
**\$3,999**  
Book by  
Mar 21, 2025



2022 Carlsbad Chamber Trip to Pisa, Italy.

### › CROATIA

Continued from Page 1

castles, experiencing traditional Irish hospitality, and enjoying lively music and cuisine made this trip extraordinary.

Traveling with the Chamber provided a seamless and enriching experience, filled with camaraderie and shared memories. The attention to detail and organization ensured that we could simply enjoy the journey while making meaningful connections with fellow travelers.

I am so grateful to the Carlsbad Chamber of Commerce for making this dream trip a reality, and I highly recommend their travel opportunities to anyone looking for an exceptional and well-curated adventure!"

Our journeys have taken us to olive farms, where we've watched oil being freshly pressed, to wineries where we've tasted the finest vintages, and to artisan workshops where we've met the local business owners behind each creation. These experiences go far beyond sightseeing and offer a true connection to the culture and the people behind it.

If you're unsure about traveling solo, or just want to embark on an incredible adventure, I highly recommend joining the Carlsbad Chamber's travel program. All the details are handled, you just get to experience the world, one unforgettable trip at a time.

### Upcoming Trip:

Join the Carlsbad Chamber in Croatia and the Dalmatian Coast, October 11-October 20, 2025.

Begin your journey in Opatija, the glamorous seaside town that once drew the Austro-Hungarian elite. Use it as your gateway to explore Croatia's stunning Western Coast and the Istrian Peninsula.

Step back in time with a visit to Pula's ancient Roman amphitheater and wander the charming streets of Rovinj, a Venetian-influenced fishing village that feels like a step into the past.

Explore the stunning "Golden Island" of Krk and take a day trip to Italy's Venice. Experience the Dalmatian Coast's rugged beauty, marvel at Plitvice National Park's natural wonder, and explore Split's impressive 4th-century Diocletian's Palace.

Indulge in the local food scene, and for those seeking even more, extend your adventure to Dubrovnik's perfectly preserved medieval city and the breathtaking fjords of Montenegro.

This is the trip that brings you Croatia's most captivating sites and secret treasures. Invite your friends and family, even if they live outside of the area. Transportation can be arranged from anywhere in the USA. Enjoy an early bird discount if you register before March 21 with a \$800 deposit.

Questions? Learn more at [carlsbad.org/chamber-travel/](http://carlsbad.org/chamber-travel/) or call (760) 931-8400, Extension 212.

# Withum opens new office in Carlsbad

On Thursday, February 6, **Withum's** greater San Diego office in Carlsbad celebrated its new office location with a ribbon cutting and open house gathering of team members, clients, and friends of the firm. Relocating to a new office in the San Diego business community marks an exciting chapter for Withum as the firm continues to expand in Southern California. As a national firm with 23 offices around the country, the beautifully appointed Carlsbad space not only dis-

plays the usual Withum office branded elements but also reflects the oceanside locale with beachy touches represented on the murals, lighting fixtures, and color palette. The office is situated near **Legoland** and features stunning views of the Pacific Ocean and the famous **Flower Fields** of Carlsbad Ranch. The newly redesigned workspaces and community zones offer an inclusive and collaborative environment, fostering a strong culture of teamwork and innovation to better serve their clients.

## Relocating to a new office in the San Diego business community marks an exciting chapter for Withum as the firm continues to expand in Southern California

community with abundant opportunities for collaboration and growth, our new location strengthens our presence and will allow us to provide more in-person connections with our clients and attract top talent from the area. It's my privilege to be part of such a dedicated team as we deepen our commitment to our loyal clients and community," said Andrew Hills, Partner-in-Charge.

Withum is a Top 25 Firm by Inside Public Accounting, offering advisory, tax, audit, and assurance services to clients in a wide variety of industries, including life sciences, manufacturing, consumer products, and real estate. Withum's San Diego office focuses on high-net-worth individuals, corporate tax compliance, multi-state tax planning, and mergers and acquisitions activity. More than a business advisor, Withum takes the responsibility of corporate citizenship seriously. The San Diego office attends and supports annual events and not-for-profits in the area and nationally, including The San Diego Humane Society, Hearts and Hope, Institute of Contemporary Art San Diego, and more. Withum is a proud member of the Carlsbad Chamber of Commerce and ACG San Diego.

The entire team is looking forward to building even more relationships to support the greater San Diego business community.

Learn more about Withum and its San Diego team here!



Withum is a Top 25 Accounting Firm, offering advisory, tax, audit and assurance services to clients in a wide variety of industries.





POWER IN THE PLUS™

# Withum *Plus* San Diego

Withum's Greater San Diego office in Carlsbad thanks the community for making our ribbon cutting and new office celebration a huge success! The team is so excited to deepen their local roots and serve the community's clients.



[withum.com/san-diego](https://withum.com/san-diego) >



# Unlock the power of AI literacy with SPAARK.ai

## Human-Centered AI that augments people

In today's AI revolution, tech giants tout "autonomous agents" while overlooking what truly matters: **Human-Centered AI that augments people**. Amid industry confusion, **SPAARK.ai** emerges as your trusted navigator, delivering AI training that's:

**Simple:** We transform complex AI concepts into clear, accessible knowledge

**Practical:** Our training focuses on real-world applications you can implement immediately

**Actionable:** Gain specific strategies to leverage AI that augments human capabilities

**Agile:** Our methodology adapts to your unique business challenges and opportunities

**Relevant:** Customized role-specific training producing immediate results

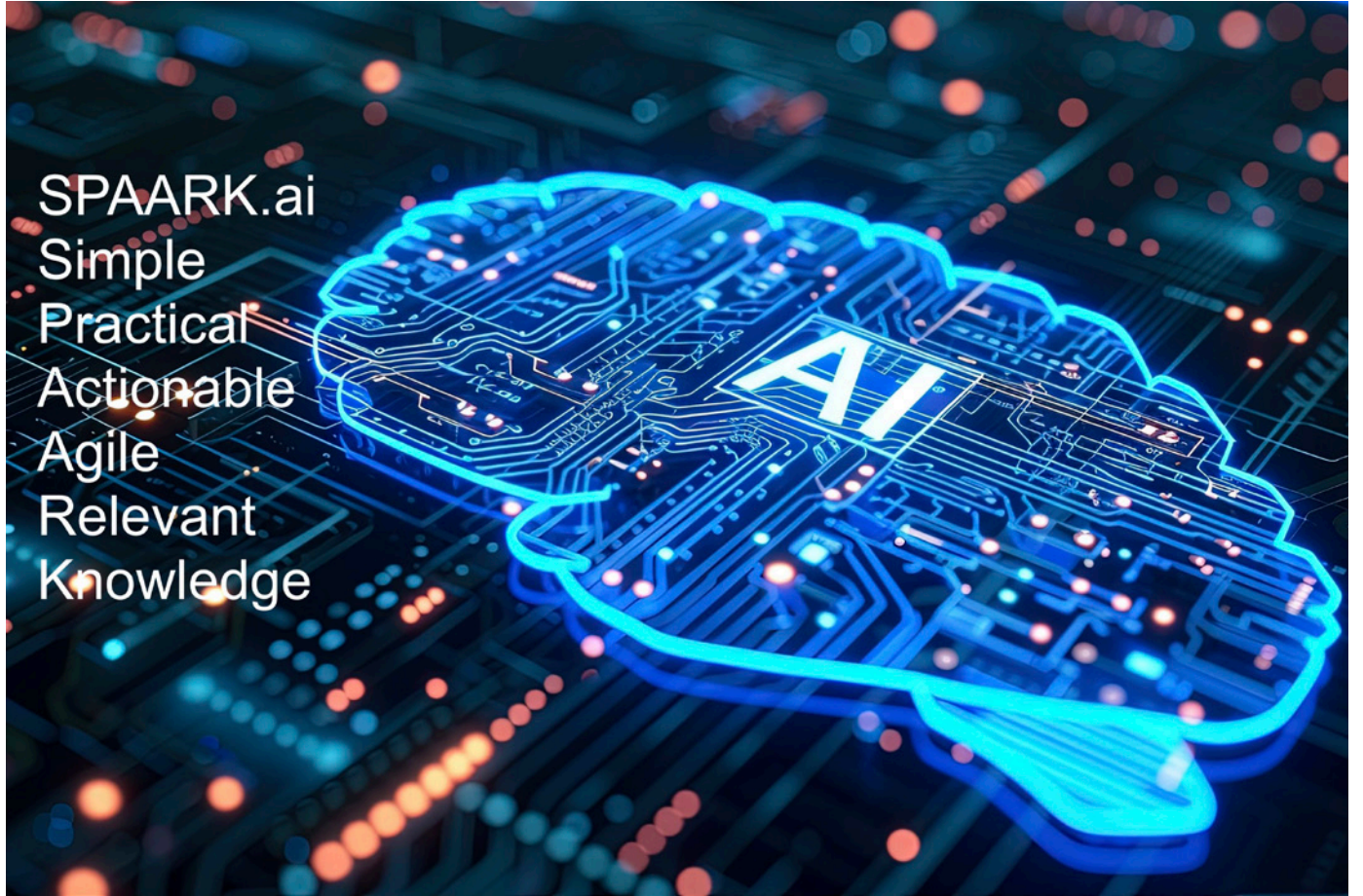
**Knowledge:** Convert AI Literacy into measurable business advantages

### The SPAARK.ai Difference:

While others sell AI hype, we deliver measurable results:

- **72% increased productivity** with proper AI tool implementation
  - **63% reduction** in repetitive tasks using current AI capabilities
  - **87% of clients** reporting greater confidence in making AI investment decisions
- Our customized programs help you:
- Convert AI literacy into revenue-generating opportunities
  - Role-specific AI training with hands-on experience
  - Master AI tools to transform you into a performance engineer

**SPAARK.ai**  
**Simple**  
**Practical**  
**Actionable**  
**Agile**  
**Relevant**  
**Knowledge**



### SPAARK.ai Benefits:

- ✓ Champion Human-Centered AI that augments your workforce
- ✓ Master AI Performance to generate immediate measurable business profits
- ✓ Cut through AI confusion with clear, jargon-free training
- ✓ Make smarter AI investment decisions that drive ROI
- ✓ Upskill teams to become "Performance Engineers"

**Don't navigate the AI revolution alone.** The window for gaining competitive advantage is closing. Visit **SPAARK.ai today** and transform AI confusion into your strategic edge.

**BOOK YOUR FREE CONSULTATION TODAY!**

Learn more at **SPAARK.ai** / Paul Kildani  
760-271-1400 / Paul@SPAARK.ai



## Transform your organization with SPAARK.ai

### Unlock 10X Productivity Gains in Just 60 Minutes

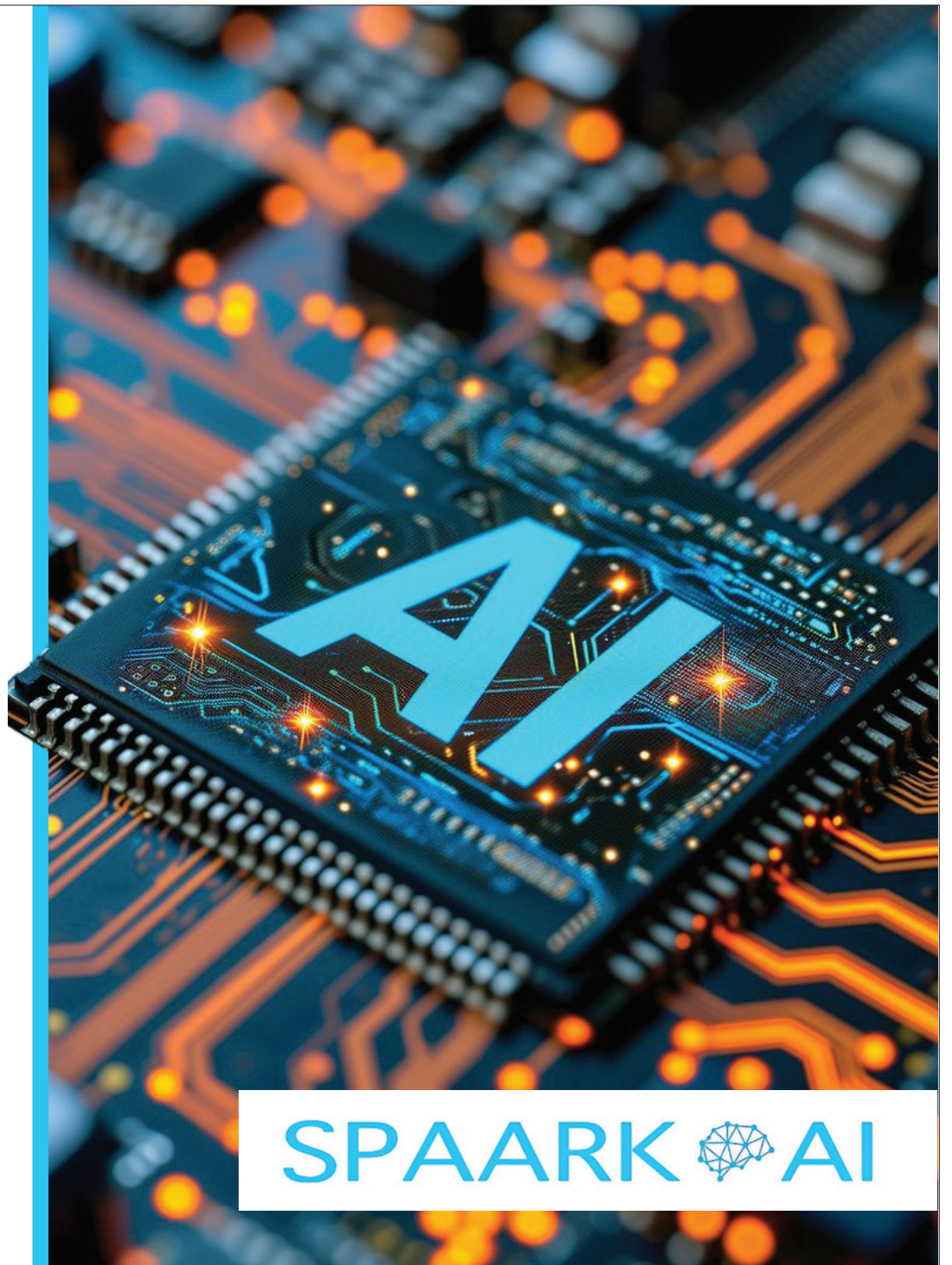
- ✓ 100% of clients report immediate, measurable success
- ✓ Customized AI role plans for every team member
- ✓ Role-specific AI training with hands-on practice
- ✓ Guaranteed productivity boost—risk-free
- ✓ Exclusive offer: Free AI Transformation MasterClass for Chamber Members

### EXCLUSIVE OFFER:

**Free AI Transformation MasterClass for Chamber Members!**



Paul@SPAARK.ai | 760-271-1400



**SPAARK AI**



SPECIAL SECTION

# HOME & BUSINESS

## IMPROVEMENT



### Spring cleaning for businesses in Carlsbad: A fresh start for success

As spring rolls in, many people are breaking out the cleaning supplies and clearing out the clutter from their homes. But have you ever thought about spring cleaning for your business? In Carlsbad, CA, businesses of all sizes are embracing the season of renewal by freshening up their spaces, organizing operations, and preparing for success in the months ahead.

Spring cleaning isn't just for your home; it's an opportunity to refresh and rejuvenate your company, making it more efficient, welcoming, and productive.

In a thriving city like Carlsbad, which is home to a wide range of industries from tech startups to retail to hospitality, staying ahead of the competition requires more than just great services or products. It's

also about fostering a clean, efficient and compliant environment. A cluttered office can lead to disorganization, slow productivity, and even decreased morale among employees. Spring cleaning gives businesses the chance to reset, streamline operations, and make necessary tweaks to ensure compliance, allowing teams to focus on what matters most.

One of the most noticeable aspects of spring cleaning is, of course, the physical space. If you're working in an office, this is the perfect time to declutter desks, clean out file cabinets, and donate any outdated equipment. Don't forget the common areas too—freshening up meeting rooms, break rooms, and lobbies can create a more inviting environment for both employees and clients.

Just as physical clutter can take a toll on your business's efficiency, digital clutter can do the same. Now



is the perfect time to go through your company's files, emails, and digital tools. Organize folders, delete unnecessary documents, and ensure that your systems are up to date. Consider using cloud storage solutions to make your team's workflow smoother and more efficient. A digital spring cleaning can save valuable time and energy and allow for better collaboration between departments.

Spring cleaning isn't just about cleaning up your space; it's about reviewing processes and setting goals for the coming months. Look back on what worked well and what didn't in the previous quarter. Are there any operations that need improvement? Are your goals still aligned with your company's vision? A strategic

spring cleaning of your business processes ensures you're well-prepared for the rest of the year.

Finally, don't forget to involve your employees in the spring cleaning process. Creating a collaborative environment not only enhances the office's appearance but also fosters team spirit and morale. Hosting a "spring cleaning day" where everyone pitches in can be a fun way to bond as a team. In Carlsbad, businesses looking to thrive should take advantage of the spring season to refresh and renew. By tidying up the physical space, clearing out digital clutter, and reviewing your business strategies, you'll set your company up for success in the coming months. As the saying goes, a clean business is a happy business. Keep it clean, and success will follow!

FROM THE CHAIR



**AMANDA MILES**  
CHIEF OF STAFF  
BITCHIN' SAUCE



**CARLSBAD**  
CHAMBER OF COMMERCE

THE **CBAD**  
AWARDS

# Unmasking CARLSBAD'S BEST

KEYNOTE SPEAKER



**DAVID ABELES**  
CEO TAYLORMADE GOLF

REGISTER  
HERE!



FRIDAY, MARCH 14, 2025  
THE WESTIN CARLSBAD RESORT & SPA

BUSINESS OF THE YEAR (SMALL & LARGE) | 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 | SCHOOL ADMINISTRATOR OF THE YEAR | TEACHER OF THE YEAR  
POLICE OFFICER OF THE YEAR | KIND COMPANY OF THE YEAR | PEOPLE'S CHOICE

[CARLSBAD.ORG](http://CARLSBAD.ORG)



Meet Carlsbad's newest luxury sleep shop! Golden Dreams Mattress offers an exclusive, by-appointment "sleep concierge" experience to find your perfect mattress.

## New "Sleep Concierge" shopping experience

Carlsbad is now home to a revolutionary new way to shop for luxury sleep. **Golden Dreams Mattress**, a by-appointment-only showroom, has officially opened its doors, offering an exclusive "sleep concierge" shopping experience that redefines how people choose their perfect mattress.

Gone are the days of wandering through endless aisles of generic mattress brands. At Golden Dreams Mattress, customers are guided through a personalized, one-on-one consultation with a Certified Sleep Coach, who tailors recommendations based on individual sleep preferences, body type, and comfort needs. This bespoke approach ensures that every guest leaves with a sleep system designed for ultimate rest and recovery.

"We believe buying a mattress should be a thoughtful, elevated experience—just like selecting a fine piece of furniture or a tailored suit," says Nate Cangemi, founder of

Golden Dreams Mattress. "That's why we've created a private, relaxed showroom where customers can explore the world of luxury sleep without pressure or distraction."

Unlike traditional mattress retailers, Golden Dreams Mattress doesn't carry big national brands. Instead, the showroom features an exclusive selection of handcrafted, high-performance mattresses, each made with the finest materials available for superior support and comfort.

With its sophisticated, boutique-style environment, Golden Dreams Mattress is setting a new standard in sleep retail—one that's personal, luxurious, and entirely focused on the customer's well-being.

Carlsbad residents are invited to book an appointment and experience the future of mattress shopping firsthand. Visit [www.goldendreamsmattress.com](http://www.goldendreamsmattress.com) to schedule your private consultation today.



Expertly Curated,  
Luxurious Sleep.  
New Carlsbad Showroom  
Now Open!

Don't Settle for Ordinary -  
Experience Concierge Sleep  
Shopping with Our Private,  
Expert Custom Fitting



Schedule your appointment today!  
[www.goldendreamsmattress.com](http://www.goldendreamsmattress.com)  
Call/Text - 760-509-2555  
5810 El Camino Real Ste. C





2000 Paces Photo Organizing helps you protect, organize, and bring order to your photo collection so that you—and future generations—can cherish and relive these memories with ease.

# Preserving your story, one photo at a time

Your photos tell the story of your life—the people you love, the places you’ve been, and the moments that have shaped you. But too often, these priceless memories are buried in boxes, scattered across devices, or at risk of being lost forever. At **2000 Paces Photo Organizing**, we help you protect, organize, and bring order to your photo collection so that you—and future generations—can cherish and relive these memories with ease.

We provide expert photo organizing, digitization, and preservation services tailored to your needs. Whether it’s a lifetime of print photos needing careful sorting and scanning or a digital collection spread across multiple devices, we help remove duplicates, apply facial recognition, and assign meaningful keywords to create a searchable,

beautifully organized system.

Beyond organizing, we help transform your memories into stunning photo books, heartfelt slideshows, and secure digital archives. We also convert home movies, VHS tapes, and film reels into modern formats, ensuring that even your oldest memories can be seen and shared again.

We know how overwhelming it can feel to tackle decades of photos and videos, but you don’t have to do it alone. With our expertise, technology, and personal touch, we make the process seamless and meaningful. The photos we take aren’t just images—they are our legacies, our stories, our history. Let us help you preserve them with care, so they are never lost, never forgotten, and always within reach.

## EVERY PICTURE HAS A STORY...

make yours easy to find and share!



Your home isn’t the only thing that needs organizing this spring—your photos do too!

*Organize*

Hand off the clutter—we turn chaos into order.

*Digitize*

We digitize photos, slides, home movies, film reels, and more.

*Enjoy*

Enjoy your photos—organized and easy to find!

Ready to protect your memories? Call us for a complimentary consultation!

760.290.3957 | [www.2000Paces.com](http://www.2000Paces.com)



The Olson Group recently represented a fellow Carlsbad Chamber member in leasing this 2,954sf Class A office in Carlsbad.

# Commercial real estate market in 2025

If you ask us at **The Olson Group**, the commercial real estate market in 2025 is expected to see a mix of stabilization and evolution, driven by shifting economic dynamics and post-pandemic trends. As remote and hybrid work models continue to influence office space demand, companies are seeking flexible, high-quality office environments with better amenities, while reducing the amount of leased space in favor of more collaborative hubs. The demand for traditional office buildings may not fully recover to pre-pandemic levels, but the market will adapt with more emphasis on adaptable designs and smaller, tech-enabled community spaces.

The available retail inventory in San Diego remains low as San Diegans continue to choose to enjoy their neighborhood shopping centers coupled with excellent weather. Retail outside of San Diego will see

a recovery in 2025, fueled by the resurgence of in-person shopping as consumers return to physical stores. However, retailers will increasingly demand experiential and omnichannel-focused spaces that blend physical presence with digital shopping experiences.

Industrial real estate, particularly warehouse, and logistics properties, will remain strong, driven by e-commerce growth and supply chain investments. The increasing demand for last-mile delivery centers and cold storage facilities will further propel this sector. Flex spaces which are smaller suites with office and industrial, are the hottest items for business owners in San Diego. Most of our clients are seeking these spaces due to their affordability and storage options.

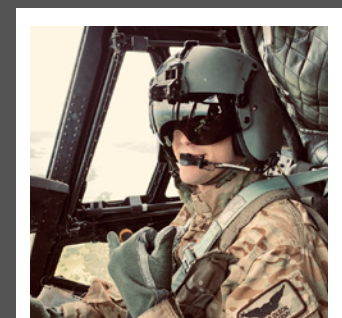
Overall, 2025 will see the CRE market transitioning toward sustainability and technological innovation, with a focus on flexibility, resilience, and efficiency in space utilization.



## THE OLSON GROUP



Commercial Real Estate  
**SALES & LEASING**



**VETERAN OWNED**




**(760) 681-6402**



**[www.olsongroupsd.com](http://www.olsongroupsd.com)**





**Scanlon**  
REALTY MANAGEMENT

### Why Choose Us?

- Lowest Vacancy Rate in North County
- Superior Marketing
- Extensive Tenant Screening
- Dedicated Broker on call 24/7
- Satisfaction Guaranteed
- Highest Rated PM on Google

**Contact Us Today**  
2921 Harding Street, Carlsbad CA 92008  
michaelscanlon43@gmail.com  
760-994-0681



Scanlon Realty Management is a trusted Property Management, rooted in Carlsbad Since 1953.

## Property management aligned with the Carlsbad community


Scanlon Realty Management's (SRM) mission is to bring value to the Carlsbad community through our family-owned and operated property management firm. Our primary focus is to match quality tenants with premium rental properties while serving the functions of a fiduciary to the benefit of our property owners. Aside from being experts in San Diego's North County market, we are most proud of our tenant selection process that supports a focus on long-term tenancy. This element is key to our success as is our expertise in attracting and screening tenants while treating them as valued customers. Without exception, all of our tenants enhance the quality and diversity of their respective neighborhoods and serve as wonderful ambassadors to our town.

Our portfolio is dominated by impeccably maintained luxury homes that optimize positive financial returns for our property owners. We embrace technology and our web-based interconnect system manages every aspect of our business and enables SRM to deliver 24/7 service to both tenants and property owners.

The Scanlon family has been an active member of the Carlsbad community since 1953 with offices located on Harding Street in the heart of Carlsbad's Village. Our industry-leading service packages are second to none and our ratings on Google and Yelp are a testament to our level of client satisfaction. We are enthusiastic about our commitment to the Carlsbad community and will continue that commitment for years to come.

# JOEY SNOW

DESIGN CO



## INTERIOR DESIGN STUDIO & SHOPPE

Here at Joey Snow Design Co, we hope to create a warm and welcoming environment that you love to be in. We believe home should be livable as much as it should be beautiful.

WWW.JOEYSNOWDESIGNCO.COM  
5671 PALMER WAY, SUITE A, CARLSBAD, CA 92010

INSPIRING CONNECTION IN BEAUTIFUL, LIVABLE SPACES



## Joey Snow Design Co.

Based in Carlsbad, California – **Joey Snow Design Co.** specializes in a variety of project scales ranging from full-service start-to-finish home remodels, to a-la-carte studio design. Each project is strongly rooted in the commitment to create beautiful spaces that celebrate family, foster togetherness, and are designed for everyday living.

Before starting her design business, Joey built a successful salon from the ground up. Her commitment to excellence and focus on the client experience laid the foundation for her continued success in design. With a keen eye for detail and a passion for quality, Joey's business has grown steadily over the years.

At JSDC, the process is always about the client. We take the time to get to know you, your family, and your needs. From start to finish, we work closely with you, ensuring a flexible, collaborative approach that brings your vision to life in a way that's functional,



Joey Snow Design Co. in Carlsbad specializes in a variety of project scales ranging from full service start-to-finish home remodels, to a-la-carte studio design.

beautiful, and truly yours.

Visit Joey Snow Design Co. in Carlsbad to explore our stunning decor, furnishings, and more! Whether you're redesigning your home or seeking unique pieces, we're here to help you create beautiful, functional spaces. Come by and let us bring your vision to life!



# Unmatched precision and craftsmanship

**Del Rio Construction & Design** brings over 25 years of proven expertise to the residential and commercial construction industry in San Diego and the surrounding areas. Our talents and skills have been refined year after year, establishing us as one of the most trusted and innovative design-build solutions in San Diego County.

At Del Rio Construction & Design, we pride ourselves on offering a concierge-level experience from concept to completion. Our comprehensive services include architectural design, 3D rendering, project management, and construction execution. From kitchen and bathroom renovations to accessory dwelling units (ADUs), outdoor kitchens, and energy-efficient homes, no project is too big or small. We also excel in creating multigenerational spaces and ADA-compliant designs, ensuring accessibility for all.

Our commitment to quality is reflected in every detail. With strong relationships with top-tier suppliers and a team of skilled craftsmen, we ensure that every material and finish meets the highest standards. Clients consistently praise our ability to bring their ideas to life while staying on schedule and within budget.

What sets us apart is our dedication to building relationships as well as homes. We value open communication and collaboration throughout the process, ensuring your project reflects your personality and needs. Our work has been featured in leading industry publications and continues to earn 5-star reviews from satisfied clients.

If you're ready to elevate your living or working space, Del Rio Construction & Design is here to make it happen. Let us turn

**What sets us apart is our dedication to building relationships as well as homes. We value open communication and collaboration throughout the process, ensuring your project reflects your personality and needs.**



*Del Rio Construction & Design brings over 25 years of expertise in residential and commercial construction to Carlsbad and surrounding areas.*

your dream into a reality with innovative designs, superior craftsmanship, and exceptional service.

Contact us today to start your journey to-

ward a beautifully designed space that truly feels like home!



**CONSTRUCTION & DESIGN, INC.**  
858-524-9712  
CoastalHomeDesignStudio.com

License #829248

## San Diego Home Remodeling and New Home Construction

Coastal Home Design Studio has over 20 years of proven experience in the construction industry. Our talents and expertise have been honed every year, creating what is now one of the best home remodeling and construction solutions in San Diego.



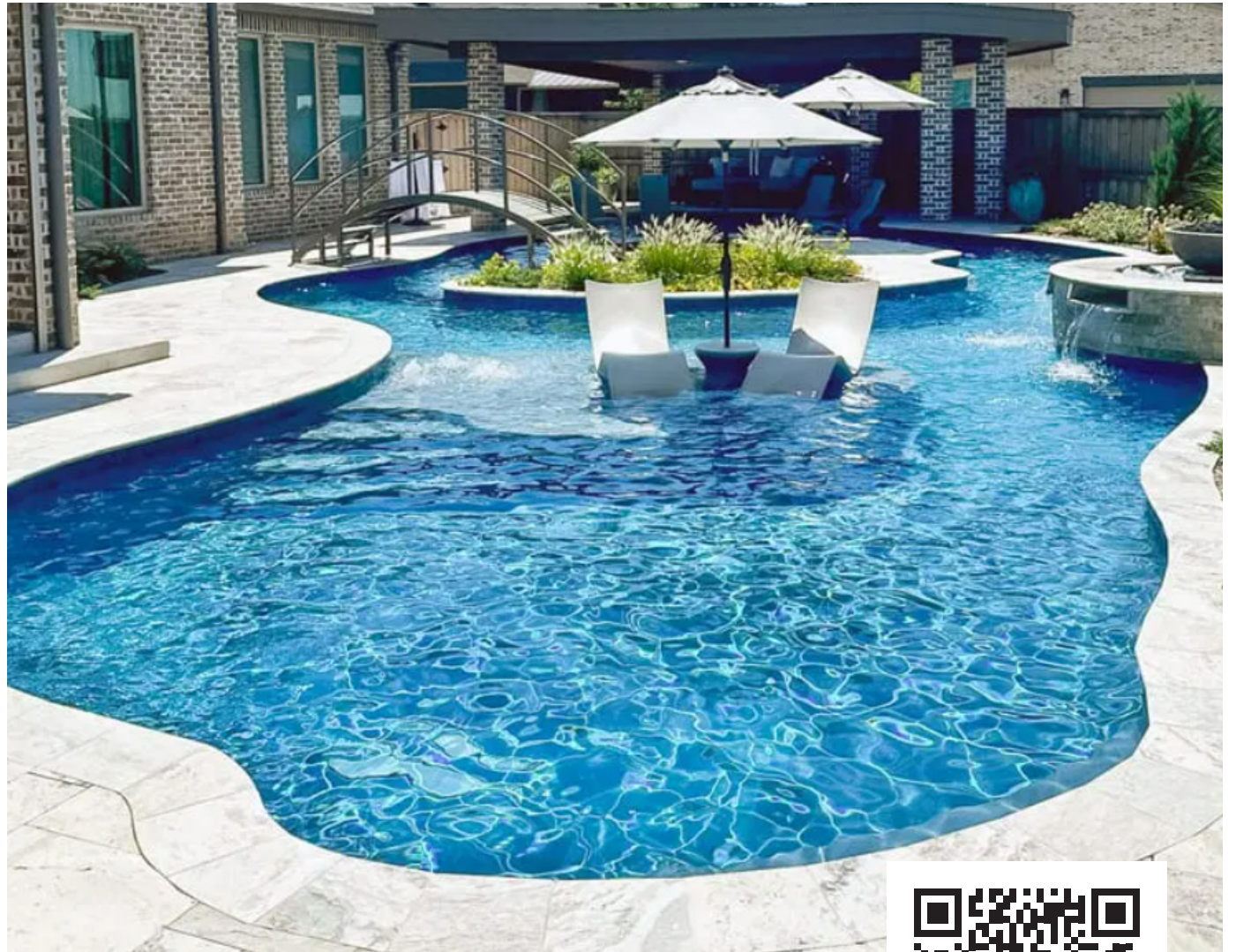


# Blue Haven opens a new location in Chula Vista



## Blue Haven Pool Builders expands reach in San Diego with Chula Vista Office.

When it comes to swimming pools and backyard dreams, tens of thousands of U.S. homeowners have trusted the familiar “diving lady” symbol—making **Blue Haven** the local swimming pool builder / pool contractor of choice. Our sales & construction offices specialize in building and remodeling gunite pools (also called concrete pools or shotcrete pools). In some markets, fiberglass pools and vinyl liner pools are also available. Our swimming pool designers offer in-home estimates with pricing and custom pool plans for new construction and renovations. They can also provide you information on options for pool financing. The most-requested pool-design options include rock waterfalls, pool fountains & water features, beach entries, pool mosaics, pool lighting, tanning shelves / sun shelves, pebble finishes, and colored quartz interior finishes.



*Blue Haven specializes in building and remodeling gunite pools (also called concrete pools or shotcrete pools). Free set of beautiful hydro lounge chairs with purchase of new pool.*

**Contact us today**  
(760) 738-9322  
9580 Black Mountain Rd #M,

San Diego, CA 92126  
[www.bluehaven.com/san-diego-swimming-pool-builder/](http://www.bluehaven.com/san-diego-swimming-pool-builder/)



# Swim Smarter!

**Automated • Water- & Energy-Efficient • Virtually Chlorine-free**

**#1-Ranked Pool Builder in America!**  
—9 years in a row—

**100% Financing oac**

**NEW POOLS & EXPERT REMODELS**

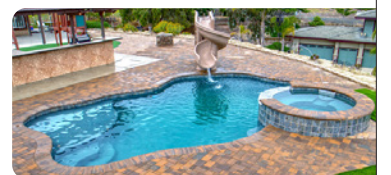
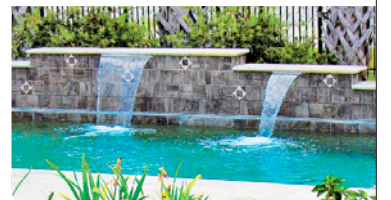


**BONUS with new pool\***

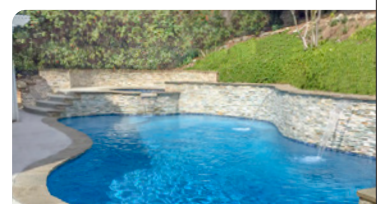
**Pool Automation —A \$1500 Value!**

Controls all functions like heating, lighting, spa jets, cleaning, and more!

\*With new pool. May not be combined with any other offer/discount. For new customers/contracts. Limited time only.



Lic #1011748







# Where care begins

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



See what's new at  
**QuidelOrtho.com**



# A BETTER CLASS OF FLYING.

Experience flying that feels like flying, with seamless nonstop flights from our crowd-free terminal in Carlsbad to Las Vegas, Oakland, Scottsdale and Taos.

book now  [jsx.com](https://jsx.com)



JSX **THIS IS HOW I FLY**