



# The CARLSBAD BUSINESS JOURNAL

SEE SPECIAL SECTION INSIDE!



VOL 42 NO. 4 | CARLSBAD.ORG

C A R L S B A D C H A M B E R O F C O M M E R C E

APRIL 2025

## Kindness Certified Companies

In today's business landscape, integrating kindness into corporate culture is not only a nice "core value" to place on a plaque in your lobby but also a strategic advantage. In 2021, **The Kindness Certified Company** (KCC) program

was initiated by **Kids for Peace** in collaboration with the Carlsbad Chamber of Commerce. This program offers businesses a structured pathway to embody kindness in their day-to-day operations.

The core of a Kindness Certified Company is a company that is committed to being good to its people, good to the community, and good to the environment.

### THE GENESIS OF THE KINDNESS CERTIFIED COMPANY PROGRAM

Building upon the success of The Great Kindness Challenge—a program that has engaged over 20 million students across 40,000 schools globally—the KCC program was created to extend the principles of kindness into the corporate sphere. The aim is to recognize and celebrate companies that prioritize kindness.

### BENEFITS OF BECOMING A KINDNESS CERTIFIED COMPANY

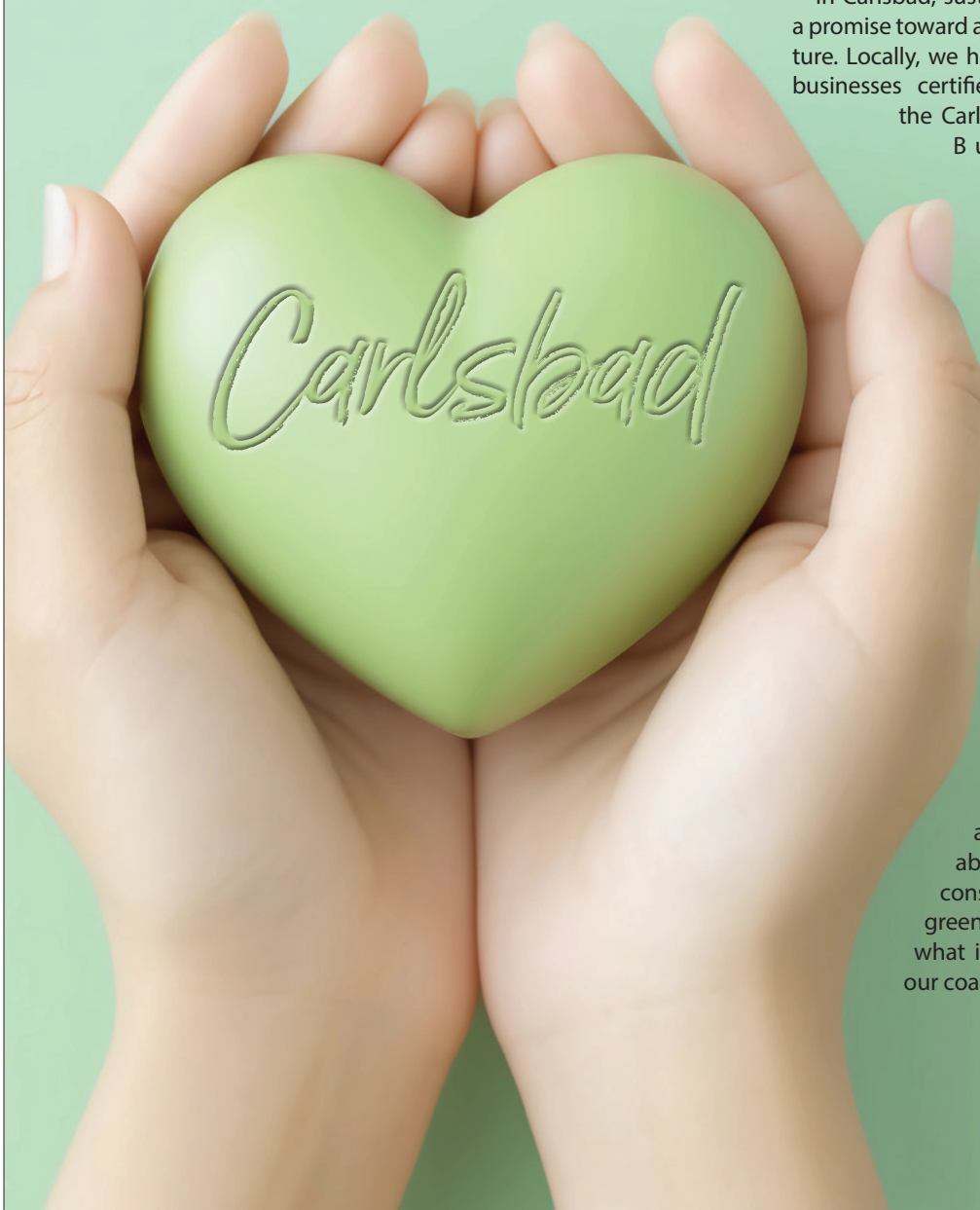
Participating in the KCC program offers numerous advantages:

#### TALENT ATTRACTION:

A reputation for kindness makes companies more attractive to prospective employees seeking meaningful work

› **KINDNESS COMPANIES**, page 20

# GREEN HEART OF



In Carlsbad, sustainability is a promise toward a greener future. Locally, we have over 40 businesses certified through the Carlsbad Green Business Program

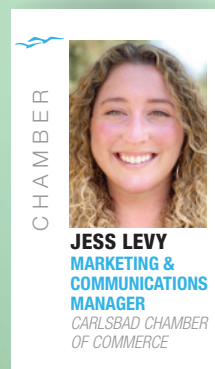
(carlsbad-ca.gov). This program is part of the

California Green Business Network, which includes over 4,000 certified businesses across 40 cities statewide (greenbusinessca.org)

The Carlsbad Green Business Program offers free certification to local businesses, providing support to implement sustainable practices and access to up to \$250 in rebates for purchases made to meet certification measures.

From the way we sip, shop, and support, Carlsbad's sustainability champions are prioritizing conscious business. Here are six green-certified businesses redefining what it means to thrive responsibly in our coastal paradise.

› **GREEN HEART**, page 17



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

## BUSINESS SPOTLIGHT

# Compassionate care in life's final chapter



When Kathie Jackson, a Registered Nurse, founded **Hospice By The Sea** in 1994, she had a clear mission: to create an organization where personalized, patient-centered care was the top priority. More than 30 years later, that commitment remains stronger than ever.

"When I worked as a hospice nurse before starting Hospice By The Sea, I was always aware of the limitations we faced," Jackson recalls. "Unless a patient had an acute issue, the care we could provide was restricted. While patients and families were grateful, I constantly wished we could do more."

That desire to offer more comprehensive, compassionate care became the foundation of Hospice By The Sea. Today, the Solana Beach-based organization continues



Volunteers Kathleen and Sandy brighten Mondays by arranging beautiful flower vases for patients and care facilities.

› **HOSPICE BY THE SEA** page 3

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CHAMBER OF COMMERCE  
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# BMW of Carlsbad



## #1 DEALER IN THE USA

Based on sales volume for 2024

### SAVE ON ELECTRIC MODELS

2025 BMW

i4

eDrive40

\$399

Lease Per Month Plus Tax

5 at these terms • For 36 Months

36 month lease with \$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 4/30/2025.



2024 BMW

i5

eDrive40

\$599

Lease Per Month Plus Tax

5 at these terms • For 36 Months

36 month lease with \$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 4/30/2025.



2025 BMW

iX

xDrive50

\$699

Lease Per Month Plus Tax

5 at these terms • For 36 Months

36 month lease with \$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 4/30/2025.



2025 BMW

i7

eDrive50

\$999

Lease Per Month Plus Tax

5 at these terms • For 36 Months

36 month lease with \$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 4/30/2025.



### SAVE ON 2024 MODELS

2024 BMW

X1

228 Gran Coupe sDrive

\$349

Lease Per Month Plus Tax • For 36 Months

5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3800 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 4/30/2025.



2024 BMW

X1

sDrive30i

\$429

Lease Per Month Plus Tax • For 36 Months

5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3895 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 4/30/2025.



2024 BMW

330

Sedan

\$439

Lease Per Month Plus Tax • For 36 Months

5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3800 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 4/30/2025.



2024 BMW

iX

xDrive50

\$539

Lease Per Month Plus Tax • For 36 Months

5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3995 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 30¢ per mile. Offer expires 4/30/2025.



## 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

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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.

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

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

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# Get ready to go green

The **Carlsbad Chamber Community Foundation's** Green Business Expo is back, offering a fantastic opportunity for the community to come together and learn about sustainability in a fun and engaging way.



owners looking to reduce their environmental impact.

One of the highlights of the expo is the Happy Hour with live music, where attendees can relax and enjoy a variety of delicious food and drinks. Savor bites from local favorites like **Señor Grubby's**, **Grubby's Poke**, and **Bitchin' Sauce**, and wash it all down with refreshing beverages provided by **Burgeon Beer** and **Pure Project**. It's the perfect way to kick back, enjoy the atmosphere, and connect with fellow sustainability enthusiasts.

The expo also offers practical ways to go green, starting with free e-waste recycling. This is the perfect opportunity to dispose of old electronics responsibly, ensuring they don't end up in landfills. Plus, don't miss out on the free compost and mulch giveaway—take home some eco-friendly goodies to help enrich your garden or landscaping.

For those interested in learning more about the impact of plastic on our planet, the Eco-Workshop on Plastic Mitigation is a must-attend. Led by experts from **Waste Not Consulting**, **Plastic Beach**, and Pure

sustainability in a fun and engaging way. This exciting event, taking place on April 16th from 4-7 pm at the Carlsbad Chamber of Commerce, is free to attend and packed with valuable activities for everyone—from eco-conscious consumers to business

FREE TO ATTEND!

Admission is FREE to the public.

GREEN BUSINESS EXPO

Wednesday, April 16, 2025  
4 to 7 p.m.

Green Business EXPO and Happy Hour.

✓ Free E-Waste Recycling

✓ Exhibitor Booths

✓ Electric Cars

✓ Workshops and more!

The Carlsbad Chamber Community Foundation's Green Business Expo is back, offering a fantastic opportunity for the community to come together and learn about sustainability in a fun and engaging way.

Project, this workshop will provide valuable insights into reducing plastic waste and its long-term benefits for the environment.

Electric vehicle enthusiasts will also find something exciting at the expo. **BMW**, **Hoehn Land Rover**, and **Jaguar** will have electric vehicle displays and offer test drives. It's a great chance to explore the latest in green transportation and see firsthand how EVs are shaping the future of mobility.

Additionally, the expo features robotic demonstrations, e-bike safety and awareness tips, and a range of innovative solu-

tions aimed at reducing our environmental footprint. Whether you're looking to upgrade your transportation, learn about sustainable practices, or simply enjoy a day of eco-friendly fun, the Green Business Expo has something for everyone.

Join us on April 16th for this free event and be a part of the movement toward a more sustainable future. Don't miss out on the opportunity to connect with like-minded individuals and businesses who are all working together to make a positive impact on the planet!

## » HOSPICE BY THE SEA

Continued from Page 1

to serve patients across North County with a multidisciplinary team of registered nurses, licensed vocational nurses, home health aides, social workers, spiritual counselors, and dedicated volunteers. Their shared goal is to provide comfort, dignity, and support to both patients and their loved ones during life's final chapter.

### HOSPICE CARE: WHAT IT IS AND WHAT IT ISN'T

Many people mistakenly believe that hospice care is synonymous with giving up, but this is far from the truth.

"One common misconception is that choosing hospice means you've surrendered to your diagnosis," says Jackson. "But it's not about giving up—it's about shifting the focus to comfort and quality of life. Hospice care doesn't mean all treatments stop. Patients may still receive antibiotics, breathing treatments, or other symptom management interventions. In fact, once the emotional and physical stress of aggressive treatments subsides, some patients actually improve and 'graduate' from hospice."

Hospice care is fully covered by Medicare, Medi-Cal, and most private insurance plans, meaning patients and their families are never billed for services, medications, or co-pays by Hospice By The Sea. To qualify, individuals must have a chronic long-term illness certified by their attending physician, with a prognosis of six months or less. However, there is no strict time limit on how long someone can remain in hospice. Patients are initially certified for two 90-day periods,



followed by an unlimited number of 60-day recertification periods. As long as the patient's condition continues to decline, they remain eligible. Conversely, if their condition improves, they can choose to revoke hospice care and resume curative treatment, if desired.

### EMPOWERING PATIENTS WITH CHOICE

At its core, Hospice By The Sea is committed to honoring the wishes of its patients—even when it comes to how they choose to die. The agency supports California's End of Life Option Act (EOLOA), which was enacted in 2016. This law gives terminally ill patients the legal right to pursue Medical Aid in Dying (MAiD)—a process by which they voluntarily ingest medication to end their life peacefully and on their own terms. Hospice By The Sea stands by its patients throughout this deeply personal decision. The agency offers emotional and practical support by providing a nurse or volunteer death doula to be present during the ingestion, offering reassurance and comfort to both the patient and their loved ones.

### A LEGACY OF COMPASSION

Hospice By The Sea remains dedicated



Kathie Jackson, a Registered Nurse, founded Hospice By The Sea in 1994.

to providing exceptional, personalized care that prioritizes dignity, comfort, and compassion. Whether offering traditional hospice services or supporting patients who choose MAiD, the agency's mission is to empower individuals to live their final days on their own terms—with the support of a compassionate and skilled team by their side.

For more information about hospice care or the End of Life Option Act, contact Hospice By The Sea at 858-794-0195.



# Carlsbad launches Digital Resource Hub for Small Businesses

The City of Carlsbad is proud to launch a new Digital Resource Hub, an online tool designed to make it easier for businesses to find and access resources. Whether you're a small business owner looking for guidance on how to be more competitive in the market, an entrepreneur trying to start your own business, or someone looking to bolster a local supply chain, this new platform serves as a one-stop shop for essential information.

CITY NEWS



**RACHEL MALTZ**  
SENIOR PROGRAM  
MANAGER /  
SMALL BUSINESS  
LIAISON  
CITY OF CARLSBAD



## A Smarter Way to Access Business Resources

Carlsbad's Digital Resource Hub was developed in response to feedback from our business community members who wanted a more user-friendly way to access business intelligence tools to grow or establish their companies. The hub provides a centralized location for resources related to business support.

By streamlining access to these services and making them more user-friendly, the platform eliminates the need for business owners to search multiple web pages for information. Instead, users will quickly discover a suite of tools to help resolve common business challenges.

The City of Carlsbad is committed to improving access to essential services and making it easier for businesses to support their operations in Carlsbad. The new Digital Resource Hub is a step toward a more connected, informed, and empowered community.



## Key Features of the Digital Resource Hub

The Digital Resource Hub includes a variety of tools and resources, such as:

- Conduct a Competitiveness Analysis to evaluate business performance.
  - Use Industry Mapping to identify customers, suppliers, and competitors.
  - Increase visibility by listing your business in the Shop Local Directory.
  - Access key data and business tools for informed decision-making.
- Designed with user experience in mind,

the hub is web and mobile-friendly and organized by categories, making it simple to access and navigate. As a small business owner, you can access it anytime, anyplace.

## How to Use the Digital Resource Hub

Using the Digital Resource Hub is straightforward. Simply visit the City of Carlsbad's official website and navigate to the hub under the business page. Users can browse by category, use the search function to find specific topics and interact with data dashboards and downloadable guides.

To access the hub directly, visit [carlsbadca.gov/business/digital-hub](https://carlsbadca.gov/business/digital-hub)

## Join Our Free Webinar to Learn More

To help business owners and operators get the most out of the Digital Resource Hub, the City of Carlsbad is hosting a free informational webinar and training. This event will provide a live demonstration of the platform, highlight key features, and allow attendees to ask questions.

**Date:** Thursday, April 3rd

**Time:** 10:00 a.m. to 11:00 a.m.

**Location:** Virtual Webinar - Online registration is required, signup at: [carlsbadca.gov/SBwebinars](https://carlsbadca.gov/SBwebinars)

Register today and learn how to make your business more informed! Can't make it? We'll record the session and post it online as a future resource.



# CROATIA

## & DALMATION 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)**



RESERVE NOW!

**\$4,099**



# Carlsbad Village goes green

Remember when the chore of bringing reusable bags into the grocery store was almost unbearable? How many times did we get to the front doors only to realize that we had to turn around and go back to our car for our bags? Now, however, it is an ingrained reaction to grab our reusable bags from the back seat before walking inside, and maybe even pick out a favorite or two. We no longer forget; it has become a habit.

The **Carlsbad Village Association** (CVA) continues to build its sustainability muscle memory downtown in everything it does. From meetings to events and working with the State Street Farmers Market vendors and businesses to make the transition from single-use plastics a reality, we are committed to this process.

After the first Taste of Carlsbad Village in 2017, it became obvious to us that we needed to be more environmentally friendly. We implemented changes for our future events, even before it was a requirement, and swapped out thousands of plastic glasses and forks for single-use stainless steel keepsake glasses and sporks. We also provided every restaurant with compostable serveware, to replace any plastic ware, and worked with the city's sustainability contractor ReEarth Consultants, to capture compost waste and take it to the closest facility at the time in Los Angeles. Since then, having high



Customers bring their own bags, encouraged through the market's sustainability messaging.



Stainless steel cups are used for Taste of Carlsbad Village and other CVA events.



Valdivia Farms uses compostable bags from approved Bio Bag USA.

environmental ethics has been a cornerstone of the Carlsbad Village Association.

In January of 2024, CVA entered a Pilot Program with the City's Sustainability Management Materials Division to bring its 65 vendors at the State Street Farmers Market into compliance with the state's Single Use Plastics Ban and SB1383 regulations regarding organic waste collection and disposal. What started as a rigorous education period with many questions has turned into a habit as well.

Farmers market vendors now use either paper bags or reusable bags in lieu of single-use plastic bags. Many have upgraded their packaging to be more environmentally friendly and compliant. Some farmers and artisan vendors are now using BPI-certified compostable bags for their produce that CVA supplies to them through a cooperative program with Los Angeles-based

BioBagUSA. CVA purchases cases of approved products and warehouses them and then sells them back to the market vendors at cost to help them remain in compliance. And, of course, with the focus on reusable bags, CVA has handed out over 10,000 tote bags at the farmers market through the years, to be good stewards of the community.

Sourcing BPI-certified compostable serve ware continues to pose a challenge for our vendors who serve hot food to go at the market. It is our hope that as the single-use plastics ban becomes more widespread, cost-effective and locally sourced products will be available to our vendors to further help with this mandate.

What once was a chore is now becoming a habit. The Carlsbad Village Association is proud to be doing its part daily in downtown Carlsbad.



R&L Farms now uses paper bags in place of single use bags. Photos courtesy of Carlsbad Village Association.

MEET OUR TEAM!

KARLA SANTOS

ADMINISTRATIVE ASSISTANT  
karla@carlsbad.org

2 MONTHS WITH THE CARLSBAD CHAMBER!

What is your favorite?

OUTDOOR SPOT IN NORTH COUNTY:

TORREY PINES STATE RESERVE

BIRTHPLACE:

PHILIPPINES

FOOD:

I'm a foodie and love trying everything!

DRINK:

NONE

MOVIE:

THE DEVIL WEARS PRADA

BOOK:

ATOMIC HABITS BY JAMES CLEAR

MUSIC:

POP, R&B

HOLIDAY:

CHRISTMAS

WORST FEAR:

HEIGHTS

HOBBIES:

CAMPING

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.

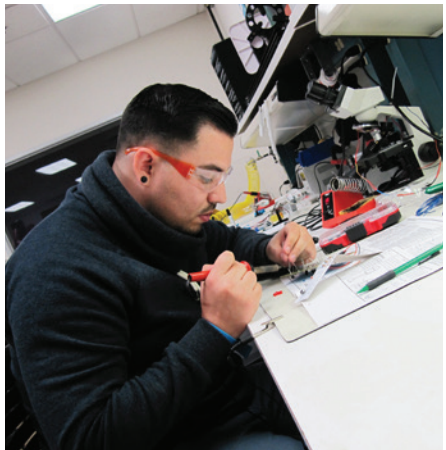


# The vital role of workforce training in our community

At **MiraCosta College**, we are dedicated to meeting the needs of our region's employers while providing meaningful educational opportunities for students of all ages. Our Community Education and Workforce Development programs play a crucial role in aligning education with industry demands, ensuring individuals and businesses can thrive in a rapidly changing world.



A key part of our workforce training initiatives is the Technology Career Institute (TCI) in Carlsbad, which exemplifies how education can meet the needs of local industries. Founded in 2013 and opening its doors in 2015, TCI offers hands-on, accelerated training in fields where employers face skill gaps. From electronics and robotics to



**An engineering student gets hands-on training at MiraCosta College Technology Career Institute.**



**A student at MiraCosta College's Technology Career Institute (TCI) works with a CNC Machine in the Uniquely Abled: CNC Operator Program.**

manufacturing and HVAC, TCI works closely with local businesses to develop programs tailored to the specific skills they require. One of the newest additions to TCI's offerings is the Biomedical Device Technician Program, which addresses the growing need for highly skilled technicians in the booming medical device industry. This program equips students with the skills required to maintain and repair medical devices, ensuring they are prepared to meet the demands of healthcare providers and manufacturers alike.

By collaborating with local employers, such as Creative Electron in San Marcos, we are able to design programs that equip students with the most in-demand skills. This partnership has been highly successful, with over 60% of Creative Electron's hires being job-ready TCI graduates who have applied

real-world skills during their training. The result is a reliable pipeline of qualified candidates for local businesses.

TCI's immersive programs teach technical skills and develop critical soft skills like problem-solving, collaboration, and communication—skills employers highly value. Classes are structured to mirror the workplace, with students clocking in and out and receiving continuous feedback to ensure they meet industry standards. As a result, 93% of graduates secure employment after completing the program.

Thanks to generous support from organizations like the Lowe's Foundation, which donated \$500,000 in 2024 to fund new electrician and HVAC programs, TCI continues to grow and stay ahead of industry trends. Since its founding, TCI has received more than \$13 million in grants, enabling it to ex-

pand and better serve the community.

In addition to our workforce training programs, Community Education provides a wide range of non-credit courses designed to foster personal growth and enhance professional skills. These programs are available to individuals at every stage of life, offering opportunities for those looking to expand their knowledge or explore new career paths. Whether through leadership development, personal finance workshops, or digital skills training, our Community Education offerings empower learners to gain valuable skills in a supportive and flexible environment.

Building on this commitment to accessible education, we're also excited to bring back College for Kids this summer. These weeklong camps for children aged 6-16, held at our Oceanside Campus, offer a variety of fun and educational experiences—from veterinary programs and comics/cartooning to culinary classes, wilderness skills, and science experiments. With such a broad range of subjects, there's something for every young learner.

At MiraCosta College, we understand that education must be relevant, timely, and responsive to the needs of both students and employers. Our Community Education and Workforce Development programs, including TCI and the Biomedical Device Technician Program, exemplify how workforce training can drive economic growth, create opportunities, and meet the needs of local businesses.

As we continue to grow, I look forward to how TCI and our other workforce development programs will evolve and contribute to building a strong, skilled workforce for the future. Whether you are a young learner or an adult seeking career training, MiraCosta College is here to help.



100  
Years

# JOIN TODAY!

## BECOME A MEMBER

### of the Carlsbad Chamber of Commerce

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion. We promote business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.



*Let's Connect!*

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Expect More From Retirement.

# THE RETIREMENT *lifestyle* YOU WANT, RIGHT HERE IN CARLSBAD.



It's a *vibrant* life today with  
a solid plan for the future.

At our Life Plan Community, you'll socialize with friends, explore new hobbies and enjoy activities and amenities that make life grand. Plus, you'll have enhanced peace of mind with priority access to the adjacent health center for assisted living, memory care and long-term care in a skilled nursing center, if ever needed.

Call 1-760-691-2769  
to schedule a tour.

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Voted the *best* retirement  
community in San Diego  
for 10 years in a row!



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# Leading the way in sustainable building design



**Kaiser Permanente** has long been a pioneer in healthcare, not just in terms of patient care but also in its commitment to sustainability. The San Diego and San Marcos Medical Centers stand as a testament to this dedication, showcasing innovative design and environmental stewardship.

These medical centers, designed by CO Architects and constructed by Hensel Phelps, are shining examples of sustainable building practices. They have achieved Leadership in Energy and Environmental Design (LEED) Platinum certification, the highest level of recognition from the U.S. Green Building Council. This certification proves the building's efficiency in energy, water conservation, and the use of sustainable materials.

One of the standout features of our medical centers is their approach to energy efficiency. The building incorporates advanced systems that reduce energy consumption, including high-performance glazing, energy-efficient lighting, and a state-of-the-art heating, ventilation, and air conditioning system. These features not only reduce the building's carbon footprint but also result in significant cost savings.

Water conservation is another critical aspect of these facilities' design. By using low-flow fixtures and a sophisticated irrigation system, water usage is reduced dramatically. The landscaping also features drought-tolerant plants, further minimizing water consumption.

The use of sustainable materials is evident throughout these medical centers. From recycled steel to paints designed to emit fewer volatile, organic compounds, every aspect of construction was carefully considered to minimize environmental impact. This commitment to sustainability extends to the interior design, with furniture and finishes chosen for their eco-friendly attributes.

Climate change affects the environment and the health of our members and communities. Kaiser Permanente has been working for decades to improve the health of both. Starting in the 1950s with air pollution control equipment at the Kaiser Steel Mill, we have continually advanced our sustainability efforts, including forming an Ecology Committee in the 1970s and pioneering solar power for health facilities in the 1980s. Recognized for green practices since 2002, we introduced the first farmers market at a U.S. hospital in 2003 and made significant solar investments in 2010. By 2020, we achieved carbon neutrality and reduced our greenhouse gas emissions by 30% from 2008 levels. In 2022, we joined the U.S. Health and



One of Kaiser Permanente's standout medical center features are their approach to energy efficiency.



Kaiser Permanente's San Diego and San Marcos Medical Centers are beacons of sustainable design and environmental responsibility.

Human Services climate pledge, aiming to reduce emissions by 50% by 2030 and reach net-zero emissions by 2050.

"Achieving double Platinum LEED certi-

fication on the San Diego Medical Center, with both Building Design and Construction and Operations and Maintenance Platinum ratings, is a testament to our

unwavering commitment to sustainability and environmental stewardship," said Brian McCowan, Kaiser Permanente San Diego Medical Center's facilities operations director. "It reflects our dedication to creating healthier, more efficient, sustainable spaces for our community. We continue to reinforce our commitment to this strategy by building the San Marcos Medical Center to exacting LEED Platinum standards on our campus there."

Both San Diego and San Marcos Medical Centers are not just places for healing; they are models for sustainable healthcare facilities worldwide. By prioritizing environmental stewardship, we are setting a new standard for the healthcare industry, demonstrating that it is possible to provide top-notch patient care while also protecting the planet.

Kaiser Permanente's San Diego and San Marcos Medical Centers are beacons of sustainable design and environmental responsibility. Their LEED Platinum certification, energy-efficient systems, water conservation measures, and use of sustainable materials make them leaders in the field. As Kaiser Permanente continues to innovate and lead in sustainability, it sets an example for others to follow, proving that healthcare and environmental stewardship can go hand in hand.



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**What our members say About us**



**GAZELLE PARSA**  
STYLE COACH



★★★★★

Joining the Carlsbad Chamber of Commerce was one of the best decisions I've made. Their support, kindness, and dedication to helping entrepreneurs succeed are truly incredible. They genuinely want to see you thrive and will do whatever they can to help. I highly recommend becoming a member and am so grateful for all of them!



Scan to leave us a review!



CELEBRATING OUR NEW CHAMBER MEMBERS:

# Building a stronger community together

At the Carlsbad Chamber of Commerce, we are excited to welcome and celebrate the newest members who have joined our thriving business community. These dynamic businesses and professionals are contributing to the growth, diversity, and innovation that make our area a great place to live, work, and do business. We are proud to have them as part of our network, and we look forward to collaborating with them to create new opportunities for success.

MEMBERSHIP COUNTS



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



New members connected at the Carlsbad Chamber's monthly New Member Mixer, building relationships within our thriving business community.

Joining the Chamber is more than just a membership; it's a commitment to the continued growth and prosperity of our region. Our new members bring fresh ideas, diverse perspectives, and unique services that will enrich our local economy. From small start-ups to established companies, each new member adds a unique thread to the fabric of our business community. They are shaping the future and driving innovation in various industries such as technology, healthcare, retail, and professional services.

As we celebrate these new additions, we also recognize the importance of fostering an environment where businesses of all sizes can thrive. The Chamber serves as a vital resource for connecting members, offering valuable networking opportunities, educa-

tional programs, and advocacy to support the interests of our local business community. Our new members will benefit from these resources, and in turn, we believe they will help inspire and empower others to grow and succeed.

HUGE thank you to our existing members, it's with their support that we are

able to support these new members. We encourage all of our members to take the time to connect with our newest additions. Whether through attending networking events, collaborating on joint ventures, or simply offering a welcoming hand, we can all contribute to the success of our new members and, by extension, the success of

our entire community.

The Chamber is proud to support a vibrant, diverse membership, and we are excited to see how these new members will continue to impact our local economy. Together, we are stronger, and we believe that when our businesses work together, we build a more prosperous future for everyone.



**COFFEE & DONUTS SERVED!**  
**CHIEF CHAT**  
*Meet the Chiefs*  
Wed. Apr 2, 2025 | 7:30 am - 9 am



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

**WHAT**  
Come and chat with the Chiefs!  
Open to all to attend

**web.carlsbad.org/events**

**LUNCH MOB**


**NETWORKING LUNCH**  
**LUNCH MOB**  
Friday, April 11, 2025 | 11:30 am - 1 pm




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

**WHERE**  
Mainstream Bar & Grill West  
6030 Paseo Del Norte  
Carlsbad, CA 92011

**web.carlsbad.org/events**



**BUILDING RELATIONSHIPS**  
**CHAMBER 101**  
*New Member Orientation*  
Thu. April 24, 2025 | 11:30 am - 1 pm



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

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

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

**web.carlsbad.org/events**



**FREE NETWORKING EVENT**  
*Coffee*  
**CONNECTION**  
Friday, Apr. 25, 2025 | 8 - 9 am



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

**WHERE**  
Carlsbad Chamber of Commerce  
5934 Priestly Dr.,  
Carlsbad, CA 92058

**web.carlsbad.org/events**



**CHAMBER WORKSHOP**  
**UNLOCK THE SECRETS TO**  
*Digital Success*  
Wed., Apr. 30, 2025 | 11:30 am - 1:30 pm



**WHAT**  
Pacific Nexus' five-month workshop series  
helps businesses improve digital strategies  
like social media and eCommerce.

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

**SPEAKERS**  
**Zaheer Bhyat**  
Visionary Storyteller &  
Founder of Pacific Nexus

**Alexia Bregman**  
Strategist. Speaker.  
Writer. Marketer.

**web.carlsbad.org/events**



**CAMP PENDLETON**  
*Bus Tour*  
Wed. Apr 30, 2025 | 12 pm - 4 pm



**TOUR HIGHLIGHTS:**

- Private Bus Tour
- Marine Light Attack Helicopter Squadron 367 (HMLA)
- 11th Marine Artillery Gun Park (Cannons & Howitzers)
- and more!

**LEAVING FROM:**  
5934 Priestly  
Carlsbad, CA 92008  
*Seating is very limited*

**web.carlsbad.org/events**



W E L C O M E   N E W   M E M B E R S

ARTS & CRAFTS

Taylor Gallegos Fine Art Inc.

Taylor Gallegos  
2521 Crest Dr., Ste. A  
Carlsbad, CA 92008  
**taylorgallegosart.com**  
(970) 310-4436  
*Taylor Gallegos is a painter specializing in large-scale murals, paintings on canvas, and live art. In general, his work focuses on unity, environmentalism, connection, love, and creativity.*

AUTOMOBILE SERVICE & REPAIRS

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Santee, CA 92071  
**soapyjoescarwash.com**  
(619) 731-4044  
*We’re here to make car washes fun and effortless, ensuring your vehicle shines while you enjoy every moment of the ride!*

CLEANING & MAINTENANCE SERVICES

IHS Environmental, Inc.

Ashley Johnson  
**ihsconsultants.com**  
*IHS Environmental Inc. (Industrial Hygiene Safety), provides comprehensive environmental, industrial hygiene and training services. Our reputation is based on a record of success in delivering practical solutions to complex client needs in the field of environmental, indoor air quality, industrial hygiene and safety consulting, and training.*

EMPLOYMENT SERVICES & TRAINING

Day 91 Consulting

Beth Friel  
Encinitas, CA 92007  
**day91consulting.com**  
(412) 477-4254  
*At Day 91 Consulting, we understand that people are the most important part of every organization. From entry level to Senior Leadership, each person contributes to the overall performance.*

FINANCIAL & INSURANCE SERVICES

Lucia Capital Group

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5900 Pasteur Ct., Ste. 150  
Carlsbad, CA 92008  
**luciacap.com**  
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FINANCIAL SERVICES

Blooming CFO Financial Services

Jacqueline York  
300 Carlsbad Village Dr., Ste. 108A-112  
Carlsbad, CA 92008  
**bloomingcfo.com**  
(808) 520-5990  
*We offer CEOs full-service CFO services that are world class. We will stand by you and guide you through the financial aspects of your business and for you individually. Increase Cash Flow and grow your business. Supporting you all the way.*

HEALTH CARE

Hospice By The Sea

777 S. Highway 101, Ste. 105  
Solana Beach , CA 92075  
**hospicebythesea.org**  
858-794-0195  
*Hospice By The Sea provides end-of-life care for patients with life-limiting illnesses. We work with the patients and families concurrently to provide comfort and relief from symptoms experienced during a chronic long-term illness.*

NONPROFIT ORGANIZATIONS

Ainsley’s Angels of America

Tricia Benton  
**ainsleysangels.org**  
617-308-3128  
*Ainsley’s Angels of America builds awareness about the importance of inclusion, through action, while transforming populations into all-inclusive communities.*

Olive Crest

Missy Bell  
7220 Trade St., Ste. 103  
San Diego, CA 92121  
**olivecrest.org**  
714.543.5437  
*Olive Crest is dedicated to preventing child abuse by strengthening, equipping, and restoring children and families in crisis. One Life at a Time.*

PEST CONTROL & EXTERMINATORS

California Termite

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Vista, CA 92081  
**californiatermiteandpestcontrol.com**  
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REAL ESTATE

First Team Real Estate

Lisa Vincent  
500 Grand Ave.  
Carlsbad, CA 92008  
**firstteam.com/carlsbad-real-estate**  
(760) 729-3333  
*Aligned with the biggest brands in luxury real estate, First Team provides an unmatched level of worldwide exposure to the world’s most affluent homebuyers.*

RESTAURANTS

Ruby’s Diner-Carlsbad

Liz Aslagson  
5630 Paseo Del Norte, Ste. 130  
Carlsbad, CA 92008  
**rubys.com**  
(760) 931-7829  
*Come visit nostalgic Ruby’s Diner Carlsbad for amazing burgers, fabulous shakes and super breakfast. Our 1940’s location is family and pet friendly. We offer a place where mom and dad can relax while their little ones enjoy our motorized train that circles the restaurant while you dine.*

WEB SITE DESIGN & SERVICES

Pursu Agency

Laurie Barron  
7040 Avenida Encinas, Ste. 104  
Carlsbad, CA 92011  
**pursu.agency**  
(760) 683-4455  
*We’re daring to create a better creative agency. We are an integrated team of creative brand specialists, strategic thinkers and intuitive web developers, working in tandem with our clients’ goals. Our combined skills elevate project quality, creates a seamless experience for our clients and produce effective, scalable solutions.*

M E M B E R   R E N E W A L S

Acosta + Partners  
Atlantic Aviation  
AtWork Personnel Services  
AZCA Financial Group, LLC  
B&B Medical Technologies  
Beacon Optometry  
Bitchin’ Sauce, LLC  
Blue Haven Pools & Spas  
California Residential Consulting  
Carlsbad Cookie Company  
Carlsbad Premium Outlets  
Carlsbad Self Storage  
Carlsbad Unified School District  
Chamberlain Property Management  
Chick-fil-A Carlsbad West  
Coastal Accounting & Bookkeeping  
Community Resource Center  
DG Funding  
Edward Jones (Nicole White, Financial Advisor)

Elan Park Place Carlsbad Apartment Homes  
(Property West Residential)  
EOS Worldwide (TT3D)  
For Their Thoughts  
Golden1 Credit Union Home Loans  
HearingLife Hearing Aid Center  
Hennessy’s  
Hilton Garden Inn Carlsbad Beach  
Hubbs-SeaWorld Research Institute/Leon  
Raymond Hubbard Marine Fish Hatchery  
Hurst Orthodontics  
Intelligence Driven Advisers (IDA)  
Jean Streicher CPA  
Jeni’s Splendid Ice Creams  
Jurewitz Law Group  
Kai Ola Sushi  
Karma Spa, Inc.  
Kiwanis Club of Carlsbad  
Lakeshore Gardens Mobile Home Park

Le Papagayo  
Minuteman Press  
Navigato & Battin, LLP  
Nextwerk Inc.  
Ocean Hills Senior Living  
Park Hyatt Aviara Resort, Golf Club & Spa  
Pathway Health Clinic  
San Diego LabRats  
Shafran Realty Group  
Shane Nair, Beissel & Cobb Insurance Services, Inc.  
SLR Research  
Stater Bros. #186 Bressi Ranch  
STEM Aviation Academy  
Strategic Business Alliance, LLC  
StratusQ Inc.  
Tarantino Gourmet Sausage  
The Forum Carlsbad  
The Great American Photo Lab  
Uptime Networks, Inc.





# The Chamber is community.

Whether in times of prosperity or times of crisis, we are with you on the front lines, leading the way and making sure our community emerges stronger than ever.

We are all in this together at [carlsbad.org](https://carlsbad.org)



**CATALYST. CONVENER. CHAMPION**

RISING STARS



**CCCCF**  
Carlsbad Chamber Community Foundation

# Congratulations

TO OUR MARCH 2025 RISING STARS!



Sofia Todd, Sage Creek; Nate Arrogante, Sage Creek High School; Ruby Mijangos, Carlsbad High School; Shiva Kabra, Pacific Ridge School.

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CARLSBAD CHAMBER OF COMMERCE



# CARLSBAD

## VILLAGE STREET FAIRE

**SUNDAY, MAY 4, 2025 | 8 AM - 5 PM**

**OVER 800 VENDORS!**

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- ANTIQUES
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- LIVE MUSIC
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MAY 16  
Showtime 8PM  
STARLIGHT THEATER  
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**JEFFERSON STARSHIP**

MAY 30  
Showtime 8PM  
STARLIGHT THEATER  
\$35 / \$65 / \$85



**LOS LONELY BOYS**

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



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



MAY 3  
Selena Tribute  
Anything for Salinas  
Showtime 8PM  
\$15 / \$25 / \$35



JUNE 22  
Intocable:  
Antología  
Tour 2025  
Showtime 6PM  
\$69 / \$89 / \$119



JULY 4  
Revisiting  
Creedence  
Creedence  
Clearwater Revival  
Showtime 8PM  
\$15 / \$25 / \$35



AUGUST 21  
Bachman-Turner  
Overdrive  
Showtime 8PM  
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# Congratulations



**Young Professional of the Year**  
*Megan Lawley, Bitchin' Sauce*



**2025 Carlsbad Chamber Board of Directors**



**Elementary School Teacher of the Year**  
*Brian Charles, Capri Elementary School*



**Police Officer of the Year**  
*Corporal Joshua Gilworth, Carlsbad Police Department*



**Large Business of the Year**  
*TaylorMade Golf*



**Nonprofit of the Year**  
*Solutions for Change*



**New Business of the Year**  
*Liberty Bernal Coaching*



**Kind Company Inspiration Award:**  
*Handel's Homemade Ice Cream*



**Community Impact**  
*Handel's Homemade Ice Cream*



TO ALL OUR 2025 CBAD AWARD NOMINEES AND WINNERS.  
KEEP UP THE AMAZING WORK IN OUR COMMUNITY.



**High School Teacher of the Year**  
*Peter Manzi, Carlsbad High School*



**Business Professional of the Year**  
*Blanca Rincon, Apex 365 Workforce Solutions*



**Best Place to Work**  
*BrightStar Care of Carlsbad*



**Small Business of the Year**  
*B.A. Worthing, Inc.*



**Middle School Teacher of the Year**  
*Emily Foster, Aviara Oaks Middle School*



**Principal of the Year**  
*Julie Redfield, Carlsbad High School*



**People's Choice**  
*Omni La Costa Resort & Spa*



# Agency: the one skill that matters most in the age of AI

AI is reshaping the world at lightning speed. With machines now capable of handling tasks that once required human brilliance, you may wonder: “What truly sets people apart?” The answer is agency—the power to make choices and act decisively. In a marketplace flooded with intelligence on demand, agency becomes your most valuable asset as a business leader.

AI is more than a tool—like a new app or software add-on—it’s more like electricity: a transformative force that magnifies your ability to execute. AI doesn’t replace your decisions; it amplifies them. But you must exercise agency by knowing what you want and taking bold action to harness AI’s potential.

Historically, intelligence was the great differentiator. Today, AI can process data, generate insights, and produce strategies at a speed and scale no human can match. This makes intelligence readily available—and far less unique. Initiative, however, remains scarce. Ideas are plentiful, but only those who seize them and act quickly achieve real results.

Before AI, companies invested months in extensive planning. Now, AI can instantly generate strategic scenarios for anyone. Strategy itself has become cheap. What matters is speed of implementation. In this new economy, winners are those who rapidly test, learn and adapt. Agency—your resolve to move forward rather than wait—drives competitive advantage.

AI also means endless possibilities. With near-infinite pathways, clarity and decisiveness become crucial. The real challenge isn’t extracting great advice from AI; it’s deciding which actions to take. Those who can filter through the



noise, commit to a course, and adapt on the fly will dominate.

**SPAARK.ai** specializes in cultivating the one skill that truly matters in the AI era: agency. By integrating AI into every facet of your business—and empowering your teams to move from insight to action—we help you stay ahead in a world where knowledge is cheap but decisive leadership is priceless.

In an AI-driven economy, intelligence is everywhere. Agency is not. Let **SPAARK.ai** show you how to take bold action, outpace hesitation, and become the force that AI amplifies—because your future depends on it.

**BOOK YOUR FREE CONSULTATION TODAY!**  
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**EXCLUSIVE OFFER:**  
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[Paul@SPAARK.ai](mailto:Paul@SPAARK.ai) | 760-271-1400





➤ **GREEN HEART**  
Continued from Page 17



**GELATOLOVE:**  
Scooping Up Sustainability

Sustainability has never been so sweet. At GelatoLove, every scoop tells a story, one of organic ingredients, minimal waste, and energy-efficient production. By using local dairy and responsibly sourced fruits, they craft indulgence with integrity, ensuring that every bite is as kind to the planet as it is to the palate.



**DANCIN SOUL BOUTIQUE:**  
Fashion with a Conscience

Fast fashion takes a back seat at Dancing Soul Boutique, where slow, ethical fashion reigns supreme. This mindful marketplace curates eco-friendly, artisan-made clothing and accessories, proving that sustainability and style can waltz together in harmony. With an emphasis on recycled materials and ethical sourcing, every purchase is a step toward a more conscious wardrobe and a healthier planet.



**PURE PROJECT:**  
Brewing Change, One Pint at a Time

For Pure Project, sustainability is not just a buzzword, it's a business model. This brewery operates with an unwavering commitment to environmental responsibility. With locally sourced ingredients, water-conscious brewing, and compostable packaging, every pour is a testament to their belief that great beer and great stewardship go hand in hand.



**BEACONS, INC.:**  
Lighting the Path to Green Innovation

Innovation meets impact at Beacons, Inc., where cutting-edge solutions are designed with sustainability at their core. From eco-conscious energy systems to waste-reducing initiatives, this organization proves that technology and nature can exist in a symbiotic dance, illuminating a greener path forward.



**DEVELOP YOUR TEAM:**  
Cultivating Green Leaders

True sustainability starts from within, and Develop Your Team is cultivating a new generation of eco-conscious leaders. By integrating green business practices into leadership training, they are equipping companies with the mindset and strategies needed to champion sustainability at every level.



**WHITE ROSE CREMATION:**  
A Gentle Return to Nature

Even in life's final chapter, sustainability can be honored. White Rose Cremation offers eco-friendly end-of-life services, embracing biodegradable urns and carbon-conscious practices. In doing so, they transform farewells into acts of renewal with gentle returns to the earth that sustain the cycle of life.

Each of these businesses exemplifies what it means to embrace sustainability as an opportunity, not an obligation. Will you seize the opportunity too?




Meet your Sleep Concierge, Nate Cangemi. Golden Dreams Mattress is Carlsbad's newest luxury sleep shop.

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.



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MATTRESS



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(It's not your fault. You had no idea...)

**YIKES...STOP!**



Traditional printing is marked up 100-400%...not to say there's anything wrong with that (for the printer), but geeze, why not get it wholesale with a membership based business model that will save you 25-75%?

Introducing Gromii.com, a wholesale membership site for businesses that want to save a bunch of money on high quality printing and graphics.

Scan the code or call 800-536-3030 for more information.

## GET YOUR PRINTING & GRAPHICS WHOLESALE!



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*Gromii leverages the expertise and trust built by Image One to offer a unique online membership model that bypasses traditional printing markups.*

# Revolutionizing local business printing with a wholesale approach

In today's pricey business landscape, where every marketing dollar counts, **Gromii** emerges as a groundbreaking solution designed to dramatically reduce printing costs for small and medium-sized businesses. This innovative platform is the latest venture from Robert Gould, President of Image One, a forward-thinking branding and graphic design company since 1993.

Gromii leverages the expertise and trust built by Image One to offer a unique online membership model that bypasses traditional printing markups. Typically, businesses face printing costs inflated by 100-400% at quick-print stores like FedEx Office, Staples, and even online services such as Vistaprint. Gromii.com disrupts this norm by enabling its members to access printing services at just a small markup over cost, reducing their printing expenses by 40% - 75%. It's a "win-win-win" model says Gould.

The idea for Gromii.com was born from

Gould's understanding that most businesses have no idea how much "too much" is when they pay for local printing. Here, he saw an opportunity to extend significant cost savings directly to businesses through a transparent, membership-based approach. Besides wholesale printing, members can also get high-quality branding and graphic design services through Image One at a 50% discount. And, as online advertising costs continue to soar, postcards have now become a more effective approach, says Gould. Gromii works with the USPS with cost-effective EDDM campaigns. From postcards, presentation folders, brochures, and catalogs, to yard signs, banners, and retail displays, you can expect to save substantially.

For businesses looking to optimize printing costs without compromising quality, this seems a great solution. Visit [Gromii.com](http://Gromii.com) to learn more.



*TERI Inspired Resale is more than just your average thrift store. It's a place where shopping transforms lives.*

# TERI Inspired Resale: Shopping with a purpose

Nestled in the heart of Oceanside, **TERI** Inspired Resale is more than just your average thrift store. It's a place where shopping transforms lives. Every gently used item on our shelves carries a deeper purpose, helping us empower individuals with special needs through meaningful work opportunities.

Our shop features a thoughtfully curated selection of quality furniture, housewares, jewelry and brand-name clothing, updated daily. Whether you're searching for a hidden gem or looking to give your home a fresh touch, every purchase makes a difference. That's because 100% of the profits directly fund TERI Inc.'s life-changing programs for developmentally disabled children and adults.

Shopping at TERI Inspired Resale goes beyond supporting our Campus mission.

It's also a place of learning and growth. The shop serves as an onsite vocational training program for TERI program participants who are eager to develop retail and service skills. They take pride in collecting donated items, arranging merchandise, hanging clothes and keeping the store organized. More than just job training, the experience fosters confidence, independence and a sense of responsibility, helping individuals build valuable skills for the future.

When you shop, donate or spread the word about TERI Inspired Resale, you become part of a movement that uplifts and empowers. Join us in making a difference, one purchase, one donation and one life at a time.

Shop With Us: 3772 Mission Ave,  
Oceanside, CA 92058  
Follow Along: @inspiredresale



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# Take part in art

In California, April is Arts, Culture, and Creativity Month – a time to shine a spotlight on the value of the arts. According to a recent report by Americans for the Arts, the nonprofit arts sector in California supports more than 115,000 full and part-time jobs and adds \$2.2 billion to the economy. The arts are a clear economic driver that creates additional consumer spending in restaurants, retail stores, hotels, and other local businesses.

For nearly four decades Carlsbad has demonstrated its steadfast commitment to arts and culture in our community. Carlsbad was the first city in the region to create its own arts office, and has integrated arts and

culture as a priority in the General Plan, City Council 5-Year Strategic Plan, and Arts & Culture Master Plan. By serving as a provider, connector, partner, and leader in arts and culture, Carlsbad integrates the arts into everyday life for everyone.

It's easy to take part in art here – whether you are a longtime patron or just beginning your creative journey, we have a variety of experiences designed to inspire and energize. Here are just a few ways you can take part in the vibrant arts and culture of our city:

- Visit the Cannon Art Gallery through June 28 to see the latest exhibit, "Silent Storytellers," featuring more than 60 paintings and drawings by artist Frederic Hope who transforms his recollections and relationship with coastal artifacts – shells, stones, tidepools and the shoreline – into visual meditations on time, place and interconnectedness. You'll also have the chance to meet the artist on April 17 during an open studio event in the gallery at 2 p.m.
- Learn a new dance step and enjoy live music in the Ann Kulchin Courtyard in front of the Carlsbad City Library on Dove Lane. Enjoy Latin American rhythms and a lesson in bachata on April 26 at 5 p.m.
- Attend a screening of independent, foreign, or fan-favorite films in the newly renovated Schulman Auditorium. With state-of-the-art sound and comfortable theater seats it's a great way to get the big screen experience without breaking the budget. Screenings are at 4 p.m. and 7 p.m. on Wednesdays and Fridays.
- Take a self-guided tour of the city's public art collection using the interactive map available on the Public Art page of the city website. Art is literally everywhere through-



One of the most impactful ways businesses can be involved in the arts is to become a TGIF Concerts in the Parks sponsor.

out the city thanks to the Art in Public Places Program, which designates one percent of construction costs for certain capital projects for public art.

All of these activities are free and open to the public. More information is available at [www.carlsbadca.gov/arts](http://www.carlsbadca.gov/arts).

One of the most impactful ways businesses can be involved in the arts is to become a TGIF Concerts in the Parks sponsor. Now entering its 38th year, the popular concert series is the essence of summer in Carlsbad, attracting more than 22,000 people to city parks to enjoy live music as the sun sets. This year the city is presenting nine concerts from mid-June through mid-August. To explore sponsorship opportunities visit the city website or contact Matt Sanford,

Economic Development Director, at [matt.sanford@carlsbadca.gov](mailto:matt.sanford@carlsbadca.gov).

Another way to get involved is to join Carlsbad Friends of the Arts, a nonprofit organization that supports the work of the Cultural Arts Department. It's a fun way to connect directly with art enthusiasts in the community who are dedicated to ensuring the future of arts and culture in Carlsbad. Visit their website at [www.carlsbadfriendsofthearts.org](http://www.carlsbadfriendsofthearts.org).

Having arts, culture, and creativity in our lives is proven to improve mental health, strengthen social connections, and enhance our capacity for learning new things. So grab a friend, co-worker, neighbor, or family member and take part in art together!



CRADDOCK STROPE,  
CULTURAL ARTS  
MANAGER,  
CITY OF CARLSBAD



See Silent Storytellers at Cannon Art Gallery through June 28—60+ works by Frederic Hope inspired by coastal artifacts.

## CARLSBAD'S NEWEST MEMORY CARE COMMUNITY



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› KINDNESS COMPANIES

Continued from Page 1

environments. The upcoming workforce is looking for more than just a pay-check. Both Millennials and Gen Z workers seek jobs that allow them to make a positive impact and contribute to a larger cause. They want their work to align with their personal values and have a purpose beyond just earning money. Kindness is a perfect place to start.



ENHANCED BRANDING:

A focus on kindness reinforces positive branding, appealing to consumers who value corporate social responsibility. Research indicates that customers are increasingly prioritizing companies that align with their personal values and demonstrate social responsibility. Certified companies receive a physical and digital seal and certificate, symbolizing their commitment to kindness. Displaying this seal on your window, door, website, social media, and/or email signature helps identify your brand with a universally respected value. Chris Ryan, Owner of **Chris Ryan Video** shared, “Every business wants to work with their ‘ideal customer’ and for me, this would be someone who is kind and appreciates kindness as a core value. For my business, this was a no-brainer. I attract my ideal type of client by showing that kindness is something I prioritize. Being a kind company is just good business.”

IMPROVED ORGANIZATIONAL CULTURE:

Emphasizing kindness fosters a supportive and inclusive workplace, boosting employee morale and retention. Does anyone really want to work for Miranda Priestly (The Devil Wears Prada)? American companies spend on average, about \$2,200 per employee annually on efforts to improve company culture. For much less (only \$150/year total for Carlsbad Chamber members), you could become Kindness Certified and receive regular tips on practical ways to bring kindness into your day-to-day office experience. Devin Hughes, an award-winning keynote speaker, and Chief Inspiration Officer at **Devin C Hughes Enterprises** shared, “Becoming Kindness Certified aligns with our core values of fostering a supportive and positive work environment. In today’s fast-paced and often stressful world, kindness is no longer just a ‘nice-to-have’—it’s a ‘must-have.’ Promoting empathy, respect, and understanding is essential for creating a workplace where people feel valued and supported. By prioritizing kindness, we strengthen employee morale and build deeper, more meaningful relationships with our customers, driving personal fulfillment and business success.”

NETWORKING OPPORTUNITIES:

The program facilitates connections with like-minded businesses, fostering collaborations rooted in shared values. Who doesn’t like to connect with like-minded businesses and people? Philanthropists like to hang out with other generous people. Kind people don’t enjoy doing business or spending time with jerks! Personally, I’d rather avoid the Gordon Gekkos of the world (I know, I



Celebrating 2025 World Kindness Day with Kids for Peace at the beautiful Carlsbad Strawberry Company fields!

am showing my age by mentioning Michael Douglas’s 1987 film “Wall Street”, but who can forget his iconic and slimy Greed is Good speech). Through the KCC program, you get a chance to network with other Kindness Certified businesses and professionals on a regular basis.

INCREASED VISIBILITY:

Certified companies are featured on the Kids for Peace and Carlsbad Chamber of Commerce websites, enhancing their public profile. At the Chamber, we also feature our Kindness Certified members each year with a full-page ad in the Carlsbad Business Journal. In addition, we annually profile a Kind Company of the Year Inspiration Award winner at our CBAD Award Luncheon. Past winners of this recognition include Chris Ryan Video, **Bitchin’ Sauce**, **Shear Karma**, and **Handel’s Ice Cream**.

Access to Volunteer Opportunities: KCC provides avenues for employee engagement in community service, enriching

corporate social responsibility efforts. Our friends at Kids for Peace send out regular newsletters with ideas on ways to give back to our community. Returning to our new workforce of Millennials and Gen Z, they specifically are concerned about climate change, sustainability, and all things environmental. In Carlsbad, we are blessed with some very beautiful and meaningful ways you can engage in these efforts.

BECOMING CERTIFIED:

Kindness Certification is self-certification, so there is a very low barrier to joining this extremely cool club. We are excited that we have over 100 companies in Carlsbad that have become Kindness Certified, but I want there to be 1,000 – yep Gordon Gekko is rubbing off on me. But I’ll be greedy for kindness all day. In the final tally, kindness has the largest ROI imaginable! It is free to give, has a never-ending supply, and provides the giver with more benefits than the receiver! Join today: [www.KindnessCertified.org](http://www.KindnessCertified.org)

# LAGOONA KAHUNA CLEAN UP CHALLENGE 2025

Join us on May 3rd for the Lagoon Kahuna Clean Up Challenge at California Watersports! Your ticket includes kayaking, paddleboarding, land and water games, delicious food, drinks, and more—all while helping preserve the lagoon. The best way to have fun on the water for less than a typical rental!

**Saturday, May 3rd 2025**

California Watersports  
Carlsbad CA 92008

- Lagoon cleanup
- Lunch & refreshments
- Chance to kayak or paddleboard
- Water and land games

AGUA HEDIONDA

LAGOON FOUNDATION  
Company teams also available!

Register Now!

Individual: \$40  
Duo: \$70  
Family of 5: \$99

Agua Hedionda Lagoon Foundation | (760) 804-1969 | 1580 Cannon Rd, Carlsbad CA 92008 | [sagesadvice@aguahedionda.org](mailto:sagesadvice@aguahedionda.org)



The Lagoon Kahuna Clean Up Challenge is an annual community event dedicated to preserving and protecting the Agua Hedionda Lagoon.

# Lagoon Kahuna clean up challenge

The Lagoon Kahuna Clean Up Challenge is an annual community event dedicated to preserving and protecting the **Agua Hedionda Lagoon**. Taking place on May 2, 2025 for companies and May 3, 2025 for families, duos, and individuals, this friendly competition brings teams together to remove trash and invasive species from the lagoon’s land and waters. Participants kayak, paddleboard, or walk along the shoreline, restoring the habitat while earning points for their efforts. Beyond its environmental impact, LKCC builds community, fosters teamwork, and promotes environmental stewardship. Teams compete in games for the coveted Kahuna Title, with the winning team re-

ceiving a custom paddle to display for the year. The event wouldn’t be complete without fun incentives, including free ice cream from **Handel’s**, exclusive event t-shirts, and lunch. In 2024, volunteers removed over 4,000 pounds of trash and invasive weeds, showcasing the power of collective action. Whether you’re a family looking for a fun outdoor adventure or a local resident eager to make a difference, the Lagoon Kahuna Clean Up Challenge is a rewarding way to give back to the environment while having fun. Join us in making waves for a cleaner, healthier lagoon—sign up today and become a Lagoon Kahuna champion!





Carlsbad By The Sea—where coastal beauty meets resort-style living.

## Discover natural beauty, culture and community at Carlsbad By The Sea

At **Carlsbad By The Sea Retirement Community**, the beach is in your backyard, a quaint village is next door and a profound sense of well-being envelops you. Some call it a natural paradise, some call it a resort, but our cherished residents are fortunate enough to call it home.

At Carlsbad By The Sea, your time is yours to relish. Continue the life you love, whether it's cycling under the sun, partaking in aqua aerobics in our heated pool, or savoring the serenity of a beach stroll at dawn.

Here, life is enriched by not just social opportunities but ease, as our attentive staff manage the essentials — housekeeping, maintenance, and culinary delights in our picturesque dining room that looks out to ocean vistas.

Our community, with less than 160 res-

idences, is a tapestry of connections and memories. With more than 20 floor plans, from cozy studios to expansive penthouses, each space is a canvas for your life, many with patios or balconies for fresh sea breezes.

As a continuing care community, we evolve with your needs. Assisted living personal care services are brought right to your doorstep, ensuring comfort without compromise. Should you require it, Carlsbad By The Sea Care Center provides expert skilled nursing and rehabilitative therapies, all with a view of the ocean.

Carlsbad By The Sea is where resort-style service meets the tranquility of Southern California's splendor. To begin your coastal living experience, visit us at [carlsbadbythesea.org](http://carlsbadbythesea.org) or contact us today at 760-720-4580 for a tour.



**Carlsbad By The Sea** For centuries the ocean has been revered for its healing properties. At Carlsbad By The Sea Retirement Community the beach is in your backyard, a quaint town is next door and a sense of wellbeing is all around you. Some call it a natural paradise, some call it a resort, but our residents are fortunate enough to call it home.

*Continue your lifelong pursuits and find new adventures at Carlsbad By The Sea, offering independent living, assisted living and skilled nursing on-site.*

Call **800-255-1556** or visit  
**CarlsbadByTheSea.org**

**CARLSBAD BY THE SEA**  
Retirement Community

2855 Carlsbad Blvd.

a front porch community



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Corporate Technologies empowers small businesses with trusted tech and a people-first approach.

## Let's thrive together

At **Corporate Technologies**, we believe supporting small businesses is about more than just technology solutions. It's about fostering meaningful relationships, offering peace of mind, and helping businesses thrive in a digital world. We understand that small businesses are the backbone of our communities, and as a trusted partner, our goal is to make technology work for you.

We take a people-first approach, ensuring that every interaction is built on trust, respect, and empathy. Our commitment to kindness means we listen carefully, offer thoughtful guidance, and support every step of the way.

At Corporate Technologies, we know



technology can feel overwhelming. That's why we focus on providing actionable advice and scheduled reviews. We want our clients to feel supported and confident in their choices. By helping businesses grow with tailored technology solutions, we create a ripple effect of kindness that extends to the communities they serve. Ultimately, kindness is a core value that fuels not just our business but the success of every small business we serve.



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## SPECIAL SECTION

## GREEN BUSINESS

## Pioneering sustainable work skills training for a greener future

**MiraCosta College's** Technology Career Institute (TCI) is making a visionary leap toward a sustainable future, reinforcing its commitment to cultivating a future-ready workforce with cutting-edge expertise in energy efficiency. The College's recent advancements in sustainable education marks a significant step forward in environmentally conscious career training.

At the core of MiraCosta College's sustainability initiative is the prestigious Department of Energy Industrial Assessment Center (IAC) grant, a powerful endorsement of the institution's dedication to fostering a greener, more energy-efficient workforce. This grant has enabled the launch of three pioneering programs—Electrician Certificate Program, Heating, Ventilation, Air Conditioning, and Refrigeration (HVAC-R) Program, and Clean Energy Certificate—designed to shape the future of the industry by producing not only skilled professionals but also advocates for energy conservation.

The Electrician Technician Certificate Program addresses the growing demand for skilled professionals in a field challenged by technological advancements and an aging workforce. Its curriculum blends theoretical foundations with hands-on experience, equipping students with expertise in electrical systems, including solar and wind energy installations—critical components of a renewable energy future.

Complementing this is the HVAC-R program, a cornerstone of MiraCosta's green workforce development strategy. As climate change intensifies, the need for energy-efficient heating, ventilation, and air conditioning systems has never been greater. The program not only imparts technical proficiency but also instills a deep sense of responsibility toward creating sustainable living and working environments.

The Department of Energy (IAC) grant has



***MiraCosta College's commitment to sustainability extends beyond academics. The college actively collaborates with industry leaders, providing students with invaluable networking opportunities and insights into real-world challenges.***

not only fueled the development of these innovative programs but also enhanced the overall learning environment. State-of-the-art facilities and cutting-edge technology ensure that TCI students receive an education that is both rigorous and relevant, preparing them to thrive in a rapidly evolving job market.

MiraCosta College's commitment to sustainability extends beyond academics. The

college actively collaborates with industry leaders, providing students with invaluable networking opportunities and insights into real-world challenges. These partnerships ensure that graduates are not only job-ready but also equipped with a deep understanding of emerging trends and technological advancements.

As these programs gain momentum, MiraCosta College's TCI is emerging as a

center for innovation and sustainability, attracting forward-thinking individuals eager to contribute to a more sustainable future. TCI's programs transcend traditional vocational training; empowering a generation of conscientious professionals who recognize their pivotal role in building a greener, more energy-efficient world. MiraCosta's TCI is planting the seeds of lasting 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](https://miracosta.edu/community) | 760.795.6820



**COMMUNITY EDUCATION &  
WORKFORCE DEVELOPMENT**  
Technology Career Institute



# Ensuring reliability despite climate challenges

For more than 80 years, the **Water Authority** and its 22 member agencies have worked together to deliver safe and reliable water to sustain our economy – from biotech and farming to tourism and outdoor sports.

Despite climate challenges and a limited local water supply, strategic investments ensure that water continues flowing to support our homes, businesses, and economy.

What most people don't know is where that water comes from. The region relies on a diversified water supply to ensure long-term reliability. The majority—about 61%—comes from the Colorado River, secured through conservation efforts in the Imperial Valley, where water savings from farms and canals are transferred to San Diego.

Local supplies, including seawater desalination, recycled water, water purification, and brackish groundwater, make up 33% of the region's water. The remaining 6% comes from the State Water Project, which transports water from Northern California's Bay-Delta through an extensive delivery system managed by the California Department of Water Resources.

Water can travel up to 1,000 miles before reaching local taps. Snowmelt from the Rocky Mountains feeds the Colorado River, while Northern California water moves through the State Water Project. With 1,600 structures and over 100 flow control facilities, the Water Authority's countywide infrastructure is vital to provide San Diego with a safe and reliable source of water.

Maintaining this complex system comes at a cost, and as with many essential services across the state, those costs are rising. There are a variety of reasons for this, including inflation that is driving up the cost of items



For over 80 years, the Water Authority and its 22 member agencies have worked to ensure safe, reliable water to support San Diego's economy.

like electricity, steel and chemicals needed for water delivery and treatment.

The Water Authority and its member agencies are not immune from those impacts. In fact, San Diego County's strategic investments in supply reliability, coupled with the work to maintain the aqueduct system, means upward pressure on water rates will continue – just like it will for almost everything else.

The good news is that even during long dry spells, the Water Authority can meet the regional demand for water that sustains our economy and quality of life.



Our Water,  
**HERE FOR THE ECONOMY.**



**HERE FOR LIFE.**



Thanks to decades of strategic planning we ensure the water keeps flowing, despite climate challenges and limited local water supplies. From supporting biotech breakthroughs to sustaining world-class resorts, a safe and reliable water supply keeps Carlsbad thriving.

Learn more at [sdcwa.org/water-here-for-life](https://sdcwa.org/water-here-for-life)





# CBAD HAPPY HOUR & GREEN BUSINESS EXPO

WEDNESDAY, APRIL 16, 2025 | 4 - 7PM

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

	Live Music		Electric Vehicle Displays & Test Drives		E-Bikes, Golf Carts, Robotics, & More!
Eco-Workshops		Happy Hour w/ Local Food & Craft Beverages		E-Waste Recycling	

## GREEN EXPO WORKSHOP

**Wednesday, April 16**  
Carlsbad Chamber of Commerce  
5:00pm-5:45pm  
(30 minute presentation followed by a 15 minute Q&A)

**BEING THE CHANGE IN PLASTIC SOLUTION**  
Meet 3 change makers from our community who will provide updates on laws and regulations, what businesses are doing to address single use plastics and highlighting businesses that are walking the walk.

**PANELISTS**  
**Ashlee Baker,**  
Waste Not Consulting  
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Pure Project  
**MODERATOR**  
**Sandrine Cassidy,**  
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Learn more at [sdge.com](https://sdge.com).



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SDG&E's Brush Abatement Goat Program—if you've spotted goats grazing near the strawberry fields, you've seen it in action!

# Sustainability efforts in captivating Carlsbad

From Carlsbad State Beach and Batiquitos Lagoon—to the iconic strawberry fields along I-5 and the vibrant **Flower Fields** at Carlsbad Ranch—there's so much to do and see in captivating Carlsbad. Preserving these outdoor wonders is crucial so future generations can continue to enjoy them.

We believe that change starts with us. Reducing our carbon footprint is urgent, which is why we're reimagining the energy sector and setting sustainability goals for a cleaner energy future. From building out electric vehicle charging infrastructure to fostering energy innovation, we're powered by sustainability.

The energy industry is undergoing significant transformation, driven by advancements in technology, evolving regulatory requirements and increasing demands for sustainability. **San Diego Gas & Electric®** (SDG&E®) is at the forefront of this change, adapting to new challenges and opportunities while maintaining our commitment to delivering clean, safe and reliable energy to customers.

California is advancing the electrification movement, with a focus on transportation and building electrification. As electrification expands, service reliability becomes even more vital. Climate threats, such as extreme heat waves, cold snaps and the ongoing threat of wildfires, continue to strain the grid.

SDG&E is a leader in the energy sector in climate preparedness through our comprehensive approach to wildfire mitigation and grid safety. This includes our Brush Abatement Goat Program, which you may have seen in action if you've seen goats out grazing in the fields adjacent to the strawberry fields. It's among our goat-to fire mitigation solutions for addressing a critical challenge.



Thank you  
TO OUR PARTNERS

DIAMOND



PLATINUM



GOLD



SILVER







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# We are here

In the positive outcomes that care brings to life, we are here. With information and insight that empower clinicians to make the right decision at the right time, we are here. And in settings across the continuum of care where innovation and inspiration can be the difference, we are here. QuidelOrtho. Wherever you are, we are here.



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