



# The CARLSBAD BUSINESS JOURNAL

SEE SPECIAL SECTION INSIDE!



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AWARD WINNING PUBLICATION

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## WHAT'S IN YOUR BACKYARD?

Sometimes we miss the beauty. And sometimes we miss the gifts that are right in front of us—The untapped potential of local businesses and resources, and the possibilities of alternative solutions. In honor of Earth Month, a time to celebrate our planet by taking action to protect her, you can support the incredible green innovations already living in your very own backyard!

### CREATIVE OYSTER SHELLS FOR COASTAL EROSION

The **Agua Hedionda Lagoon Foundation (AHLF)** maintains the beautifully preserved, 400-acre Lagoon in Carlsbad with public access to trails. Larissa Hepburn, Director of Trails & Conservation, Agua Hedionda Lagoon Foundation and I met at Hubbs Trail where she walked me through all they have accomplished in efforts to achieve coastal resiliency and restoration projects. Some of your favorite trails are in danger of erosion and harming the ecological preserve. This past year, local inventor David Hood designed a more sustainable homemade wattle than your typical straw-based store-bought version (which creates more trash). "Installing wattles on the trail bluffs helps prevent erosion and sediment from going into the lagoon," Larissa explained. Inspired by David's creativity, the AHLF Team has started using upcycled oyster shells to create more effective wattles. "The oyster shells used here would normally end up in landfill and are donated to us weekly by local Carlsbad Village restaurants including Jeune et Julie, Campfire, **Viglucci's**, and Herb & Sea in Encinitas," Larissa mentioned. Talk about durability, "AHLF's

new wattle alternative has already weathered multiple storms and has held up extremely well." And they look pretty too! With your help, by staying on the designated trail and not short cutting the bluffs, you're preventing further damage while supporting a healthier lagoon, which drastically reduces the negative effects of carbon and climate change in Carlsbad. "As famous world-renowned oceanographer Jacques Cousteau once said, 'People protect what they love.' Larissa hopes to provide quality outdoor recreational access while protecting our natural resources." If you're interested in getting involved, AHLF offers community wattle-making, monthly public trash clean-ups, native plant planting, and the upcoming Lagoon Kahuna Clean-Up Challenge on May 3rd and 4th!

### NEW LEASE ON LIFE FOR HARD-TO-RECYCLE PLASTICS

Local non-profit, **Plastic Beach** made a connection with Agua Hedionda Lagoon Foundation, at one of our Chamber events! Plastic Beach acts as a community catalyst to get businesses and residents to recycle soft plastics instead of sending them to landfills. Together, they can create double the impact. Plastic Beach now of-

› **BACKYARD**, page 6

## Driving into the future Electric vehicles surge in Carlsbad

California, renowned for its progressive environmental policies and bustling tech scene, continues to lead the charge in the adoption of electric vehicles (EVs). With ambitious targets to combat climate change and reduce carbon emissions, the state has become a hotbed for innovation and investment in sustainable transportation.



CHAMBER

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

### CALIFORNIA'S MANDATE:

California's commitment to reducing greenhouse gas emissions has propelled it to the forefront of the electric vehicle revolution. The state's Zero Emission Vehicle (ZEV) program mandates that automakers sell an increasing percentage of electric or other non-polluting vehicles each year. This initiative has not only stimulated innovation but has also encouraged consumers to embrace electric cars.

### GROWING INFRASTRUCTURE:

Supporting the surge in electric vehicle adoption is the rapid expansion of charging infrastructure across California. From urban centers to remote highways, charging stations are proliferating, alleviating range anxiety and making EV

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### BUSINESS SPOTLIGHT

## Say hello to the brand new BMW of Carlsbad

The opening of the brand new **BMW of Carlsbad** coincides with BMW's establishing the brand as a leader in the all-electric vehicle market. This massive new facility has the capacity to serve all of North County San Diego's BMW customer needs, including all-electric vehicles sales and their service and maintenance needs.

BMW of Carlsbad, which was already known for having the area's largest inventory of specialty vehicles like Alpina and M models, has an added focus on BMW all-electric models. They have several hundred vehicles in stock and their brand new state-of-the-art service department features factory trained and certified technicians along with specialty lifts designed for working on all-electric models.

Staying true to BMW's performance legacy, this sustainably designed all-electric line-up of vehicles embodies the ideal blend of luxury, technology, and power. They are fun to drive, due to instant torque and linear acceleration of the electric motor. In fact, BMW EVs have as much torque from complete standstill as at high speed. All BMWs are about balance,



**BMW of Carlsbad has an added focus on BMW all-electric models.**

designed with near-perfect 50/50 weight distribution. This ideal balance is maintained in BMW EVs, resulting in great driving dynam-

ics, precise steering, and agile handling. Plus, these pioneering SUVs, stylish Gran Coupes,

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**CHAMBER PURPOSE**

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion.

**CHAMBER MISSION**

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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# Eco-conscious event in Carlsbad

As the current Board Chair of the Carlsbad Chamber of Commerce, I am thrilled to share the excitement surrounding our upcoming Green Business Expo scheduled for April 27th. This event holds a special place in the heart of our chamber, reflecting our commitment to sustainability, community engagement, and the promotion of eco-friendly practices.

The Green Business Expo stands as a testament to the vision we, as a chamber, have for a greener and more sustainable future. It is an opportunity to showcase the dedication of our local businesses to environmental responsibility and to highlight the innovative solutions they bring to the forefront. As Board Chair, I am proud to see our community take bold steps towards a more eco-conscious lifestyle.

At the core of the Green Business Expo is a mission to educate and inspire. Our exhibitors represent a diverse array of industries, each contributing to the greater narrative of sustainable practices. From renewable energy initiatives to eco-friendly products, the Expo serves as a hub of knowledge and innovation. This aligns perfectly with our chamber's commitment to fostering a business environment that values and integrates sustainable practices.

The Expo is not just a display of products and services; it is an educational platform. Our seminars and workshops, curated with



Join us on April 27th for the Annual Green Expo, featuring Carlsbad's most sustainable companies, test drive cars, and more!

precision, bring experts to the forefront to share insights on the latest developments in sustainability. Attendees can expect to leave with practical knowledge that empowers them to make informed choices, both personally and professionally. It's a testament to our commitment to supporting businesses that prioritize sustainability and providing our community with the tools to embrace a greener lifestyle.

From a networking perspective, the Green Business Expo offers an invaluable opportunity for businesses to connect with one another and with the community. It facilitates collaborations and partnerships that can further drive sustainable initiatives within our local business ecosystem. As Board Chair, witnessing these connections being made is particularly rewarding, knowing that it contributes to the growth of our community in a sustainable and responsible

manner. As we approach April 27th, I am filled with anticipation and pride for what the Green Business Expo represents. It is more than an event; it is a celebration of the collective efforts of our community to embrace a greener future. The dedication and hard work put in by the Chamber team, the exhibitors, and our community partners are evident, and I am confident that this year's Green Business Expo will surpass expectations.

I invite our community members, fellow business leaders, and residents alike to join us on April 27th. Let's come together to support and celebrate the strides we are making towards a sustainable future. The Carlsbad Chamber of Commerce's Green Business Expo is not just an event on the calendar; it is a pivotal moment in our journey towards a more environmentally conscious and vibrant community.



Carlsbad's own Aptera Motors offers an innovative 3-wheeled solar-powered electric car that will revolutionize sustainable vehicles.



I personally joined the EV trend 3 years ago when I purchased a Chevy Bolt at Premier Chevrolet of Carlsbad. This car is so peppy and fun to drive.

## » ELECTRIC

Continued from Page 1

ownership more practical. Investments from both public and private sectors have accelerated the deployment of fast-charging networks, further bolstering confidence in electric mobility.

### APTERA MOTORS:

Among the latest developments in this dynamic landscape is Carlsbad's own **Aptera Motors**. This innovative 3-wheeled solar-powered electric car will revolutionize sustainable vehicles. If you have yet to catch the Aptera-craze, visit their website: [www.aptera.us](http://www.aptera.us) They hope to be rolling their innovative automobile out of their Carlsbad assembly plant by the year's end. Thankfully, the base model won't break the bank at all (around \$26,000) and the highest trim model promises to go 1,000 miles on a full charge.

### BMW'S LATEST ENTRY: THE iX3

If you are looking at EV's already making a splash, BMW's entry into the electric vehicle market, added significant momentum to California's green revolution. BMW, a stalwart in the automotive industry, has entered the electric vehicle arena with its latest offering, the BMW iX3. Positioned as a premium compact SUV, the iX3 combines BMW's signature performance with zero-emission driving. Featuring a range of up to 285 miles on a single charge and rapid charging capabilities, the iX3 delivers a compelling electric driving experience.

### CHEVY BOLT:

I personally joined the EV trend 3 years ago when I purchased a Chevy Bolt at **Premier Chevrolet of Carlsbad**. This car is so peppy and fun to drive. It has a range of 250 miles, is surprisingly roomy and can't be beat on price. My wife takes it to San Diego on her work days and I bounce all around North County in it the rest of the week (when my kids haven't beaten me to driving it).

### CHALLENGES AND OPPORTUNITIES AHEAD:

While California's electric vehicle market continues to thrive, challenges remain. Affordability, charging infrastructure expansion, and overcoming consumer hesitancy are still hurdles that must be addressed. However, with sustained government incentives, technological advancements, and growing consumer awareness, the future of electric mobility in Carlsbad and California appears promising.

### GREEN BUSINESS EXPO:

At our **Green Business Expo on Saturday April 27**, we plan to have a wide variety of EV's available for show and tell (and test drive). All the vehicles described today have committed to be on display, plus many, many others. So if you are ready to take your research to the next level, join us at the Green Business Expo. See details in this issue.

Cheers.



# Carlsbad is a growing cleantech hub

In Carlsbad, sustainability is not just a trend; it's an integral part of our local economy and a key driver of innovation within our cleantech industry. As businesses around the globe recognize the imperative of being more sustainable, using cleaner energy, and innovating technologies to maximize and conserve precious resources, Carlsbad stands out as a model city where environmental stewardship and economic prosperity go hand in hand.

A recent study by McKinsey & Company reveals that embracing sustainability can slash costs and boost operating profits by up to 60%. This highlights how investing in green practices is not only beneficial for the planet but also for a company's bottom line. Moreover, with 64% of Americans prioritizing environmental protection at the same level as economic strengthening, according to Pew Research Center, Carlsbad's cleantech sector is perfectly positioned to meet these evolving consumer demands. In other words, sustainable practices and Carlsbad's growing cleantech industry go hand in hand.

Carlsbad's cleantech landscape is a dynamic and innovative ecosystem, home to some of the most pioneering companies in the sector. At the heart of this vibrant community is **Poseidon**, the largest desalination plant in the Western Hemisphere,



*Aptera, a trailblazing solar-powered electric vehicle (EV) company based in Carlsbad, is redefining automotive efficiency and sustainability with their solar powered vehicle.*

which provides a significant portion of San Diego's fresh water. Alongside Poseidon, Carlsbad is nurturing an evolving cluster of battery technology firms, like American Lithium Energy and Smartville, driving advancements in energy storage and management.

**Aptera**, a trailblazing solar-powered electric vehicle (EV) company based in Carlsbad, is redefining automotive efficiency and sustainability with their solar powered vehicle. These companies, among others in the area, are at the forefront of developing technologies that promise to make our future cleaner and brighter.

So as we celebrate Earth Month, let's ex-

plore how Carlsbad businesses can further integrate sustainable practices, drawing inspiration from our local cleantech industry's commitment to innovation and environmental responsibility:

## 1. EMBRACE WATERSHED PROTECTION INITIATIVES

Especially in California, water is a precious resource, and in Carlsbad, we understand the importance of protecting it. Our companies lead by example, implementing measures to prevent runoff pollution. Businesses can contribute by ensuring dumpsters are closed and refraining from disposing of waste in outdoor drains.

## 2. CHAMPION COMPOSTING EFFORTS

With organic waste comprising nearly half of all landfill contents, Carlsbad's commitment to composting is more crucial than ever. This practice not only reduces methane emissions but also aligns with the sustainable waste management strategies championed by our cleantech sector. Businesses can easily join this initiative by composting office organic waste, thereby contributing to a healthier environment and reducing landfill reliance.

## 3. REFINE RECYCLING PRACTICES

In Carlsbad, we know that effective recycling is about precision. Businesses can avoid plastic bags in recycling bins and adhering to the city's recycling guidelines, which support our collective goal of minimizing waste and promoting a circular economy.

## 4. JOIN THE GREEN BUSINESS PROGRAM

Carlsbad's Green Business Program is a testament to our city's commitment to sustainable business practices. This initiative not only helps local businesses operate more sustainably but also offers them public recognition for their efforts. It's an excellent opportunity for companies to align with the values of our cleantech industry, demonstrating a shared commitment to environmental stewardship and sustainable development.

This Earth Month, let's celebrate the strides we've made towards sustainability and continue to innovate and inspire, ensuring that Carlsbad remains at the forefront of the cleantech revolution. Together, we can make a lasting impact, proving that going green is indeed a smart strategy for a brighter, more sustainable future.






**Dr. Yvonne K. Scarlett**  
**DACM, Dipl. OM, L.Ac**

**Fertility and Thyroid Specialist**  
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# 10 Years of Healing

## Integrative Medicine Clinic in North County San Diego celebrates milestone and green business practices

**Red Lotus Wellness Center** is celebrating 10 years of successful business in beautiful Carlsbad.

Dr. Scarlett's focus is on providing Holistic healthcare and lifestyle medicine while educating her patients about practices that incorporate environmentally sound green living into their daily life.

We've recently completed renovations in a newly incorporated space at the clinic. Our selection of "No to Low VOC" paint, which emit little to no Volatile Organic Compounds (VOCs), was of utmost importance to Dr. Scarlett. VOCs, are toxic, include a variety of chemicals and are emitted as gases. These may have short and long-term adverse health effects. The installed interlocking flooring, omitted the use of glue or other toxic adhesives. At Red Lotus Wellness Center maintaining a healthy clinical space is paramount in patient care.

Here are some other ways that we incorporate Green practices in both the clinic and home.

- **Reduce, Re-use, Recycle:** This helps reduce harmful products going into landfills. We use glass containers to store our food, cook in stainless steel cookware, and avoid using plastics and styrofoam.

- **Safe Cleaning Products:** We use non-toxic cleaning products in the clinic, helping to protect the health of both our practitioner, and patients.



*At Red Lotus Wellness Center, we educate patients on appropriate lifestyle modifications to support a robust immune system, reducing the need or dependence on over the counter and pharmaceutical medications.*

- **Integrative and Functional Medicine:**

Lifestyle medicine is at the heart of our patient care. We educate patients on appropriate lifestyle modifications to support a robust immune system, reducing the need or dependence on over the counter (OTC) and pharmaceutical medications.

- **Live Plants:**

Using plants around the clinic, help to reduce carbon dioxide in the air, produce oxygen and helps create a more balanced, healthy, relaxing environment.

These practices align with our clinic's green values, as we do all possible to continue to provide a safe and healthy clinic space. We would love to hear about how you incorporate green practices into your daily life.

Red Lotus Wellness Center provides quality care for residents of Carlsbad and North County San Diego.

For more information visit [RedLotusWellnessCenter](http://RedLotusWellnessCenter.com) or call 760-637-5069



# New rules for the State Street Farmers Market

Whether you are a first-time shopper or a regular every week at the State Street Farmers Market, there are some new state and local laws now in place that you should know about. The **Carlsbad Village Association** has been managing downtown's weekly farmers market for nearly



30 years. While a handful of vendors who started with us back in 1994 are still with us, things have definitely changed over the past three decades, including our latest switch to being "single-use plastic free!" Assembly Bill 1276 is a California state law, sometimes referred to as "Skip the Stuff." That state law took effect in January of 2022 and primarily affected eating establishments. A more recent Carlsbad Municipal Code CS-447 took effect in July 2023 that started phasing out single-use plastic foodware like Styrofoam, plastic forks, serveware and more throughout the city. By coming into compliance with the state regulations and local municipal code, the State Street Farmers Market will help keep prohibited materials out of the landfill, reduce Carlsbad's overall waste stream, reduce greenhouse gas emissions, foster customer recognition and loyalty, and reduce potential negative impact on the environment.

What does this mean to you, the customer, and for our vendors? The biggest change you will notice is that you will no longer be able to take your goodies home from the market in a single-use plastic bag.

While a handful of vendors who started with us back in 1994 are still with us, things have definitely changed over the past three decades, including our latest switch to being "single-use plastic free!"

Assembly Bill 1276 is a California state law, sometimes referred to as "Skip the Stuff."



At the State Street Farmers Market, the biggest change you will notice is that you will no longer be able to take your goodies home from the market in a single-use plastic bag. Tanya Perez Photography



Vendors have been asked to swap plastic for reusable, paper or BPI-certified compostable bags. The Carlsbad Village Association has long been a proponent of reusable tote bags and has handed out over 7,500 bags over the years. To help with this effort, we are once again distributing reusable, eco-friendly tote bags so that customers are not deterred from shopping at the market due to not having bags with them. We are also looking into cost-effective produce bags to help shoppers with their delicate fruits and vegetables.

If ordering hot food "to go" you will notice reusable food containers and compostable spoons, forks and knives, or no utensils at all if you are "skipping the stuff." And bottled water will no longer be allowed for sale. In addition, the public and vendors are being supplied composting bins for organic waste, and vendors are participating in the edible food recovery program (SB 1383) when applicable.

The State Street Farmers Market (at the corner of State St. and Grand Ave.) has long been a staple in Carlsbad. Over two

thousand people attend every Wednesday (2:30pm - 7:00pm), with even larger numbers during peak tourist season. The Carlsbad Village Association is proud to be working with the city's Sustainable Materials Management Division and is thankful for their ongoing education program over the past several months that has helped the market's vendors come into compliance.

We look forward to seeing you soon at the market, with your reusable bags in hand of course. Thank you for your support as we continue to grow greener by the day!

## CARLSBAD'S NEWEST MEMORY CARE COMMUNITY



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**BACKYARD**

Continued from Page 1

fers a public dropoff placement site at Agua Hedionda Lagoon’s Foundation Center for a convenient way for anyone to responsibly dispose of their soft plastic.

Matthew Clough, Executive Director, Plastic Beach said, “These soft plastic materials can be reclaimed and reshaped into new products like decking, furniture, packing, and even roads!”

“You wouldn’t throw away a shirt after wearing it once; why should the packaging be any different? Plastic Beach has collected and reclaimed nearly 50,000 lbs. of this hard-to-recycle plastic and is standing by to help more businesses.”

**ELEVATED STANDARDS FOR REGENERATIVE AGRICULTURE**

“Sustainable isn’t going to cut it anymore, we need to regenerate” (Source: reNature). Local Chamber member, **Dr. Bronner’s** is helping lead the way in global regenerative agriculture.

“While we don’t source our ingredients from Carlsbad farms directly, we are part of a worldwide network of businesses who seek to change agriculture systems and supply chains for the betterment of farmers, the planet, and everyone, on a global scale,” shared David Bronner, Cosmic Engagement Officer at Dr. Bronner’s.

David highlights, “Dr. Bronner’s is a founding member of the Regenerative Organic Alliance, alongside Patagonia, Rodale Institute, and others. Together we launched Regenerative Organic Certified in 2019. The standard builds on USDA Organic, and goes beyond to center soil health, animal welfare, and fair labor practices to advance sustainable and ecological alternatives to industrial agriculture.”

“Dr. Bronner’s is also proud to offer the first-ever Regenerative Organic Certified Coconut Oil, and the first-ever Regenerative Organic Certified chocolate product, our Magic All-One Salted Dark Chocolate, and we will be announcing more achievements in the coming year, as we have embarked on the commitment to transition supply chain for all major ingredients to Regenerative Organic Certified sources.”

Dr. Bronner’s recognizes the power of collaborative effort. They generously provide hand soap to the Agua Hedionda Lagoon Foundation Discovery Center and its environmental stewardship school field trips.

**SOILLESS SYSTEMS FOR FOOD SYSTEM AUTONOMY**

When humans and nature collide, they become a crucible for innovative solutions. From regenerative to soilless, North County shares alternatives to outdated, traditional farming.



Preventing coastal erosion through upcycled oyster shells at Agua Hedionda Lagoon Foundation



EcoLife’s Aquaponics addresses food insecurity right here in Carlsbad.

**ECOLIFE Conservation** is known for its monarch butterfly preservation work in Mexico. At the heart of this work lies a symbiotic relationship between humans and nature, forging harmony between modern health and restoring natural habitats. But you might be less aware of how ECOLIFE is addressing food insecurity right in our very own backyard in North County, San Diego with Aquaponics, which utilizes fish waste to rapidly and sustainably grow produce. Connor Leone, Sustainable Agriculture Program Director, walked me through the Aquaponics Innovation Center in Escondido. Connor stressed the importance of food system autonomy, and ECOLIFE provides food insecure communities with their own food

systems so they aren’t dependent on the traditional industrial agriculture sector.

“ECOLIFE Conservation’s aquaponic growing methods use up to 90% less land and water compared to traditional agriculture while providing a consistent source of fresh protein through fish rearing and harvesting—serving to combat both climate change and food insecurity. We’ve recently designed a solar-powered and scalable, Modular Aquaponics Response Kit (M.A.R.K.) which can be packaged into a shipping container for easy and rapid deployment to global communities. Equipped with more than 420 square feet of grow space, end-users can plant a wide variety of greens to fit the needs of their community or business.”



Plastic Beach has collected and reclaimed nearly 50,000 lbs. of this hard-to-recycle plastic.

ECOLIFE generously donates all produce harvested at the Aquaponics Innovation Center (~3 tons per year) to local food distribution system services in need, including Chamber member, **Interfaith Community Services**. When looking towards the future, “We would love to partner with more local organizations to reduce food insecurity and the depletion of resources, while providing more sustainable food systems in and around Carlsbad,” said Connor, “And we will be hosting a free community event at our Aquaponics Innovation Center on June 15th for anyone who would like to learn more about how, together, we can better serve our communities.”

There are always more efficient ways to do what we’ve always done than the role models we’ve been following for generations. A lot of them, including ECOLIFE Conservation, Agua Hedionda Lagoon Foundation, Dr. Bronner’s, and Plastic Beach are right in your backyard!



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Regenerative Organic Certified Coconut oil production at Serendipol in Sri Lanka. Photo courtesy of Dr. Bronner’s.



# New launch at MiraCosta College Technology Career Institute

**MiraCosta College** Technology Career Institute (TCI) proudly announces the addition of groundbreaking technical programs, each accompanied by comprehensive employment placement assistance and materials designed to prepare students for immediate entry into high-demand sectors.



HIGHER LEARNING

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

TCI, with substantial backing from the Lowe's Foundation through a \$500,000 grant, is now offering state-of-the-art HVAC and Electrical Certificate Programs. These programs address the increasing need for skilled technicians in the energy efficiency and electrical work domains, crucial for California's growing infrastructure.

Elevating MiraCosta College's commitment to sustainable energy and workforce excellence, the U.S. Department of Energy has recognized the college as one of the new Industrial Assessment Centers (IACs). This inclusion, supported by a \$2.1 million grant, cements the college's role at the forefront of clean energy innovation.

The San Diego Industrial Assessment Center, hosted by TCI, will spearhead the development of an advanced curriculum emphasizing renewable energy technologies and trades, ensuring the next generation of workers is prepared for the challenges of a greener economy.

TCI's expanded program roster includes the pioneering Aquaculture Certificate Program in collaboration with Scripps Institute Sea Grant, Hubbs-Sea World Research Institute, and the state-approved Emergency Medical Technician (EMT) Program.

These programs are further enhanced by opportunities for paid scholarships, making the educational offerings accessible to a broader community of learners. Students gain invaluable real-world experience by including employment



MiraCosta College Technology Career Institute is now offering state-of-the-art HVAC and Electrical Certificate Programs.

placement assistance, bridging the gap between academic learning and practical application.

Recognizing the importance of hands-on experience in technical education, TCI has made substantial investments to provide students with the necessary tools, equipment, and resources to succeed in their chosen careers.

For those interested in pursuing a career path with TCI's innovative programs, scholarships, and outside funding resources are available to assist with financial barriers, and all programs include the necessary materials for success.



TCI's expanded program roster includes the state-approved Emergency Medical Technician (EMT) Program.

# Altus Schools: Pioneering the future of education

At **Altus Schools**, we're redefining education by integrating personalized learning paths with state-of-the-art technology. Our unique educational model ensures each student's journey is tailored to their aspirations, blending cutting-edge tech with a curriculum designed around their individual needs. This approach not only enriches learning but prepares our students for a future where technology and personalization are key.



SCHOOL NEWS

**CATHRYN RAMBO,**  
DEAN OF ACADEMIC  
AFFAIRS AND  
ALTUS STUDIES  
ALTUS SCHOOLS

## PERSONALIZED LEARNING: A CORE PHILOSOPHY

Our educational philosophy centers on the belief that every student is unique. By offering pathways personalized educational plans, we ensure that learning is aligned with each student's interests, strengths, and career ambitions. This approach transforms our teachers into mentors who guide students through their tailored learning paths with dedication and insight, fostering a deeper connection and understanding between students and educators.

## LEADING WITH TECHNOLOGY

In preparing our students for a tech-driven



Altus Schools has 38 futuristic Resource Centers located throughout San Diego county

future, Altus Schools is at the forefront of educational innovation. Our Tech Innovation Department, alongside a cross-departmental AI Research Team, is pioneering the use of artificial intelligence (AI) in teaching and learning. Given AI's growing influence across all sectors, it's essential our students are equipped to use it ethically and responsibly.

Virtual reality (VR) takes center stage in our career education curriculum as one of the first charter schools in California to

adopt it within our teaching framework. This technology provides immersive career training simulations in fields such as Automotive, Aviation, Diesel Technology, and Health Sciences—experiences previously unimaginable within the confines of a traditional classroom. Through VR, students gain hands-on experience, bridging the gap between theoretical knowledge and practical application.

We're also transforming math education

by introducing students to real-world applications before traditional concepts and procedures. This innovative approach engages students in a comprehensive, hands-on learning environment, making math both accessible and relevant. By seeing the practical applications of math first-hand, students develop a genuine interest and deeper understanding of the subject. Through this VR math experience, students become architects, city planners, air traffic controllers, and more, as they use math to solve real social problems.

## EQUIPPING STUDENTS FOR TOMORROW

Altus Schools is committed to preparing students for the evolving world of work, where AI and technology play significant roles. We provide an exploratory and experimental environment for our students and staff, encouraging them to engage with VR and AI safely and supportively. Our aim is not just to educate but to inspire our students to become ethical, innovative users of technology, ready for their post-high school pathways.

As a beacon of innovative education, Altus Schools melds technology with personalization to prepare students for the future. We're dedicated to creating a nurturing environment where every student can explore the possibilities of tomorrow.

For more information, visit [Altus4U.com](http://Altus4U.com).



## GUARDIANS OF HEALTH:

# The importance of childhood immunizations

A Pew Research Center survey last year revealed that in America, there is still a “belief in the overall value of childhood vaccines....” That’s good news for the health of our communities!

Dr. Radha Iyengar, a longtime pediatrician at **TrueCare** in Carlsbad, encourages parents to view childhood immunizations as integral to their children’s year-round health. Whether you’re a parent, guardian, or grandparent, we all have a role in staying educated and informed.

TO YOUR HEALTH



**DR. RADHA IYENGAR,**  
PEDIATRICIAN  
TRUECARE

“Our guidance is anchored in the scientifically supported immunization schedules of the Centers for Disease Control (CDC) and American Academy of Pediatrics (AAP),” Dr. Iyengar contends, emphasizing the historical triumphs over diseases like polio, mumps, and many more.

The journey of immunization education starts at well-child checks, extending to every pediatric encounter. Dr. Iyengar’s mission is clear: vaccines are not mere checkboxes but vital shields against invisible threats.

Misinformation remains the primary obstacle. “People naturally refer to their family members and friend circles for opinions. Others rely on Google searches and social media. But we all should scrutinize our sources. The credibility of institutions like the CDC and AAP continues to be the best resources for understanding the safety and efficacy of vaccines.”



*With over four decades of experience, Dr. Iyengar, Pediatrician at TrueCare, has witnessed the transformative power of vaccines.*

With over four decades of experience, Dr. Iyengar has witnessed the transformative power of vaccines. She recalls her early years in residency when severe interventions were used when kids got sick. She contrasts that period with the dramatic decline in illness once vaccines were introduced.

As some diseases fade from memory or no longer pose an immediate threat, it can be difficult for parents to understand the need for those immunizations today. But Iyengar advises, “Kids grow up, and communicable diseases still exist. Immunizations

will help their immunity fight infection, especially if they travel abroad.”

She also knows that parents will face hurdles when enrolling their children in school if they don’t have the recommended immunizations. “Pediatricians cannot write vaccine exemptions without a valid medical diagnosis. If you’re new to California and your child is starting school, talk to your pediatrician about the required immunizations. We can help get your child on an adjusted timeline for receiving them.”

When adolescents turn 18, the decision to vaccinate becomes theirs alone. Col-

lege-bound students, too, must meet immunization requirements. “Don’t assume that missed vaccinations are lost opportunities. With catch-up schedules, there is always a path to take charge of your health journey.”

Educating our diverse communities in North County is an important stepping-stone to keeping communities healthy. Dr. Iyengar advises, “Find a provider you trust and seek their medical advice.”

For a healthier future for all, visit the CDC and AAP websites to learn more about childhood immunizations.

**CARLSBAD**  
CHAMBER OF COMMERCE

100  
Years

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**CARLSBAD.ORG**



*New 2024 BMW i7 eDrive50*

### › BMW

Continued from Page 1

and ultra-luxurious Sedans produce no carbon dioxide emissions when driving and can go the distance with ranges from about 230 to over 300 miles from a single charge, depending on model.

Charge at home and on the road with total convenience, and enjoy 2 years of complimentary 30-minute charging sessions at Electrify America’s 3,000+ fast charging stations nationwide. Plus, BMW all-electric vehicles come with the Flexible Fast Charger – a portable device that allows you to plug in your all-electric BMW at a 120V or 240V outlet on-the-go. You may even be eligible for HOV lane access with a single occupant or receive preferential parking while charging.

Every BMW electric vehicle comes with factory scheduled maintenance for 3-years or 36,000 miles, a 4-year / 50,000-mile warranty, and an additional 8-year / 100,000-mile battery warranty. And all-electric BMWs require less routine maintenance over their lifespan because there are fewer moving parts and fluids to replace.

This peace of mind extends to safety, as BMW electric vehicles utilize a range of advanced sensors, radars, and cameras to

monitor surroundings and the road ahead. Advanced safety features include emergency braking with pedestrian protection, cross-traffic alerts, blind-spot monitoring, parking assistance, lane-departure warning, and more. These driver-assistance features are designed to keep you and your passengers safe, in addition to other drivers and pedestrians.

BMW is invested in true sustainability. From game-changing materials to reducing primary raw materials at every stage of the vehicle’s life cycle, to using 100% renewable energy at production plants, BMW is fully committed to taking an ethical path towards an electrified future. They even make their own batteries using 100% renewable energy and have developed a process to recycle up to 96% of battery components in the future.

Electric motors, designed and built by BMW, yield powerful performance, impressive torque, and exceptional drivability. All-electric BMWs have been infused by the same engineering expertise that has defined BMW for more than a century.

BMW of Carlsbad understands that buying a BMW is about the entire BMW ownership experience. They strive to ensure that your BMW matches your lifestyle and needs, and we’re here to support you with exceptional maintenance and repair services for the duration of your ownership.



# Honoring 30+ years of community spirit

If you were to ask me what is one of my favorite parts of my job, I would happily tell you about my excitement each year when our team takes the time to recognize those who have been Carlsbad Chamber members for decades

and thus have played a critical role in what and how the Chamber works.

It is an honor and beyond well-deserved to highlight these businesses of Carlsbad that have not only been critical in the actions of the Chamber, but in the development and community sustaining City of Carlsbad!

Our longevity members, we take this time to recognize you and thank you for your longterm support and influence here. Many of the below businesses might sound familiar as we also honored these businesses at the 2024 CBAD Awards. Here are a handful of long-lived Chamber members I'd like to highlight in this issue, with more to come in May.

## 40 YEARS:

**Carlsbad Inn Beach Resort** The Carlsbad Inn Beach Resort offers relaxing boutique hotel accommodations just steps from the beach in the vibrant epicenter of downtown Carlsbad.



MEMBERSHIP COUNTS

**KATHLEEN MCNARY**  
VP OF MEMBER RELATIONS  
CARLSBAD CHAMBER OF COMMERCE



We are honored by those Carlsbad Chamber members that have supported our vision across multiple decades.

## Carlsbad Unified School District

CUSD has provided an extraordinary education in an inspiring environment to students in our community since 1958. The superintendent is Dr. Benjamin Churchill. The district manages two high schools, three middle schools and nine elementary schools. In addition they operate two alternative schools.

## 35 YEARS:

**Hennessey's** Vintage Irish, your neighborhood meeting place in Carlsbad Village ;)

**Gems of La Costa** Master Jeweler Chad Elliott is creating art – not on canvas with oils, but with precious metals and stones. He has worked at his craft for over 35 years, beginning his career at age 12, when he first worked as an apprentice in a store owned by two family friends.

## 30 YEARS:

**Dexter Wilson Engineering, Inc.** Dexter Wilson Engineering, Inc. was established in 1983 and since that time has been involved with the planning, design, and construction management of civil engineering projects relating to water, wastewater, and recycled water systems.

## Encinitas Union School District

EUSD has had a long-standing tradition of providing an exemplary educational experience for students. They value the uniqueness and gifts of every child in EUSD and it is their vision to ignite the limitless potential of all learners.

**Storrow Law**, APC Lou Storrow has been de-mystifying California employment law for over 30 years. From hiring to firing and most things in between, Storrow Law helps

employers keep out of trouble and meet today's workplace challenges.

**LEGOLAND California Resort** With more than 60 rides, shows and attractions, it's an interactive, hands-on theme park experience for families with children 2 - 12. The Resort is also home to SEA LIFE® Aquarium and the world's first LEGOLAND® Water Park

**TaylorMade Golf Company** TaylorMade Golf Company is an American sports equipment manufacturing company based here in Carlsbad, California, United States. The company focuses on the golf equipment market, producing golf clubs, balls, and clothing.

**The Lund Team, Inc.** The Lund Team, Inc is a family owned and operated real estate company in North San Diego County with thousands of success stories since 1982.

NETWORKING BREAKFAST

**17 SECONDS TO WELLNESS & SUCCESS**

*Using the science of your mind*

Friday, Apr. 5, 2024 | 7 am - 9 am

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

**WHAT**  
Learn the simple, powerful, and effective brain-based tools that you can share with your staff to help them be well today.

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

BUILDING RELATIONSHIPS

**CHAMBER 101**

*New Member Orientation*

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

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

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

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

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

NETWORKING LUNCH

**LUNCH MOB**

Wednesday, Apr. 12, 2024 | 11:30 am - 1 pm

**WHERE**  
Mas Fuego  
2525 El Camino Real Suite 200  
Carlsbad, CA 92008

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

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

NETWORKING EVENT

**CBAD HAPPY HOUR & RIBBON CUTTING CEREMONY**

Wednesday, Apr. 17, 2024 | 5 - 7 pm

**WHERE**  
Fresco Cocina  
2858 Carlsbad Blvd.  
Carlsbad, CA 92008

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

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

PRESENTED BY:

WHAT CARLSBAD SMALL BUSINESSES NEED TO KNOW

**The Business of CYBERSECURITY**

Thu. Apr. 18, 2024 | 10:30 am - 11:30 am

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

**ABOUT:**  
Tailored to help Carlsbad small businesses increase their cybersecurity awareness and preparedness.

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

NETWORKING EVENT

**COFFEE CONNECTION**

Friday, Apr. 26, 2024 | 8 - 9 AM

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



## WELCOME NEW MEMBERS

### ACCOUNTING & TAX SERVICES

#### Jean Streicher CPA

Jean Streicher  
(760) 845-4245  
Carlsbad, CA 92008  
[streichercpa.com](http://streichercpa.com)

*As a CPA, I provide small business and personal accounting and tax services. I also provide accounting and business consulting services.*

### CLOTHING & ACCESSORIES

#### Chrome Dome, LLC

Joe Murphy  
(619) 820-1230  
Carlsbad, CA 92009  
[chromedomecaps.com](http://chromedomecaps.com)

*Chrome Dome LLC operates under Chrome Dome Caps and the company designs, manufactures and sells a premium headwear that is multi-use and multi-environment and we are headquartered in Carlsbad since our creation in 2008.*

### COACHING & TRAINING

#### Devin C. Hughes Inc.

Devin Hughes  
(888) 964-1113  
Carlsbad, CA 92011  
[devinchughes.com](http://devinchughes.com)

*Devin C. Hughes is the current Founder of Devin C. Hughes Inc., a boutique training and development firm created to help established and emerging leaders grow to reach their ideal potential and their teams. He works with several startups and large global organizations, setting up best practices for their workplace culture & people strategy.*

### EDUCATION - COLLEGES & UNIVERSITIES

#### Grand Canyon University

Alisa Espinoza  
(619) 380-7259  
2600 W Camelback Rd.  
Phoenix, AZ 85017  
[gcu.edu](http://gcu.edu)

*Grand Canyon University offers a variety of online degree programs to help you expand your knowledge. Our online courses, offered through many of our colleges, offer a curriculum developed so that you receive the education you need to position yourself for possible career advancement.*

### ENTERTAINMENT

#### Sully Entertainment Group, LLC

Mary Burt-Godwin  
2510 Gateway Rd.  
Carlsbad, CA 92010  
[sullyentgroup.com](http://sullyentgroup.com)

*Sully Entertainment Group, LLC is an entertainment conglomerate featuring the following services: television broadcast and production, radio broadcast and production, podcast/vodcast production, video/audio editing, recording studio, keynote speaking, event production, and project-based workplace team building.*

### FINANCIAL SERVICES

#### Strong Financial Network

Christian Chapman  
(707) 262-1880  
380 S Melrose Dr., Ste. 211  
Vista, CA 92028  
[jstrong.com](http://jstrong.com)

*Strong Financial Network, LLC, was established in 1998 by Jennifer Strong, Certified Financial Planner™ (CFP®). She and her team offer an individually focused approach to help clients pursue their goals through the creation of a comprehensive life plan centered around clients' individual values.*

### HEALTH & FITNESS

#### The Smart Fit Method

Samir Satwah  
(760) 338-2111  
6949 El Camino Real, Ste. C103  
Carlsbad, CA 92009  
[smartfitmethod.com](http://smartfitmethod.com)

*A Semi-private training studio that uses the convergence of fitness technology to improve health span and longevity. We are a science-based fitness program combining*



*exercise robotics and AI for perfect personalized training in just three, 20-minute sessions per week. We have sought out the most cutting-edge fitness technology and training equipment that was formerly only available to sports teams and medical facilities, and made it accessible to the public.*

### INSURANCE

#### ESM INSITE

Anthony Poston  
(415) 994-2003  
PO Box 130487  
Carlsbad, CA 92013  
[esminsite.com](http://esminsite.com)

*Enterprise Safety Management (ESM). ESM upholds its unwavering commitment to instilling safety as a key organizational value which reduces an employer's risk and cost associated with Workers' Compensation. There are many changes ahead in the California Workers' Compensation landscape. We at ESM promise to remain vigilant and provide direction to our customers so that they can manage their risks accordingly.*

### JANITORIAL SERVICES

#### SD Clean Co.

Conner Parks  
760-208-4482  
1852 Cathan Ln.  
Vista, CA 92084  
[sdcleanco.com](http://sdcleanco.com)

*Based in North County San Diego, SD Clean Co is a commercial cleaning company dedicated to keeping your office space clean and safe. As a husband and wife team who has managed apartment buildings, owned rental properties and cleaned vacation rentals we understand wholeheartedly how important it is to have great cleaners on your side who can not only perform the services needed, but act as a second set of eyes for your property or space.*

### MARKETING & CONSULTING

#### Sublym

Nick Lambesis  
(858) 354-9726  
2683 Via De La Valle, Ste. G-508  
Del Mar, CA 92014  
[sublym.digital](http://sublym.digital)

*SUBLYM specializes in driving exponential growth for businesses through a holistic approach that combines a true business growth mindset with an investor network to fuel growth. With an exemplary client service team boasting over 40 years of experience.*

### MORTGAGE LENDERS

#### LoanDepot

Julie Vincent, NMLS #633014  
(760) 707-0200  
Carlsbad, CA 92008  
[loandepot.com](http://loandepot.com)

*At loanDepot, we know home means everything to you, too. That's why we provide seamless mortgage solutions powered by technology and unrivaled customer service.*

### NONPROFIT ORGANIZATIONS

#### The Nowell Family Foundation

Kevin Shin  
(760) 807-7446  
Carlsbad, CA 92010  
[thenowellfamilyfoundation.org](http://thenowellfamilyfoundation.org)

*Inspired by late Sublime front man Bradley Nowell, the Nowell Family Foundation provides addiction recovery services to the music community through the combined strength of the industry and those who have been touched by the power of music.*

### PAINTING CONTRACTORS

#### CertaPro Painters

Grace King  
(800) 462-3782  
5671 Palmer Way, Ste. G  
Carlsbad, CA 92010  
[certapro-sandiego.com](http://certapro-sandiego.com)

*CertaPro Painters is the professional source for all your interior & exterior house painting needs in the Carlsbad, CA. area. Get a free estimate today!*

### PHARMACEUTICAL PRODUCTS

#### Carlsbad Tech

Andy Cheng  
(760) 431-8284  
5922 Farnsworth Ct.  
Carlsbad, CA 92008  
[carlsbadtech.com](http://carlsbadtech.com)

*Carlsbad Technology Inc., bridging East Asia and America, we provide our partners with visionary expertise as a generic pharmaceutical manufacturer, distributor, and a regulatory advisor.*

#### Entos Pharmaceuticals

Jason Ding  
2070 Las Palmas Dr  
Carlsbad, CA 92011  
[entospharma.com](http://entospharma.com)

*Enabling Tomorrow's Nanomedicines. We develop next generation genetic therapies using our Fusogenix PLV nucleic acid delivery platform.*

### PUBLISHERS

#### The Local Publication La Costa

Peter Goddard  
(760) 445-7833  
Carlsbad, CA 92009  
[thelocalpublication.com](http://thelocalpublication.com)

*The Local Publication La Costa is a hyperlocal, private, community magazine. We feature stories on local families, kids, pets, local events, and local businesses that support the community. Our magazine is designed to bring people together to build a better sense of community, where we know our neighbors, and we know the people that operate the local businesses that make our communities so great.*

### REAL ESTATE

#### Coldwell Banker West

Jacqui Larson  
(760) 585-5437  
6550 Ponto Dr., Ste. 107  
Carlsbad, CA 92011  
[calljacqui.com](http://calljacqui.com)

*I am an experienced agent in the North County San Diego area. I specialize in listings, first time home buyers, move up, relocation military and investment homes. I enjoy helping people realize the dream of home ownership. Please feel free to contact me with any real estate questions.*

### RESTAURANTS

#### Chick-fil-A

Tyler Reese  
(760) 807-1817  
5848 Avenida Encinas  
Carlsbad, CA 92008  
[chickfilacarlbad.com](http://chickfilacarlbad.com)

*Home of the Original Chicken Sandwich®. Devoted to serving the local communities in which its franchised restaurants operate, and known for its original chicken sandwich,*

#### Kai Ola Sushi

Marie Daniels  
(760) 452-2493  
2998 State St.  
Carlsbad, CA 92008  
[www.kai-ola.com](http://www.kai-ola.com)

*You will get the freshest, finest, and the best quality sushi at Kai Ola. We serve fresh, unique (as well as traditional) sushi and we take pride in how it tastes. Our chefs prepare top quality creations and we take pride in our work.*

#### Mendocino Farms Sandwich Market

Holly Ward  
(760) 448-1290  
2674 Gateway Rd., Ste. 185  
Carlsbad, CA 92009  
[MendocinoFarms.com](http://MendocinoFarms.com)

*Restaurant featuring sandwiches & salads using fresh & local ingredients.*

### RETAILERS

#### Carlsbad Village Music

Janine Thomas  
(760) 729-1335  
505 Carlsbad Village Dr.  
Carlsbad, CA 92008  
[carlsbadvillagemusic.com](http://carlsbadvillagemusic.com)

*Carlsbad Village Music, a unique boutique music school and retail shop! Carlsbad Village Music is a unique music school offering private and group lessons, ensemble and performance opportunities.*

### SWIMMING POOL & SPA EQUIPMENT /SUPPLIES

#### Blue Haven Pools & Spas

Stephen Ripley  
(480) 600-2555  
9580 Black Mountain Rd., Ste. M  
San Diego, CA 92126  
[bluehaven.com](http://bluehaven.com)

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 Clean Energy Alliance  
 CLIAwaived Inc.  
 Courtyard by Marriott - San Diego Carlsbad  
 DG Funding  
 Edward Jones (Nicole White, Financial Advisor)  
 Elan Sandcastle Shores Apartment Homes (Property West Residential)  
 Encinitas Union School District  
 EOS Worldwide (TT3D)  
 Farmers Insurance (Nick Adamo)  
 Hennessey's  
 Intelligence Driven Advisers (IDA)  
 Jeni's Splendid Ice Creams  
 Karma Spa, Inc.  
 La Costa Neighbors Magazine

La Jolla Cosmetic Medical Spa  
 LabRats San Diego  
 Lakeshore Gardens Mobile Home Park  
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 Mary Kay Cosmetics (Carol Fehr)  
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 Procopio, Cory, Hargreaves & Savitch, LLP  
 Quantum Functional Medicine  
 Real Property Management (RPM)  
 Residence Inn by Marriott  
 SLR Research  
 Storrow Law, APC  
 StratusQ Inc.  
 The Forum Carlsbad  
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MEMBER MARKETPLACE



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RISING STARS



# Congratulations

TO OUR FEBRUARY & MARCH RISING STARS OF THE MONTH:



Congrats to our February Rising Stars of the Month! From left to right: Sofia Tamayo, Carlsbad High School, Callia Chon, Sage Creek High School, and William Curwen, Army & Navy Academy.



Congrats to our March Rising Stars of the Month! From left to right: Ava Lee, La Costa Canyon High School, Ianna Perez, Sage Creek High School, Brandon Faulkner, Carlsbad High School, Rae Kerwin, Pacific Ridge School, and Colton Mullen, Pacific Ridge School!

**CARLSBAD CHAMBER OF COMMERCE** | **CHAIRMAN'S CIRCLE**

*Thank You*  
TO OUR PARTNERS

**DIAMOND**

**BMW of Carlsbad**

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**PLATINUM**

**GRAND PACIFIC RESORTS**  
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CARLSBAD.ORG

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Congrats to Beacon Optometry on the Grand Opening. Carlsbad is thrilled to have you!



Congrats to Kaia FIT North County on the Grand Opening!



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# Public art, call for artists for Barrio Roundabout

Public Art in Carlsbad is in the spotlight this spring! The city's Cultural Arts office has been working with an art preservation specialist to assess the maintenance needs of the city's permanent public art collection. During a two-week site visit last fall, the consultant assessed each public art element for damage or repairs needed and presented staff with a comprehensive report with a prioritized list and recommendations for next steps in conservation and maintenance work. Following their recommendations, conservation work has been completed on the entry gates at **Leo Carrillo Historic Ranch**, the Caballeros entry gates at the Carlsbad Sculpture Garden, and the Coastal Helix at Carlsbad Blvd. and State Street. This is all part of keeping the city's public art collection beautiful for years to come.

In addition to caring for the city's existing public art collection, there are three new permanent public art projects underway this spring. We encourage you to stay informed with each of these upcoming projects:

Staff has been working with CalTrans and SANDAG on the public art element to be incorporated into the Chestnut Underpass of I-5. A Public Art Advisory Subcommittee, consisting of two community members, two arts commissioners, and one arts professional with ties to the Barrio community have selected Los Angeles-based artist team, Greenmeme, for this project. A Call for Artist Qualifications will be released this spring, seeking California-based professional artists for a public art element to be installed in a new traffic roundabout in the Barrio community. An in-person community workshop, attended by 12 Barrio residents, was held in December to gather feedback on the project. The first Public Art Advisory Subcommittee meeting for public art in Veterans Memorial Park taking place over the next few months, where nearby residents and representatives of the armed forces and veterans will hear from qualified artists, in order to finalize an artist selection.



The City of Carlsbad Cultural Arts office has been working with an art preservation specialist to assess the maintenance needs of the city's permanent public art collection.



## E-WASTE RECYCLING DROP-OFF /// WORKSHOPS /// ELECTRIC CARS AND MORE!

# GREEN BUSINESS EXPO 2024

SATURDAY, APRIL 27, 2024  
9 AM - 1 PM

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SPECIAL SECTION

## GREEN BUSINESS

## MIRACOSTA COLLEGE'S TECHNOLOGY CAREER INSTITUTE:

**Pioneering sustainable work skills training for a greener future**

In a visionary move towards a sustainable future, **MiraCosta College's** Technology Career Institute (TCI) has embarked on a groundbreaking journey, solidifying its commitment to creating a future-ready workforce equipped with cutting-edge skills in energy efficiency. The college's recent strides in sustainable education are an exciting step forward in environmentally conscious career training.

At the forefront of MiraCosta College's sustainability initiative is the Department of Energy Industrial Assessment Center (IAC) grant award, a testament to the institution's dedication to fostering a greener and more energy-efficient workforce. This grant has paved the way for the development of three new programs—Electrician, HVAC, and a Certified Energy Manager (CEM)—that promise to shape the future of the industry by training individuals who are not only skilled professionals but also stewards of energy conservation.

The Electrician program at TCI is designed to meet the growing demand for skilled professionals in a field that has suffered declining availability of qualified technicians due to technological advancements and an aging workforce. With a curriculum crafted to blend theory with hands-on experience, students delve into the intricacies of electrical systems, including solar and wind energy installations.

Complementing the Electrician program is the HVAC program, a central feature of MiraCosta's green workforce development strategy. As climate change accelerates, the demand for energy-efficient heating, ventilation, and air conditioning systems is on the rise. The HVAC program not only equips students with the technical know-how to excel



*MiraCosta College's recent strides in sustainable education are an exciting step forward in environmentally conscious career training.*

in this field but also instills a deep sense of responsibility towards creating sustainable living and working environments.

The Department of Energy IAC grant award has not only given a boost to these innovative programs but also provided resources to enhance the overall learning experience. State-of-the-art facilities and cutting-edge technology ensure that students at TCI receive top-notch education, preparing them for a rapidly evolving job market.

MiraCosta College's commitment to sustainability extends beyond the classroom. The college actively collaborates with industry leaders, providing students with valuable networking opportunities and real-world insights. Through these partnerships, graduates are not only job-ready but also well-versed in the latest trends and advancements in the field.

As the programs gain momentum, MiraCosta College's Technology Career Insti-

tute is emerging as a hub for forward-thinking individuals passionate about creating a more sustainable future. All of TCI's programs are not just about training skilled professionals; they are about empowering a generation of conscientious workers who understand the critical role they play in building a greener and more energy-efficient world. MiraCosta College's Technology Career Institute is sowing the seeds of positive change, one energy-conscious graduate at a time.



# EMPOWER THE JOURNEY



## Accelerated skills for a sustainable future

MiraCosta College's Technology Career Institute (TCI) stands at the forefront of education for forward-thinking individuals dedicated to forging a sustainable future. Our programs do more than train skilled professionals; they empower a new generation to become conscientious leaders, fully aware of their significant role in advancing a greener, more energy-efficient world.

### Learn more

[miracosta.edu/community](http://miracosta.edu/community) | 760.796.6820



**COMMUNITY EDUCATION &  
WORKFORCE DEVELOPMENT**

Technology Career Institute



# Complete solution for fire safety

Fire protection is one of the most important, but often forgotten parts of owning a business or home. With the potential for destructive fires, California legislation continues to raise the minimum requirement for fire protection in homes and businesses, and insurance companies become increasingly strict on what is needed to approve claims or retain coverage when property is damaged.

It's imperative that businesses keep up on annual, and semi-annual inspections. Not only for the safety of property and individuals, but also fees or required shutdowns upon fire marshal inspections.

**ASI Fire Protection** provides a complete solution for businesses who are laser-focused on the continued growth and safety of their teams and property. We provide an unwavering sense of safety for homeowners when it comes to fire safety as well.

We provide homeowners, business owners, and contractors with the guaranteed safety and security of their property or projects. ASI Fire Protection is one of the only one-stop shops for sprinkler systems, kitchen hoods, and fire extinguishers. From designs and installation, to maintenance and repairs, we work with over 1,000 companies and residences in southern California.

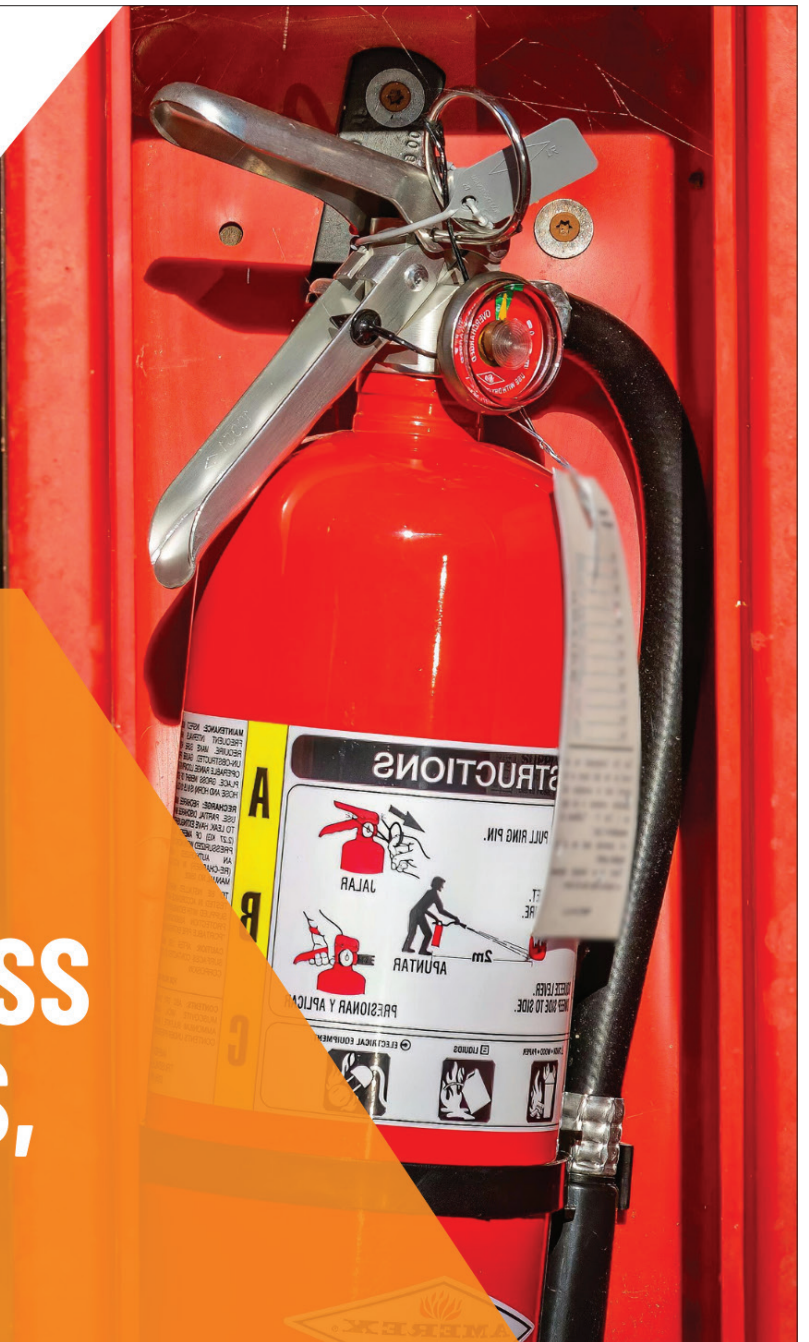
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OWNERS, HOMEOWNERS,  
AND YOU**







Solar installations can do more than generate power, this recent EVA Green Power installation also provides much-needed shade for schoolchildren out on the playground.

## Make the most of your solar installation

EVA Green Power (EGP) is a leader in solar generation capability. For the last several years EGP has provided solar installation services to commercial customers looking to reduce their utility bills and green their operations. Now, solar installation is just one of the capabilities EGP brings to a project. Those clients looking for innovative solutions to round out a solar power project, such as EV charging, building energy storage/ batteries, or energy audits and efficiency improvements have found in EGP deep expertise across energy engineering and solar resource planning.

Although today's solar is more efficient than ever, balancing energy needs and production is critical to the success of the return on investment of the solar installation. Reducing energy consumption with efficiency projects such as lighting retrofits or adding a revenue stream with onsite EV charging can help balance the cost and payback period of

a solar power system. EGP engineers can also provide project planning and implementation for energy resiliency using batteries to provide energy when it is most needed, securing your organization against power shutoffs and outages that can interrupt operations and impact employee safety.

EVA Green Power's clients across the region, from local school districts to private multi-million-dollar companies, have benefited from the decades of technical expertise that EGP's staff bring to a project. EGP's operations are fully vertically integrated. Our services start with the design stage, move to permitting and installation with our crew, and then to monitoring performance with our software. Our experienced team will assist every step of the way.

Your next energy project starts with a phone call to EVA Green Power: 760.889.5030. Learn more at [evagreenpower.com](http://evagreenpower.com).

# Make the Most of Your Solar Installation

**EVA Green Power Can Help Maximize the Benefits of Solar Power**

Find out more at: [evagreenpower.com/](http://evagreenpower.com/)  
Give us a call: 760.889.5030

# The Chamber is community.

We are devoted to making our community a great place to live, work and raise families. Everything we are and everything we do is in the service of a stronger community.

Unite for the greater good at [carlsbad.org](http://carlsbad.org)

Catalyst. Convener. Champion.

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Creating a sustainable future together

At SDG&E®, we're dedicated to securing a clean energy future for upcoming generations. That's why we work tirelessly with our partners to ensure that we're doing the right thing by reducing our carbon footprint and fostering energy innovation and conservation through our sustainability goals. Together, we can create a future that we're proud of.

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# Channelside doubles down on commitment to sustainability

In a state long plagued by droughts, the San Diego region is fortunate to be home to the Claude “Bud” Lewis **Carlsbad Desalination Plant** – the largest, most technologically advanced and energy-efficient seawater desalination plant in the Americas.

Since beginning commercial operations in 2015, the Carlsbad Desalination Plant has produced more than 110 billion gallons of high-quality drinking water for San Diego County residents – enough to keep water surging over the Niagara Falls for nearly 48 hours! This critical water supply sustained the region through the worst drought in more than 1,200 years and continues to minimize drought vulnerability as the only locally controlled water source that is not dependent on snowpack or rainfall. And while more than 40 million people across seven states rely on water from the Colorado River, prolonged drought conditions and decades of overuse now have federal officials and state water users pursuing this resilient and technologically efficient way to supply water.

From day one, the Carlsbad Desalination Plant has met the rigorous environmental standards set by state and local agencies, including the California Coastal Commission. Channelside, the owner of the Carlsbad Desalination Plant, is now doubling down on its commitment to ensuring water reliability in a sustainable way. In addition to its ongoing stewardship of the 400-acre Agua Hedionda Lagoon, Channelside is building a new seawater intake system that is designed to protect and preserve the coastal environment by further minimizing potential impact to marine life.

As a result of the approximately \$274 million investment in a new state-of-the-art intake system, the Carlsbad Desalination Plant



*The Carlsbad Desalination Plant has produced more than 110 billion gallons of high-quality drinking water for San Diego County residents – enough to keep water surging over the Niagara Falls for nearly 48 hours!*

will become the first desalination facility of this size to fully comply with the 2015 California Ocean Plan Amendment, one of the most advanced sea-life protection measures in the world. The new seawater intake system is expected to be completed in 2025.

At the same time, Channelside is also underway on the Otay River Estuary Restoration Project, a partnership with the U.S. Fish and Wildlife Service to create, restore and enhance 125 acres of coastal wetlands in the San Diego Bay National Wildlife Refuge.

More than 160,000 tons of soil has been replenished to date, which helps create new foraging, nesting, and breeding habitats for colonial nesting seabirds, migratory shorebirds, waterfowl and salt-marsh species like the endangered light-footed Ridgeway’s rail.

About **10%** of regional water demand



Produces more than **50 million gallons** of water every day

Otay River Estuary Restoration Project



Enough to serve **400,000 San Diego County residents**





Join Waste Not Consulting for an April workshop series and learn how to create or revitalize a recycling program in your workplace.

## California's mandatory recycling

A clear guide for businesses to reduce waste and recycle right

In California, the state has implemented stringent regulations aimed at reducing waste and promoting recycling, particularly concerning commercial properties. Under these regulations, businesses that generate a significant amount of waste are required to implement recycling programs and, in some cases, organic waste recycling programs.

Under the Mandatory Commercial Recycling Law, AB 341, businesses generating four cubic yards or more of commercial solid waste per week are required to implement a recycling program. This program should involve collecting and recycling materials such as paper, cardboard, glass, and plastic. Additionally, SB 1383 mandates that businesses arrange for organic waste recycling services, including food scraps, yard trimmings, and other biodegradable materials. Businesses must separate organic waste from other waste streams and ensure its re-

cycling through composting or anaerobic digestion.

To comply with these regulations, businesses can take several steps. Firstly, they should assess their waste generation to determine if they fall under the threshold for mandatory recycling and organic waste recycling. If they do, they should implement a recycling program and arrange for organic waste recycling services. Businesses should also educate and train employees on the importance of recycling and how to properly separate recyclables and organic waste. Monitoring and reporting on recycling efforts is also essential to ensure compliance. Staying informed about changes to recycling regulations is crucial to adjust waste management practices accordingly.

Join **Waste Not Consulting** for our April workshop series and learn how to create or revitalize a recycling program in your workplace. Discover how you can make a positive impact through effective waste management strategies.



Vertical Garden Solutions—Embrace nature, enhance life.

## Redefining the built environment

Nestled in the heart of Southern California's urban landscape, **Vertical Garden Solutions** (VGS) pioneers the integration of nature and architecture through customized vertical gardens. Catering to homeowners and innovative businesses alike, our creations are more than just installations; they are a testament to luxury, sustainability, and wellness.

VGS was founded by the visionary Georges Fortier, a Cornell-educated expert with a rich background in hospitality and over a decade of experience in horticulture and landscape design. Georges' unique blend of aesthetic sensibility and technical expertise ensures that each project not only meets but exceeds our clients' expectations, fostering environments that enhance well-being, productivity, and environmental stewardship.

Our services are designed to address the needs of the modern Southern Californian:

from air purification and noise reduction to energy cost savings and fostering a biophilic connection with nature. If your company is pursuing Leadership in Energy and Environmental Design (LEED) or WELL certifications, living walls play a significant role in achieving both certifications. These certifications are essential for promoting sustainable and health-oriented building designs, focusing on environmental impact and occupant well-being.

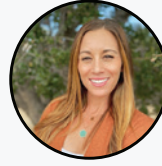
Whether you're looking to transform your corporate space into a haven of employee wellness or infuse your home with the tranquility of nature, VGS is your partner in creating living art. Discover the potential of your space and join us in redefining the landscape of Southern California.

Visit us at [www.verticalgardensolutions.com](http://www.verticalgardensolutions.com) and embark on a journey to green innovation.

# Zero Waste Tuesdays

Bite-Sized Steps Toward a Zero-Waste Workplace

Every Tuesday in April at 11:00 AM



Presented by Ashlee Baker, TRUE Advisor, Co-Founder & Director of Sustainability



Register Via Zoom

April 2 Recycling 101: How to Recycle Right

April 9 Why Composting is Important

April 16 Simple Ways to Reduce Office Waste

April 23 What is Wish Cycling & How to Avoid it

April 30 Practical Strategies for Zero Waste



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# Your partner in sustainability

At **Republic Services**, we are committed to partnering with customers to create a more sustainable world. This is our company vision, and it is an intentionally ambitious one. To us, this means taking action to improve the health of our business and the environment.

Our four Elements of Sustainability guide our efforts to deliver this vision. They include Safety, Talent, Climate Leadership and Communities. We incorporate them into every part of our business, setting objectives that hold us accountable.

We continue to make steady progress toward our long-term sustainability goals thanks to the dedication of our team members and our partnership with the City of Carlsbad. We invite you to see how we are turning commitment into action as your partner in sustainability.

### FREE TECHNICAL ASSISTANCE TO CARLSBAD BUSINESSES:

Republic Services offers free technical assistance to Carlsbad businesses! We have a team of dedicated professionals who will meet with you to help make your business more sustainable. Email [CarlsbadRecycling@RepublicServices.com](mailto:CarlsbadRecycling@RepublicServices.com) to schedule a presentation, waste assessment, and more!

### VOLUNTEERS NEEDED!

Looking for hands-on experience in the environmental services industry? Republic Services will be attending each Carlsbad TGIF Summer Concerts in the Park to educate concert goers on 'what goes where' and how to properly sort waste using the three-bin system: trash, recycling, and organics.



*At Republic Services, we are committed to partnering with customers to create a more sustainable world.*

TGIF's audiences include over 30,000 friends and neighbors gathered together to enjoy diverse musical experiences presented in

the three largest parks in Carlsbad.

We are looking for a team of motivated volunteers to help us increase Carlsbad's

Summer Concerts (TGIF) diversion. Reach out to [CarlsbadRecycling@RepublicServices.com](mailto:CarlsbadRecycling@RepublicServices.com) to join us this summer!



## Republic Services is Proud to Serve Carlsbad

Republic Services is proud to be Carlsbad's recycling, organics and waste services provider, offering sustainable environmental services and a superior customer experience for residents and businesses.

### Sustainability in Action

Service in Carlsbad includes food and yard waste recycling at the company's newly opened Otay Compost Facility in Chula Vista. The Otay facility is California's first fully solar-powered compost facility, with complete energy independence from the public utility grid. Organics recycling is one of many ways Republic Services is putting sustainability in action.

Visit us at [RepublicServices.com/CarlsbadCA](https://RepublicServices.com/CarlsbadCA)





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# BMW of Carlsbad



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36 month lease with \$0 security deposit on approved above average credit. \$4599 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$7500 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 4/30/2024.

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# i5

eDrive40



## \$699

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Plus Tax  
For 36 Months  
5 at these terms

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## SEE OUR ELECTRIC MODELS

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Plus Tax  
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5 at these terms

36 month lease with \$0 security deposit on approved above average credit. \$6329 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 4/30/2024.

2024 BMW

# i7

eDrive50



## \$1069

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Plus Tax  
For 36 Months  
5 at these terms

36 month lease with \$0 security deposit on approved above average credit. \$7799 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 4/30/2024.



## BMW of Carlsbad

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

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