



The CARLSBAD BUSINESS JOURNAL

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AWARD WINNING PUBLICATION

MAY/JUNE 2024



CARLSBAD'S Sweetest HISTORY

As the Marketing and Communications Manager at the Carlsbad Chamber of Commerce, I am delighted to delve into the rich history of strawberries in our beloved city. For generations, Carlsbad has been synonymous with the luscious, juicy strawberries that flourish in our fertile soil, and our community takes great pride in the art of strawberry farming.

Dating back to the late 19th century, Carlsbad's strawberry industry has roots as deep as the flavors of the berries themselves. It all began with pioneering farmers who recognized the unique microclimate and soil conditions that make Carlsbad an ideal environment for cultivating strawberries. With hard work, dedication, and a dash of ingenuity, these early settlers transformed our landscape into a patchwork of vibrant strawberry fields.

Over the years, Carlsbad's strawberry industry has blossomed into a cornerstone of our local economy and a source of immense pride for our community. Our strawberries have earned a reputation for their exceptional taste, sweetness, and quality, attracting visitors from far and wide who come to savor the fruits of our labor.

As we embark on another summer season, the Carlsbad Chamber of Commerce and The **Carlsbad Strawberry Company** are thrilled to announce an exciting celebration of our beloved berry: the Carlsbad Strawberry Crawl. This summer-long event invites locals and visitors alike to indulge in the delicious flavors of Carlsbad's strawberries while supporting our vibrant business community.

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JESS LEVY
MARKETING & COMMUNICATIONS MANAGER
CARLSBAD CHAMBER OF COMMERCE

The NCAA is coming to La Costa

The **Omni La Costa** Golf Course has been home to some legendary players over the decades. Both celebrities, Hollywood elites and professionals have frequented the Champions and Legends Courses. The Sentry Tournament of Champions was hosted at La Costa from 1969 to 1998. Additionally, the Omni La Costa hosted the WGC-Match Play in 1999. These events brought every PGA household name from Jack Nicklaus to Tiger Woods.



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

But like all things, in order to keep up and attract top level guests and tournaments, you have to upgrade. So, in 2023, the Champions Course started a multi-million-dollar overhaul. And this upgrade was orchestrated by a legend as well: Gil Hanse. Gil has become the most sought-after golf course architect in the business. He has designed courses used for everything from the U.S. Open to the 2016 Rio Olympics.

His resume is beyond compare. Gil's design is already bearing fruit for the Omni La Costa Champions Course. For the next three years, the Omni will host both the Men's and Women's NCAA Golf Championships. This will mark the first time in 26 years that the Women's NCAA Golf Championship has been in Southern California and first time for the

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BUSINESS SPOTLIGHT

Eternal Hills, our commitments to life and legacy

At **Eternal Hills Memorial Park**, our mission goes beyond providing funeral services; it's about honoring lives lived and supporting families through one of the most challenging times they may face. We understand that each person is unique, and their legacy deserves to be celebrated in a way that reflects their individuality. As dedicated local professionals, we believe every detail should be remembered to honor the lives and memory of those we love.

Each family that walks through our doors becomes a part of our extended family, and we approach every interaction with the same level of care and empathy that we would for our own loved ones. We know that no two lives are the same, and therefore no two memorial services should be either. That is why we take the time to listen, and to learn about the unique qualities and experiences that defined your loved one, making sure every detail is remembered.

From the moment we are contacted, our team of dedicated professionals is here to support families in every step of the way. We understand that planning a funeral can be



Inside our Memorial Park at Lakeview Gardens, Estates, and Mausoleums.

overwhelming, especially amidst the pain of loss, and we are here to alleviate that burden. Whether there are specific requests or seeking

guidance on how best to honor your loved one's memory, we are here to help. Our com-

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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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A beacon of excellence

CELEBRATING CBADS BUSINESS OF THE YEAR

As Chair of the Board of Directors of the Carlsbad Chamber of Commerce, I am thrilled to extend my warmest congratulations to **Apex 365 Workforce Solutions**, the recipient of the prestigious Business of the Year CBAD Award. In a community brimming with talent and innovation, Apex 365 has truly distinguished itself through its unwavering commitment



FROM THE CHAIR

JR PHILLIPS
CHAIR OF THE BOARD
PHILLIPS + CO
REAL ESTATE

to excellence, customer satisfaction, and community engagement.

Reflecting on the journey of Apex 365 Workforce Solutions, one cannot help but be inspired by their remarkable story of resilience and determination. As highlighted in their captivating video, their commitment to excellence shines through every aspect of their business operations. One particular quote from the video stands out as a testament to their ethos: "We never settle for the status quo; we're always pushing boundaries and striving for excellence."

This dedication to continuous improvement and innovation is what I believe sets Apex 365 apart and has propelled them to the forefront of their industry. Their willingness to challenge the norm and embrace change has not only driven their own success but has



Congrats to Apex 365 Workforce Solutions on winning the 2024 Business of the Year!

also inspired others in the community to raise their standards and aspire for greatness.

Moreover, Apex 365 Workforce Solutions' focus on customer satisfaction is truly commendable. Lucy Alvarez, VP of Marketing highlights, "Our customers are at the heart of everything we do." This customer-centric approach has not only earned them a loyal customer base but has also established them as a trusted partner in the community."

Beyond their business achievements, Apex 365's commitment to community engagement is equally noteworthy. "We believe in giving back to the community that has given us so much," Lucy shared. Whether through philanthropic endeavors or volunteer efforts, Apex 365 has demonstrated a deep-seated commitment to making a

positive impact beyond the confines of their business.

It is these qualities—innovation, customer focus, and community engagement—that truly set them apart and make them deserving recipients of the Business of the Year award. Their success serves as a shining example of what can be achieved through passion, hard work, and a steadfast commitment to excellence.

On behalf of the Carlsbad Chamber of Commerce and the entire community, I extend my heartfelt congratulations to Apex 365 Workforce Solutions on this well-deserved honor. May your continued success inspire others to reach for the stars and may you continue to be a beacon of excellence in Carlsbad and beyond.



The Omni La Costa Resort Golf Course has a new look! Check out the recent Champions Course multi-million-dollar renovation.

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Men's since 2012. The Women will get the first crack at the newly redesigned course as they tee off May 17-24, 2024. The Men's tournament will be played immediately following, running from May 24-29.

This is not just a big win for the Omni, but also a huge win for Carlsbad, as the golf course renovations are just the tip of the iceberg. The entire resort is getting an upgrade. Said Craig Martin, the General Manager for the Omni, "Since its opening in 1965, the resort has been a glamorous refuge for Hollywood's elite; this new phase of renovation is poised to uphold the property's longstanding position as a world-class destination for generations to come."

Over 500 renovated guest rooms, including villas, suites, hospitality rooms and presidential suites, will unveil a fresh new look that blends history with modernity, enhancing the resort's beloved architecture with light airy spaces, soft casual textures, and neutral tones.

The Omni is Carlsbad's largest resort with over 600 guest rooms in total. Its award-winning Spa at La Costa is also getting an upgrade. In days past it has hosted famous guests such as Richard Nixon and Jackie Kennedy. Its updates will include three luxurious new salt rooms for unwinding and decompressing, refurbished steam rooms with new aromatherapy features, and new state-of-the-art equipment in the showers, locker rooms, and select treatment rooms.

While the newly upgraded course and



The Omni's newly upgrade Golf Course is dog-friendly.

these tournaments will return Carlsbad to the golf map (and the Golf Channel), the resort truly has something for everyone.

Capturing local staycationers - A strategy for Carlsbad businesses

Carlsbad seems on track to have a robust summer season, attracting visitors from near and far. But another audience that is sometimes passed over when seeking to increase

business are locals seeking a summer staycation. The concept of a staycation — a vacation spent close to home — has gained tremendous popularity in recent years. For us in Carlsbad, the trend presents a unique opportunity to further stimulate

our local economy while showcasing our city's exceptional attractions, hotels, and amenities.

Carlsbad is not only a vibrant destination for tourists, it is an active and fun community for its residents seeking relaxation and adventure. Our local businesses, from hospitality to retail, can set themselves up for success in non-peak times by showcasing their value to locals during our high-season. After all, locals can be converted into repeat customers given their close proximity. Here are some tips to position a business to capture the staycation crowd.

ENHANCE VISIBILITY TO LOCAL PATRONS

Businesses can consider strategies to become top-of-mind for local residents planning a staycation. This includes strengthening online presence through SEO tactics that target local searches, such as "Carlsbad vacation/staycation ideas" or "best staycation experiences in Carlsbad." Additionally, collaborating with local influencers who resonate with community values can amplify your visibility among potential local patrons.

TAILOR EXPERIENCES FOR BOTH LOCALS AND VISITORS



Carlsbad is not only a vibrant destination for tourists, it is an active and fun community for its residents seeking relaxation and adventure.

Creating unique, tailored experiences can make a significant difference. For instance, our hotels often offer special weekend packages that include spa services, dining credits, or guided tours to local attractions. Retail businesses can capitalize on this trend by creating exclusive discounts or custom services like personal shopping experiences that cater to both locals and tourists.

LEVERAGE LOCAL EVENTS AND SEASONS

Seasonal, local events provide excellent opportunities to attract staycationers. Whether it's our TGIF summer concert series, farmers market, or street fair or other event, businesses can sponsor and participate in these events to offer themed packages or promotions that coincide with city-wide activities. Locals are much more likely to

head to these events, so it's a great way to get your name out. This both enhances the staycation experience and supports a community-centric approach to business.

PROMOTE SHORT AND FREQUENT MICRO-GETAWAYS

Encourage your local customers to come back by creating special curated experiences that might take just a couple of hours of relaxation, rather than a multi-day vacation. For example, market a mid-week escape experience of a special couple's dinner for parents who are heading out for a night on the town. These offerings make it easy and appealing for residents to take a quick break without the hassle of long-distance travel.

COMMUNICATION THAT RESONATES WITH LOCAL IDENTITY

Finally, messaging that reflects our local culture and highlights the uniqueness of our community can foster a deeper connection with potential customers. Our Carlsbad culture is one that residents embrace. Be a part of it through storytelling and marketing materials that share the history of Carlsbad, its landmarks, and its people.

As Carlsbad businesses, your approach to harnessing the economic benefits of staycations can add to the bottom line, and boost our economy. By positioning your business to capture the interest of local patrons in addition to visitors, you contribute not only to our individual success but also to the broader economic vitality of our community. Staycations are not just a trend anymore; they are an opportunity to rediscover and appreciate the richness of Carlsbad, making it a win-win for businesses and residents alike.

› SWEETEST

Continued from Page 1

Throughout the summer, participating businesses will offer delectable strawberry-themed treats. From juicy strawberry shortcakes to refreshing strawberry lemonades, there will be something for everyone to enjoy. And here's the cherry on top: every strawberry purchase from a participating local business will earn you an entry into our raffle for a chance to win fantastic prizes. Make sure you're following our social media channels, like the posts, tag your friends, snap a pic of your items, and DM us a photo of you and the treat for each raffle entry.

Those who make it to more than 5 participating vendors will receive a bonus prize.

The Carlsbad Summer Strawberry Crawl is more than just a celebration of our agricultural heritage; it's a testament to the spirit of community and collaboration that defines Carlsbad. By supporting local businesses and savoring the flavors of our hometown strawberries, we come together to celebrate the unique charm and vitality of our city.

So, whether you're a longtime resident or a first-time visitor, join us this summer as we raise a toast to Carlsbad's sweetest tradition. Come taste the love that goes into each and every strawberry grown in our fields, and discover why Carlsbad truly is the strawberry capital of the world. See you on the crawl!



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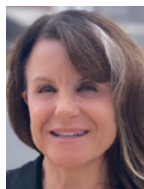
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26th Annual Art in the Village

There is something truly magical about open air art shows in how they blend creativity, nature, and community. And Art in the Village is among the best in Southern California. Held in beautiful downtown

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

Carlsbad, just two blocks from the beach, Art in the Village brings together over 130 artists from around the region and Mexico. The event features high-quality juried fine art including paintings, clay, ceramics, glass, sculpture, fiber, wood, photography, mixed

media, jewelry, and more. There are 14 individual mediums represented every summer.

The 26th Annual Art in the Village will take place in the heart of Carlsbad Village June 23rd from 9:00 am to 5:00 pm. Visitors can explore diverse artwork while enjoying the charm of this very walkable and picturesque downtown. This outdoor show allows attendees to appreciate both the art and the business community that surrounds the vendor booths. Local area restaurants, coffee shops, wine bars, and breweries are within steps from the art show, as well as a wine and beer garden that offers local food and beverages.

Generously sponsored by **Ting Internet**, this year's musical lineup on the main stage is worth the visit alone! Back by popular demand, The Ramblin' Sweethearts ignite the audience with their fusion of rockabilly, blues, roots and soul, and a little bit of rock'n



Sunday, June 23, 2024
9:00am - 5:00pm

roll. New this year is Jehlad Hickson, America's Got Talent "Golden Buzzer Winner" and semi-finalist who, with his band, will bring soulful R&B, Jazz, and Hip Hop to the stage. Sidewalk musicians throughout the event will keep the air filled with sweet melodies.

Art in the Village has been going strong for nearly three decades, offering a vibrant sense of human connection. Not only are artists from various disciplines coming together to showcase their talents and creations, but the public can interact with them in a very special way. Artwork is represented by the artist themselves, so learning about their artistry and medium is just a conversation away.

"I love this show," said Ira Cosmos, this year's Artist Ambassador whose signature piece highlights the beauty of Carlsbad's Terramar Beach and its iconic **Flower Fields**. "Meeting so many different people and talking about my artwork is so uplifting. I am very glad to be back again this year."

And while fine art, live music, shopping, dining, and community are enough to make for an amazing day in beautiful Carlsbad Vil-



Ukrainian-born Ira Cosmos is this year's Artist Ambassador for the 26th Annual Art in the Village. Her piece, Carlsbad Views, features the beauty of Terramar Beach and the iconic Flower Fields.

lage, you can also enjoy live art demonstrations, live sculpting, and even a 400 square foot artmaking pavilion for kids and their families, sponsored by the City of Carlsbad Cultural Arts.

Join us Sunday, June 23rd and soak in the creativity at the coast, connect with fellow art enthusiasts, and enjoy the vibrancy of downtown Carlsbad.



Eternal Hills, serving our community since 1948.

ETERNAL HILLS

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mitment to detail extends to every aspect of the memorial service. We believe that it is the small, personal touches that make a tribute truly meaningful, whether it's incorporating a favorite flower into the floral arrangements or playing a beloved piece of music during the service. These gestures may seem small, but they can have a profound impact in honoring a loved one, and ultimately provide comfort that their legacy lives on.

As a reflection of our diverse community, we embrace and celebrate the customs and traditions of all faiths and cultures. Our team is experienced in coordinating services that honor a wide range of beliefs, ensuring that every family feels supported and respected throughout the planning process. Whether you're seeking a traditional memorial service or a more contemporary celebration of life, we will work with you to create a meaningful and personalized tribute that reflects your loved one's wishes.

As the largest memorial park in North County San Diego, Eternal Hills provides a peaceful and serene setting for families to gather, reflect, and remember. Our meticulously landscaped grounds offer a range of

**Eternal Hills Memorial Park,
Mortuary & Crematory**
1999 S. El Camino Real, Oceanside
(760) 710-7670

remembrance options, from elegant monuments to tranquil gardens, providing a lasting tribute to those we have lost.

In addition to our commitment to individualized care, we also believe in giving back to the community that has entrusted us with so much. Our calendar of events is filled with opportunities for families to come together, to remember their loved ones, and to find comfort and support in the company of others who understand their grief. Whether it's our annual Memorial Day service, our Holiday Candlelight service, or our Dia de Los Muertos celebration, these events serve as a reminder that while our loved ones may be gone, they will never be forgotten.

At Eternal Hills Memorial Park, we understand that saying goodbye is never easy. But we also believe that by honoring the lives of those we have lost, we can find comfort and healing in the memories we cherish. It is our privilege to walk alongside you on this journey, offering our support, our guidance, and our unwavering commitment to honoring the life and legacy of your loved one.

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

Cracking the produce sticker code

What produce labels tell us about your vegetables and fruits

When you reach for a piece of fruit or vegetable at the grocery store, you may notice a small sticker on the skin with numbers. These vegetable and fruit sticker numbers often have important information.



TO YOUR HEALTH

VIKKI LANE, MD,
INTERNAL MEDICINE PHYSICIAN
SCRIPPS CLINIC,
CARMEL VALLEY

The number is called a PLU code, or a price-lookup code. Unravel the mystery of fruit and vegetable code specifics and discover what these produce stickers reveal about your fresh picks.

PLU codes have been used by supermarkets since the 1990s to help checkers identify fruits and vegetables so they can charge the correct price and maintain better inventory control. But the sticker is not just for checkout.

“Food labels can tell you a lot about what you’re eating and help you make well-informed food choices for you and your family,” says Vikki Lane, MD, an internal medicine physician at **Scripps** Clinic Carmel Valley.

HOW TO READ PLU CODES

More than 1,400 PLU codes have been assigned to various types of fruits and vegetables. The International Federation for Produce Standards (IFPS) assigns these codes, which are optional.

The four- or five-digit numbers identify the produce, indicating size, growing method, type of food (apple or orange for instance) and variety (such as a Honey-crisp or Golden Delicious apple).

The voluntary labels tell you whether you are purchasing organic or conventionally grown produce.



PLU codes, or price-lookup codes on your fruit and vegetables can be confusing. Scripps is here to break down what these various produce stickers reveal about your fresh picks.

- Organically grown fruits and vegetables have labels with five digits starting with the number 9.
- Conventionally grown fruits and vegetables have labels with four digits.
- If the code contains more than five digits, it is not part of the internationally standardized system.

ORGANIC VS. CONVENTIONAL, WHAT'S THE DIFFERENCE?

Organically grown means natural fertilizers were used instead of synthetic chemicals.

Organic farming uses compost and manure instead of chemical fertilizers. It uses insects and birds, and/or traps instead of synthetic pesticides. Crop rotation, mulching and hand weeding replace synthetic herbicides. Organic produce is usually grown without genetic engineering or modification.

Conventionally grown means synthetic fertilizers and pesticides were used to promote growth and prevent disease.

Produce can be called organic if it's certified to have grown on soil that had no synthetic fertilizers and pesticides applied for three years prior to harvest, according to the federal Department of Agriculture (USDA).

If you're shopping on a budget, organic foods tend to be more expensive, due largely to limited supplies and additional labor and other costs to produce. You have options when buying conventionally grown produce, however. Just check which products have the lowest pesticide residue.

The nonprofit Environmental Working Group (EWG) releases the annual Shopper's Guide to Pesticides in Produce, which lists fruits and vegetables with the highest and lowest pesticide residues.

PLU CODES VS NUTRITION FACTS LABELS

PLU codes help cashiers charge customers correctly for different types of produce. They also help shoppers determine if the produce is organic or conventionally grown. To find out the nutrition information of fresh produce, you will need to do some research.

The USDA maintains a nutritional value database for all kinds of foods. For packaged foods, you may also read the Nutritional Facts label on the back, bottom or side of the package. It provides detailed information about the nutritional content of the product, including serving size and calories.

“The more transparency we have in food labels the better,” says Dr. Lane. “With so many choices, understanding what labels, especially vegetable and fruit code specifics, mean can help clarify our food choices.”

Looking for a Lifestyle of Fulfillment?

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Celebrating our longevity members

This month is episode two of strong, community-driven businesses in Carlsbad which have been members for 25 years! These businesses have played a critical role in what and how the Chamber works. It is an honor 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! We take this time to recognize you and thank you for your support and influence here. We also got to honor these businesses at the Annual CBAD Awards this year. Here is our thanks to these fabulous members!



MEMBERSHIP COUNTS

KATHLEEN MCGNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE



We take this time to recognize our longstanding members and thank you for your support and influence!

In Motion, Inc. (Carlsbad Marathon) - The BEST and most scenic winter race with the BEST swag! Miles and miles of breathtaking ocean views with outstanding course support and entertainment.

Lakeshore Gardens Mobile Home Park - We are 384 homes in a gated community, nestled in a 54-acre park with 10 freshwater lakes, expansive greenbelts and a wide variety of mature trees, shrubs and personal gardens.

North Coast Calvary Chapel - North Coast Calvary is a church located in Carlsbad, CA. We exist to be a "Transformed People, Transforming the World".

Hospice of the North Coast - Compact in size yet large of heart, Hospice of the North Coast provides an array of programs and services to the terminally ill, their families and the community.

Michael Baker International, Inc. - A leading provider of engineering and consulting services, including design, planning,

architectural, environmental, construction and program management, has been solving some of the world's most complex infrastructure challenges for more than 80 years with a legacy of expertise, experience, innovation and integrity.

Mission San Luis Rey - The largest of all the 21 California missions, Mission San Luis Rey is home to a community of Franciscan Friars and is open daily to the public in the Franciscan tradition of heritage and hospitality. Facilities include a Retreat Center with day and overnight programs for spiritual renewal and multi-function meeting spaces; a Cemetery open to all people; Mission Gift Shop; Historic Church; and interpretive Museum.

Viasat, Inc. - Viasat is a global communications company that believes everyone and everything in the world can be connected. With offices in 24 countries around the world, our mission shapes how consumers, businesses, governments and militaries around the world communicate and connect.

Vigilucci's Cucina Italiana - Italian goodness! Nestled in the heart of downtown it is the perfect spot for a night out, with fabulous food and award-winning service. Enjoy a delicious lunch on our outdoor patio or start the evening off at our full-service bar then enjoy a classic Italian dinner and a great bottle of wine.

Famulare Jewelers - Famulare Jewelers, established in 1999, is the labor of love of Rita Famulare. Our philosophy is to become your jeweler for life. This translates directly to you through our ability to accommodate your every jewelry need.

The Tradition Apartment Homes - Come to a home you deserve located in Carlsbad, CA. Tradition has everything you need. The Tradition was designed to please the most sophisticated resident. Here old-world craftsmanship and attention to detail blend harmoniously with 21st century technology.

JC Concessions - JC's Concessions makes is on a mission for healthy snacking with their delicious, hand popped kettle corn, and crisp, fluffy pork rinds.

Tarantino Gourmet Sausage - Second generation Italian immigrant and World War II Veteran Peter Tarantino began a Food service and Manufacturing company over five decades ago. From the start "Old Country" Tarantino traditional Mild Italian and Hot Italian Sausage recipes were instant area successes.

NETWORKING LUNCH

LUNCH MOB

Friday, May 10, 2024 | 11:30 am - 1 pm

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WHAT
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web.carlsbad.org/events

NETWORKING EVENT

CBAD HAPPY HOUR

Tuesday, May 14, 2024 | 5 - 7 pm

WHERE
Veterans Association of North County (VANC)
1617 Mission Ave.
Oceanside, CA 92058

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

web.carlsbad.org/events

NETWORKING BREAKFAST

FROM WILDLIFE TO GELATOLove

A 10-YEAR ADVENTURE THROUGH CONTINENTS

Friday, June 7, 2024 | 7 am - 9 am

PLACE
The Westin Carlsbad Resort & Spa
5480 Grand Pacific Drive
Carlsbad, CA 92008

SPEAKER
Paola Richard
President and CEO
GelatoLove

web.carlsbad.org/events

NETWORKING LUNCH

LUNCH MOB

Friday, June 14, 2024 | 11:30 am - 1 pm

WHERE
Pitfire Pizza
7720 El Camino Real Suite A
Carlsbad, CA 92009

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

web.carlsbad.org/events

NETWORKING EVENT

CBAD HAPPY HOUR

Tuesday, June 18, 2024 | 5 - 7 pm

WHERE
Thai One On
7750 Rancho Santa Fe, Ste 101
Carlsbad, CA 92009

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

web.carlsbad.org/events

BUILDING RELATIONSHIPS

CHAMBER 101

New Member Orientation

Thu. Jun 20, 2024 | 11:30 am - 1 pm

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

WHAT:
Meet the chamber team and build relationships

COST:
Free
(Lunch will be provided)

web.carlsbad.org/events

Congratulations



Best Place to Work, Large Business: LEGOLAND



Best Place to Work, Small Business: Visit Carlsbad



2024 Board of Directors



Business Professional of the Year: Crystal Lynn Privett



Community Impact of the Year: Bio-One



High School Teach of the Year: Andie Tanner



TO ALL OUR 2024 CBAD AWARD NOMINEES AND WINNERS.

KEEP UP THE AMAZING WORK IN OUR COMMUNITY.



People's Choice: Park Hyatt Aviara



Kind Company of the Year: Shear Karma



Nonprofit of the Year: +BOX



Elementary School Teach of the Year: Jo Ellen Restivo



Business of the Year: Apex 365 Workforce Solutions



School Administrator of the Year: Jorge Espinoza



New Business of the Year: Parker & Hart



Young Professional of the Year: Samantha Richter

WELCOME NEW MEMBERS

BUSINESS CONSULTANTS & SERVICES

MVRK Partners

Ryan Bernal
270 N El Camino Real, F143
Encinitas, CA 92024
mvrkpartners.com
858-923-7080

MVRK (pronounced maverick) is your business advisement, coaching, consulting, management, and investment team. We bring the best consultants, people, ideas, and processes together to create successes.

Pam Valinet Management Consultant

Pam Valinet
Carlsbad, CA 92009
(619) 227-4449

Enable managers to change their behavior in order to generate employee trust and commitment to outcomes.

CATERING & PARTY PLANNERS

Bits & Bites Graze Boards

Ilona Rennert
Carlsbad, CA 92008
bitsandbitesgrazeboards.com
(617) 894-8556

Bits & Bites Graze Boards makes artfully curated charcuterie boards and grazing tables, ideal for corporate luncheons, customer appreciation gifts and corporate events. You can also enjoy a fun and interactive experience with our Graze Cart or private charcuterie workshops.

CREDIT CARD-MERCHANT SERVICES

Netevia Platinum Direct

Pamela Barron
Oceanside, CA 92054
netevia.com
(949) 466-9715

Payment Technology Across Platforms. All the tools needed for a seamless payment experience across platforms and industries.

ESTATE PLANNING

Law Office of Aisha Williams, APC

Matt Williams
1902 Wright Pl., 2nd Fl.
Carlsbad, CA 92008
aishawilliamslaw.com
(619) 354-0770

The Law Office of Aisha M. Williams focuses on Estate Planning - Trusts & Wills, Conservatorships, Special Needs Trusts, Trust Administration, Probate, and Kids Protection Plans. With flat-fee pricing, you pick the level of planning that best suits your needs.

FIRE PROTECTION CONSULTANTS

ASI Fire Protection

Khalid Abudawas
2255 Micro Pl.
Escondido, CA 92029
asifp.com
(760) 208-4888

ASI Fire Protection proudly serves businesses and organizations across the Southern California area. Our team has the knowledge and experience your business needs to tend to all your fire safety needs. We install, repair, and inspect all types of commercial and industrial fire protection systems.

HEALTH & WELLNESS

Derrington Orthopedics - Interventional Sports and Spine

Stephen Derrington
5806 Van Allen Wy., Ste. 101
Carlsbad, CA 92008
derringtonortho.com
(760) 721-4000

Derrington Orthopedics provides cutting-edge orthopedic treatments and Regenexx procedures for a range of joint, spine, and muscle conditions. Discover how our advanced technology and skilled physician can assist in restoring your ability to engage in the activities you cherish.



HUMAN RESOURCES CONSULTANTS & SERVICES

Group Management Services, Inc.

Carly Turbyfill
591 Camino De La Reina, Suite 420
San Diego, CA 92108
groupmgmt.com
(317) 691-8162

We are a professional employer organization (PEO). We provide comprehensive HR solutions to companies large, medium, and small throughout the United States through our industry leading HRIS. DO WHAT YOU DO BEST. Outsource The Rest

INSURANCE

Apex Risk & Insurance Services

Peter Katkov
5901 Priestly Dr., Ste. 140
Carlsbad, CA 92008
apex-risk.com
(760) 376-9095

Commercial Insurance, we believe you deserve to know your options and not to be pressured into any of them. With us you get, personal attention, custom solutions and a consultative relationship that goes way beyond insurance.

INSURANCE

Larry Acker Agency LLC

Larry Acker
Carlsbad, CA 92011
bridlewoodinsurance.com
(760) 338-1887
Senior life and health insurance.

INTERNET SERVICES

America's Mobile Inc.

Julian Smart
5621 Palmer Way, Ste. G
Carlsbad, CA 92010
americasmobile.com
(760) 498-9966
Unlimited Wireless High-Speed Internet. Discover a world of seamless connectivity and unparalleled services, designed to keep you connected and thriving, whether you're in rural America or traveling in an RV.

MARTIAL ARTS

SwiftKick Martial Arts

Brian Cowell
6100 Innovation Wy.
Carlsbad, CA 92009
swiftkickma.com
(760) 715-7503
SwiftKick Martial Arts San Diego is a Self Defense and Applied Martial Arts education program based in San Diego and Carlsbad. At SwiftKick Martial Arts we encourage our clients to become experts in practical fitness and self-defense. Our San Diego based martial arts program is also about integrating our martial arts training for increased success in business, education, and relationships.

MENTAL HEALTH ORGANIZATIONS & EDUCATION

Living Success Center

Annette Smith
2753 Jefferson St., Ste. 202
Carlsbad, CA 92008
livingsuccesscenter.org
(949) 645-4723

The Living Success Center provides mental health care to anybody that needs it, regardless of their ability to pay. We work with children, couples, and individual adults in multiple languages. Everyone is supported based on their individual needs.

PET SERVICES

Dogs On The Run

April Henley
2011 Palomar Airport Rd., Ste. 204
Carlsbad, CA 92011
dogsontherun.com
(760) 991-5444

Dogs On The Run ensures that no pets go without care while they are in our care! We offer a pet care concierge service. We exist to help families connect with experienced pet care professionals.

PHOTOGRAPHERS & PHOTOGRAPHY STUDIOS

Nicki Geigert Photos and Books

Nicki Geigert
Carlsbad, CA 92009
NickiGeigert.com
(760) 533-5154

I am an author and a photographer. I teach photography and sell wall art, along with my books. I also photograph events and special occasions, such as birthday parties. My primary subject matters are animal portraits and landscapes

VACATION RENTALS (MONTHLY & WEEKLY)

iTrip San Diego North Beaches

Will Seban
PO Box 334
Carlsbad, CA 92018
itrip.net/property-management/sd-north/about
(760) 652-3223

iTrip San Diego North Beaches' vacation rental management program in San Diego North County is all about maximizing owner revenue while offering competitive rental rates that keep bookings high and guests happy. Our expert San Diego short-term rental property management services include exposure on websites such as Airbnb and Vrbo, no repair markup, and no rotation that penalizes popular listings.

WASTE & REFUSE REMOVAL

Bin Masters USA of North County San Diego

Larry Parente
3919 Via Valle Verde
Rancho Santa Fe, California 92091
binmasters.com
(858) 261-7687

At Bin Masters, we understand the importance of sustainability. That's why we believe that compacting your waste makes a difference! By compressing waste, you can reduce the number of trips needed to transport it, cutting down on emissions and conserving resources.

RENEWALS

Acosta + Partners
Agua Hedionda Lagoon Foundation - Discovery Center
AlphaGraphics Oceanside
Arbor Scientia
Atlantic Aviation
AZCA Financial Group, LLC
Believe in Signs
Benefits by Design Insurance Services
Capital Legacy Law, Inc.
Carlsbad Aquafarm
Chamberlain Property Management, Inc.
Columbia Sportswear
Community Resource Center
Develop Your Team
Dr. Bronner's Magic Soaps
EnergySource Minerals, LLC
Fairwinds Ivey Ranch Retirement Community
Famulare Jewelers
GIA (Gemological Institute of America)
Ginger Rabe Designs
GOGO Charters San Diego
Henry Schein Orthodontics
Hilton Garden Inn Carlsbad Beach
Hubbs-SeaWorld Research Institute/Leon
Raymond Hubbard Marine Fish Hatchery
I Love A Clean San Diego
In Motion, Inc. (Carlsbad Marathon)
Independent Actuaries
Integral Senior Living
Interfaith Community Services
Jacobs & Cushman San Diego Food Bank/North County Food Bank
Jurewitz Law Group
Lee & Associates Commercial Real Estate NSDC
M.C. Strauss Co.
McLain Properties
Milestone House
Mindset Service
Navigato & Battin, LLP
New Chapter Insurance (Vickie Braden)
North Coast Calvary Chapel
Palomar Forum Business Park
San Diego County Credit Union
Scripps Health
Solutions for Change, Inc.
Sunrise La Costa
Ting Internet
Tutor Doctor
U.S. Bancorp Investments Wealth Management
Village Montessori School
West Capital Lending

RISINGS STARS



CCCF Carlsbad Chamber Community Foundation

Congratulations

TO OUR APRIL RISING STARS OF THE MONTH:



Alexandra Maggio, La Costa Canyon High School, Andrew Roelen, Sage Creek High School, Enzo Pilcher, Army and Navy Academy, Marelyn Catano, Seaside Academy, and Rachel Kann, Carlsbad High School.

MEMBERS ON THE MOVE



Jess Levy, Carolyn Grant, and Gita Nassiri celebrating the Museum of Making Music's reopening.

The NAMM Museum of Making Music reopens after renovation project

After a two-month-long renovation, Chamber member, Museum of Making Music in Carlsbad, reopens its doors to welcome back the public. The museum is the only one of its kind to tell the story of the people and businesses behind the innovation of musical instruments and other music products. The renova-

tion offers visitors an expanded learning experience, including more interactive instrument play and spotlight exhibits showing how music products are delivered to music enthusiasts around the world. Starting April 15, these are some of the new features museum goers can expect to see.

MEMBER MARKETPLACE



YOUR AD HERE

CONTACT DARRYL REITMEYER AT 760.931.8400 OR DARRYL@CARLSBAD.ORG

Advertisement for Rancho Santa Fe Security Systems Inc. featuring 'TOTAL SECURITY, WITHOUT COMPROMISE' and 'SECURITY BY Rancho Santa Fe SECURITY SYSTEMS INC 1(800) 303-8877'. Includes RSF Security logo and services like Burglar, Fire, Access Control, Video, Patrol, Guard, Alarm Response, Internet Video Monitoring, Home Automation.

Advertisement for WWM Financial. 'LIVE YOUR LIFE...' with services: Asset Management, Financial Planning, Estate Planning. Contact: Catherine M. Magaña, Managing Partner, CFP®, catherine@wwmfinancial.com. 760.692.5190 office, 760.692.5162 fax. 2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011 www.wwmfinancial.com

Advertisement for Savvy WWM. 'Savvy WWM SAVVY WOMEN WEALTH MANAGEMENT'. Catherine Magaña, CERTIFIED FINANCIAL PLANNER™. Financial Planning, Asset Management, Estate Planning. Get Savvy About Your Finances. 760.692.5700 catherine@savvyup.com. 2131 Palomar Airport Rd, Suite 330, Carlsbad, Ca 92011 Savvy Women Wealth Management is an SEC Registered Investment Adviser www.SAVVYUP.com

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CSUSM receives two gifts totaling \$20 million, largest in 35-year history

In a historic moment, **Cal State San Marcos** recently announced two philanthropic donations totaling \$20 million – the largest gifts in its 35-year history.

A grant of \$10 million from Price Philanthropies Foundation will create a first-of-its-kind, three-year accelerated bachelor's degree and workforce pipeline for behavioral and mental health.

HIGHER LEARNING



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

As part of this milestone, visionary philanthropist Daniel J. Epstein – a director of the CSUSM Foundation Board – and his wife, Phyllis, have committed to an additional gift of \$10 million. Their contribution, which makes them the largest donors to CSUSM, will serve as a unique

dollar-for-dollar matching gift opportunity for all CSUSM donors to double their impact across campus.

"Phyllis and I are incredibly impressed by CSUSM and President Ellen Neufeldt's strong commitment to bridge the opportunity gap and create a more equitable and inclusive San Diego," Daniel Epstein said. "As a regionally focused university with a highly diverse student population, CSUSM is one of the most transformative institutions in the Southern California region, impacting lives and entire communities. We are proud to pledge our support and we hope community members will join us."

The matching gift from the Epsteins will create a ripple effect, reaching into the core of CSUSM's mission of student success and fortifying an era of innovation to advance social mobility. Investments stemming from



Robert and Allison Price (center) on campus at CSUSM alongside university students.

this gift will have a direct and positive impact on funding to support the people, places and programs of CSUSM's upcoming comprehensive fundraising campaign. This opportunity presents a landmark moment for donors to double their impact, providing meaningful and transformational investments at CSUSM now and for future generations.

"We are eternally grateful for the extraordinary investments in our students and community made possible by Dan and Phyllis Epstein and the Price Philanthropies Foundation," Neufeldt said. "With CSUSM being a national leader in social mobility, the one-to-one matching philanthropic gift will catapult our campaign efforts to support critical student success initiatives. Having their confidence in CSUSM has already inspired generous supporters in our community. I am proud to partner with Price Philanthropies on such a powerful new

workforce-connected accelerated bachelor's degree program, bringing a first-of-its-kind model into the state of California to address surging behavioral and mental health employment demands."

Through the partnership with Price Philanthropies — which is committed to transforming the lives of youth and families — this multiyear program grant invests in the most urgent workforce needs in the behavioral and mental health industry. Amid an environment where the need for mental health and wellness services for children and families has increased exponentially, San Diego Workforce Partnership reports that San Diego County will require more than 18,000 new qualified mental health professionals by 2027. The funding will help embed dual enrollment, professional certificates and enhanced career preparation in a three-year degree pathway. This approach



Daniel J. Epstein received an honorary degree during a CSUSM graduation ceremony in 2021, accompanied by his wife, Phyllis.

expedites the placement of qualified people into critical roles with an escalated earning potential, a perfect example of social mobility in action.

"We are extremely grateful to President Neufeldt and her team for their partnership in creating an accelerated pathway for students to earn a bachelor's degree in three years rather than the traditional four or more years," Robert and Allison Price said. "This innovative and potentially revolutionary approach to higher education offers the potential for students to complete their undergraduate work in less time and be better prepared to enter the workforce. We believe that the three-year bachelor's degree program can become a model that can be replicated not only in the field of health care but also in many other occupational disciplines."

Students achieve excellence through challenge at Pacific Ridge

At **Pacific Ridge School**, students in grades 6 through 12 are equipped and inspired to meet the demands of a rapidly changing world. Talented faculty, small classes, advanced coursework, and innovative facilities help students achieve the goals they set for themselves. They learn to confidently approach new ideas, ask the right questions, and think beyond what's in front of them to make connections and find their path.

SCHOOL NEWS



GIGI THEBERGE
DIRECTOR OF MARKETING AND COMMUNICATIONS
PACIFIC RIDGE SCHOOL

It starts with seminar-style classes around "Harkness" tables. Each student is seen, heard, and included, developing critical thinking and communication skills, as well as an understanding of different perspectives. Students become comfortable with difficult conversations, feel confident expressing themselves, and hone their ability to ask questions.

HARKNESS LEARNING

Through interactive coursework, a weekly service-learning program, arts, athletics, and student-led activities, students are empowered to experiment with new ideas and interests, pursue their passions, and develop their voice. A unique schedule incorporates most of these activities into the school day, promoting opportunity and life balance.

GROWTH THROUGH EXPERIENCE

Through interactive coursework, a weekly service-learning program, arts, athletics, and student-led activities, students are empowered to experiment with new ideas and interests, pursue their passions, and develop their voice. A unique schedule incorporates most of these activities into the school day, promoting opportunity and life balance.

GLOBAL ENGAGEMENT

At the end of each school year, students and faculty travel across the country and around the world for cultural exploration, world language study, and service. These experiences help students think beyond themselves, develop empathy, and prepare to contribute to the world. Gaining perspective on their own lived experiences gives students a broadened worldview, expanding the possibilities for what they choose to do next.

COMMUNITY OF CARE

Teachers take an active role in student well-being, working together to understand each student's needs. They offer support, kindness, and understanding,



Innovative curriculum that allows for academic challenge and exploration, includes elective courses like Surf and Sk8 where students learn to design and fabricate custom surfboards.

whether it's in the classroom, on campus, or traveling the world. Families are a welcome part of the community.

THE MIDDLE SCHOOL EXPERIENCE

Students in grades 6 through 8 learn new ways of thinking and communicating, tackling real-world issues with collaborative solutions. Students have opportunities to challenge themselves and develop new interests. Reflecting on these experiences, students deepen their knowledge of who they are as learners, community members, artists, athletic team members, travelers, and friends.

THE UPPER SCHOOL EXPERIENCE

Students in grades nine through 12 continue their explorations in an environment that allows them to pursue their interests in-depth. A robust curriculum with honors and AP courses is matched with opportunities in student-led service groups, clubs, activities, athletics, the arts, and global travel. When it comes time to apply to college, Pacific Ridge students understand what they want from their college experience, and the skills they've learned allow them to flourish, in college and beyond. For more information about Pacific Ridge School, please visit www.pacificridge.org.



Pacific Ridge students travel with their teachers around the world for immersive Global Travel learning experiences at the end of each school year.

Carlsbad celebrates LEGOLAND California as Spring 2024 Business Sustainability Champion

The City of Carlsbad, in partnership with Republic Services, is proud to announce LEGOLAND California as the recipient of the Sustainability Champion Award for spring 2024. LEGOLAND California, nestled within the LEGOLAND® California Resort, boasts an array of attractions, including LEGOLAND California, SEA LIFE aquarium, Water Park, LEGOLAND Hotel, and Castle Hotel, all catered to families with children aged 2 to 12. Featuring over 60 rides, shows and attractions, LEGOLAND California stands as an example of environmental sustainability within the theme park industry.

The Sustainability Champion Award recognizes businesses that demonstrate exceptional commitment to environmental stewardship. LEGOLAND California has distinguished itself by implementing unique and innovative sustainability initiatives that go beyond traditional business practices.

Through education, employee engagement and operational enhancement, their commitment to sustainability is evident in every aspect of the park experience.

LEGOLAND's innovative Green Brick Badge Program is a great incentive for employees. The program rewards attendees of engagement events, town halls and beach cleanups and those who use reusable items. The special multicolor badge signifies a commitment to sustainability and is a recognized achievement across the resort.

What sets LEGOLAND apart is its transformation of conservation endeavors and recycling protocols into a self-sustaining ecosystem. The park has a Materials Resource Facility on site where waste is sorted and handled, contributing to their goal of achieving Zero Waste. Internal programs, including the Reuse Program and LED retrofit projects,

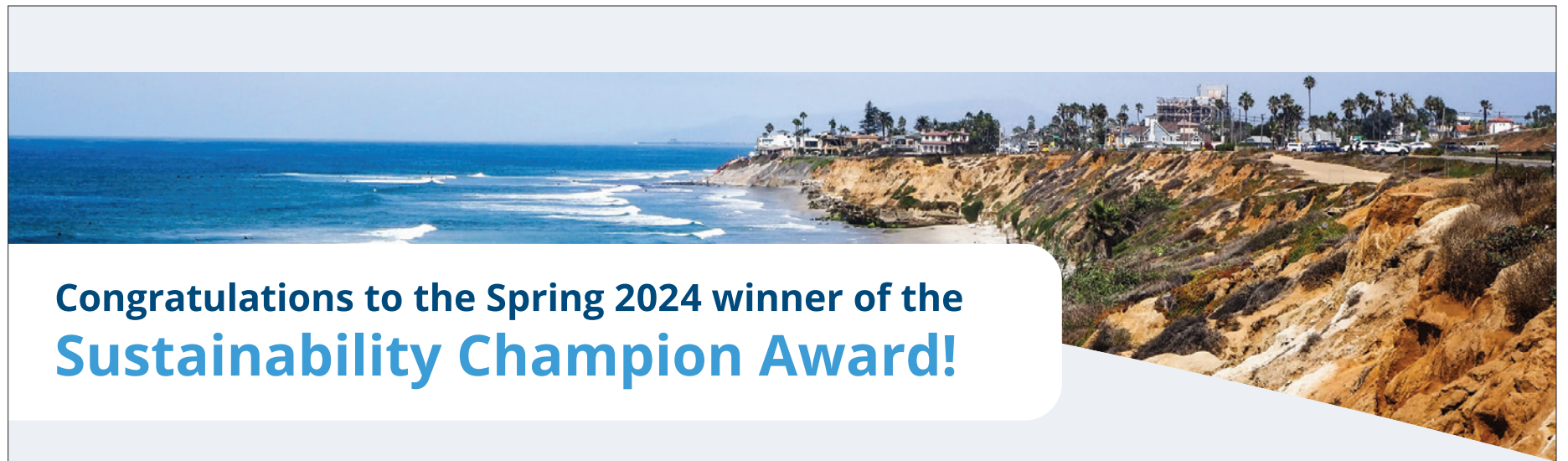


LEGOLAND California is Republic Services and The City of Carlsbad's recipient of the Sustainability Champion Award for Spring 2024.

have kept 33,841 pounds of materials out of the landfill. In 2023, they increased waste diversion levels by 22%. These efforts yield tangible environmental benefits and instill a deep-seated commitment to sustainability among employees and park visitors.

By recognizing and celebrating the achievements of businesses like LEGOLAND, the City of Carlsbad reaffirms its commitment to fostering a culture of sustainability within the community. Join us in congratulating LEGOLAND California for its outstand-

ing dedication to environmental stewardship and inspiring future generations to embrace sustainable practices. This recognition not only honors LEGOLAND's achievements but also serves as a call to action for all businesses and individuals to prioritize sustainability.



Congratulations to the Spring 2024 winner of the Sustainability Champion Award!



LEGOLAND California is a theme park geared for families with children between the ages of 2 and 12, with more than 60 rides, shows and attractions



Scan the QR code to nominate your business, or one you support, for future recognition.



Sustainability in Action



There is beauty in simplicity

As we grow up and experience more of the world, we learn that a topic typically gets more complicated as we dive deeper into it.

For example, supply and demand is a concept most of us can grasp quickly, but having a deep understanding of how these variables are affected by changes in interest rates, inflation and trade relations requires further study.

FINANCE



JUSTIN PEEK
CFP®, CCFC®, CLTC®, AAMS®
CEO AND FOUNDER
PEEK WEALTH

We also find that for those who push past a certain point in any discipline, things seem to simplify again. The

detail fades away, you unlearn some of the complexities that don't seem to matter, and you're able to distill the subject into the few key points that really matter.

True simplicity comes from a deep understanding and appreciation for the subject matter. When shared, this simplicity allows the rest of us to make sense of the world without becoming an expert in every field.

Every great teacher or writer has this quality. Richard Feynman's writing can make anyone appreciate the key lessons in physics, and he'll make you laugh. Who would have thought physics could be humorous? View some of his videos on YouTube, if he's unfamiliar to you.

COMPLEXITY FOR ITS OWN SAKE

Unfortunately, we too often encounter complexity where simplicity is what we really need. In many cases it's used to confuse,

leaving the recipient with little understanding, and keeping them reliant on the expert.

The financial industry is no different. Experts highlight the dismal level of financial literacy and argue for financial education to be part of the school curriculum, yet very few contribute to the changes we need.

Most industry players are complicit by using complexity to spread fear and a reliance on an industry which is happy to sell a product without having the buyer understand what they are getting themselves into.

If there's anything we've learnt from the history of the financial markets, it's that there are a few key learnings which will always apply. Once you approach every new crisis with this knowledge, the world becomes much simpler.

SIMPLE IS BETTER

Money, too, can be simple if you want it to be.

If it's complexity you want, then financial product providers will give it to you. There's a product for every financial fear (including FOMO) you might have. But starting here is likely to lead you astray. You'll need to work out what these mean for you and the lifestyle you want to have. A new crisis might make you second-guess your tactic, taking you back to square one.

A true understanding of money allows you to build on your understanding of your own situation and the life you want to live—your Ideal Life, as we say at **PEEK WEALTH**.

A strategy can then be built on a simple understanding of the concepts of spending less than you earn, investing and insuring for your unknown future, providing for short term expenses, compound interest, and



If you'd like to see how you fare across the 10 key areas of financial planning, scan the QR code.

historical market returns combined with old-fashioned discipline and patience.

We have found that people find the above process easier when it's facilitated by a caring financial adviser who can educate, encourage, and hold them accountable.

Products may be required, yet they'll be put in their rightful place.

THE CHOICE IS YOURS

We have a choice between simple and complex in many areas of life. Sadly, complexity is often perceived as clever and sophisticated. It's easy to look down on a simple strategy when a complex one will make you look smart. With financial matters, nothing could be further from the truth.

The real tragedy is that many don't know

that simplicity with money is an option. They accept the complicity sold to them with the result of often being overwhelmed with a lack of understanding. In many cases this leads to disengagement, which itself compounds into long-term consequences.

Our experience is that 'simple and done' is almost better than 'complex and perfect'. Clients acting and engaging in their own financial affairs leads to a proper understanding of how their decisions will impact their long-term future.

Do yourself a favor, take this question to your financial advisor—how can my plan be simplified to remove the unnecessary please?

As a bonus, if you'd like to see how you fare across the 10 key areas of financial planning, scan the QR code you see.

CARLSBAD'S NEWEST MEMORY CARE COMMUNITY



AT SANTI ANNA

VIENNA

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

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



PERSONALIZED AND HOLISTIC CARE



A TEAM APPROACH



DAYS WITH DIGNITY



ENGAGING THE SENSES



CULINARY EXPERIENCES

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Why trust Apex 365 Workforce Solutions?

With over twenty-five years of dynamic experience, Blanca Rincon, the CEO and founder of **Apex 365 Workforce Solutions**, possesses unparalleled expertise and dedication. From her early days managing multiple restaurant locations to overseeing operations for Fortune 500 companies. Blanca has continually proven her ability to effectively manage and lead numerous businesses to achieve success. With her robust background in human resources, operations, and compliance across industries such as restaurants, pharmaceuticals and dietary supplements, she ensures businesses remain proactive and compliant with industry regulations.

Aside from Blanca's strength in running a successful business, she is also driven to pursue philanthropic initiatives that result in societal improvements. Her involvement in charitable causes reflects her dedication to diverse perspectives and community enhancement. These are but a few reasons why one should trust Apex 365 Workforce Solutions for proven expertise and a commitment to your success.



You can count on Apex 365 Workforce Solutions for proven expertise and a commitment to your success.

At Apex 365 Workforce Solutions discover the Total HR, Payroll, and Safety Solution in Carlsbad, California!

Are you a San Diego, CA business owner seeking to streamline your operations and ensure your employees' well-being? Look no further! Apex 365 Workforce Solutions is your local expert, delivering exceptional Human Resources, Payroll, and Safety services.

Human Resources:

- Strengthen Employee Relations: We foster a pleasant workplace.
- Elevate Employee Skills: Offering professional training programs.
- Navigate Wage and Hour Rules: Stay compliant without the hassle.

Payroll:

- On-Time Payroll Processing: Your team deserves accurate and punctual payments.
- Hassle-Free Time Tracking: We handle it, so you can focus on growth.
- Stress-Free Payroll Tax Filing: Compliance made easy.

Safety:

- CalOSHA Experts: Direct collaboration for your safety.
- Employee Safety Education: Empower your workforce to prevent accidents.
- Clear Responsibilities: Guidance for both employers and employees.



Why Choose Apex 365 Workforce Solutions.

Local Know-How: We understand San Diego's unique business landscape. Let us handle the complex regulations.

Join our satisfied clients who have already made the wise choice.

Contact Apex 365 Workforce Solutions today to explore our tailored solutions. Let's build a safer, more prosperous future together!



Sales@Apex365ws.com
Toll Free 877-778-4544

www.apex365workforcesolutions.com

BMW Encinitas & BMW of Vista are Now...



BMW of Carlsbad



BMW ELECTRIC MODELS ASK ABOUT 2 YEARS FREE CHARGING

2024 BMW



i4
eDrive35

\$499 Lease Per Month Plus Tax For 36 Months 5 at these terms

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 5/31/2024.

2024 BMW



i5
eDrive40

\$699 Lease Per Month Plus Tax For 36 Months 5 at these terms

36 month lease with \$0 security deposit on approved above average credit. \$6559 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$7500 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 5/31/2024.

PLUS, IF YOU OWN A TESLA OR ANY COMPETING ALL ELECTRIC VEHICLE

GET AN ADDITIONAL \$1000

No trade-in necessary.

2024 BMW



ix
xDrive50

\$699 Lease Per Month Plus Tax For 36 Months 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 5/31/2024.

2024 BMW



i7
eDrive50

\$1069 Lease Per Month 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 5/31/2024.



BMW of Carlsbad

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

Service Hours: Mon-Fri 7am-7pm • Sat 8am-4pm • Sun Closed

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