

Carlsbad's thriving tourism

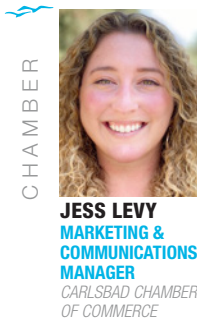
Carlsbad, our quaint “Village by the Sea,” is a gem of coastal North County San Diego. We are known for our idyllic beaches, charming downtown, family-friendly attractions, and year-round Mediterranean climate. With all these assets, Carlsbad continues to grow into a thriving tourist destination.

Carlsbad's tourism history is robust. The La Costa Resort (now known as the **Omni La Costa Resort**) was bringing in A-List celebrities decades ago. Then in 1999 **LEGOLAND California Resort** opened and ushered in an explosion of tourism. Since 1999 the number of hotels has grown from approximately 5 to over 45. In that expansion are many more resorts, time shares, and top-tier traditional hotels. In addition to beautiful golf courses, pristine beaches, amazing spas, and LEGO entertainment, agritourism is also a unique attraction in Carlsbad. Our landscape is bless-



BRET SCHANZENBACH
PRESIDENT & CEO
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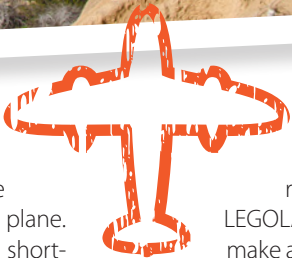
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JESS LEVY
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When you live where others vacation, taking time off doesn't have to mean hopping on a plane. With over 40 hotels and resorts, 400 short-term vacation rentals, and numerous attractions and activities, Carlsbad is an ideal place to book a staycation and support the local economy. “The Global Staycation Market size is expected to be worth around USD 837.3 Million by 2033, from USD 380.7 Million in 2023, growing at a CAGR of 8.2% during the forecast period from 2024 to 2033” (Market.US Report). Whether you're sipping a lavender latte in the Village, exploring the **Museum of Making Music**, or exploring one of Carlsbad's 40+ hiking trails, there's no shortage of ways to press pause and recharge. (Source: carlsbadca.gov/gohike) For families, **LEGOLAND® California** continues to be a major draw, especially with its expanding water park and seasonal events that keep the experience fresh for locals and returning visitors alike.



“It's not just about operating rides - it's about delivering experiences,” said Kurt Stocks, President of LEGOLAND California Resort. “You can really make an impact. The community is very tight here. It's nice to feel appreciated. Everyone is really supportive and has mutual appreciation for others and everything they do.” That sense of local connection and purpose helps make LEGOLAND not just a tourist destination, but a staycation staple for Carlsbad families. “People used to think they had to leave town to really disconnect,” says Bret Schanzenbach, President and CEO of the Carlsbad Chamber of Commerce. “But more and more, residents are realizing the beauty of exploring their own backyard. Carlsbad has everything you need for a full-spectrum vacation experience, without the travel stress.” Echoing this sentiment, Cherimarie Poulos, owner and founder of **Carlsbad Food Tours**, empha-

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BUSINESS SPOTLIGHT

Withum's San Diego office relocates to Carlsbad business district

WithumSmith+Brown, PC (“**Withum**”), one of the country's top 25 public advisory and accounting firms, has moved its San Diego office to a new location. Situated in the Carlsbad business district, the new office location at 5780 Fleet Street, Suite 310, enhances Withum's ability to serve clients more efficiently in Southern California. The 7,500-square-foot space boasts a modern, fresh work environment that encourages collaboration with a tech-forward approach. The newly redesigned workspaces offer an inclusive and collaborative environment with modern group conferencing technology and wide windows to watch gorgeous sunsets. Spacious balconies with views of the ocean and surrounding nature are available to enjoy some fresh air. Team members also have 24-hour access to a full gym equipped with Pelotons, free weights, TRX bands and more. Throughout the space, elements of the firm's brand – Power in the Plus™ – also layer the walls, echoing



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Visit the stunning new Withum office in Carlsbad.

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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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Celebrating business in a big way

Each year, the CBAD Awards give us the opportunity to shine a well-deserved spotlight on the businesses and leaders who make Carlsbad such a dynamic place to live and work. The energy in the room was electric this year—full of innovation, collaboration, and hometown pride.

It's always inspiring to gather as a community to celebrate the passion and perseverance behind our local success stories.

Two standout companies earned top honors for Business of the Year—one small, one large—each making a significant impact through distinct and powerful contributions.

B.A. Worthing, Inc. was named Small Business of the Year for its outstanding craftsmanship and unwavering commitment to community. A family-owned construction firm with over two decades in Carlsbad, the company is known for high-quality work and deep local roots. Their connection to the **Boys & Girls Clubs of Carlsbad** dates back to the owner's grandfather and continues today through the leadership of Alena Brooks Blasio, who actively serves on the club's board. Since 2021, B.A. Worthing has been a proud sponsor, helping nurture and empower the next generation. This past year, they also completed a restoration of a historic Carlsbad property, blending innovation with preservation. Their work and community involvement reflect a legacy built on purpose, pride, and heart.

TaylorMade Golf was honored as Large Business of the Year, a testament to its global leadership and deep local roots. Headquartered in Carlsbad, the company continues to set the pace in golf innovation and performance. This year, the brand celebrated a major milestone alongside longtime ambassador Rory McIlroy, who completed his career Grand Slam with a historic victory at the Masters. Beyond success on the course, TaylorMade has remained committed to community impact—supporting



TaylorMade Golf was honored as Large Business of the Year



B.A. Worthing, Inc. was named Small Business of the Year

youth golf programs, expanding its local R&D capabilities, and advancing sustainability initiatives. Their influence may be global, but their investment in Carlsbad remains front and center. TaylorMade exemplifies what it means to lead both in business and in community.

Both companies reflect the spirit of Carlsbad—hardworking, forward-thinking, and

community-driven. The CBAD Awards aren't just about trophies or titles; they're about recognizing the heart and hustle behind every great achievement.

Congratulations to all the nominees and winners. Carlsbad thrives because of businesses like B.A. Worthing and TaylorMade Golf, and we can't wait to see what they do next.

WITHUM

Continued from Page 1

Withum's shared purpose and vision. Only a few minutes-drive from many San Diego institutions like **The Flower Fields**, the **Museum of Making Music**, the **Carlsbad Strawberry Company**, and more, there are plenty of excursions in the area available to employees.

Partner-in-Charge Andrew Hills, who leads the San Diego office, is very excited about the move. "Located in the heart of a thriving community with abundant opportunities for collaboration and growth, our new location strengthens our presence in the greater San Diego market." On February 6, 2025, Withum hosted an open house for clients, business contacts and local centers of influence to connect and explore the new space. "This move will allow us to provide more in-person connections with our clients and attract top talent from the area. It's my privilege to be part of such a dedicated team as we deepen our connection to our loyal clients and community," shared Hills.

Withum is a proud member of the San Diego Business community, servicing high-net-worth individuals and offering corporate tax compliance, multi-state tax planning and mergers and acquisitions services, among other accounting and business ad-



Withum ribbon cutting to celebrate the new Carlsbad-based office.

visory needs. Its local team provides expertise for Real Estate, Consumer, Life Sciences, Manufacturing and Professional Services companies. This new office space represents

the next chapter in the firm's expansion in California as Withum also has a presence in Los Angeles, Orange County, San Francisco and San Ramon.

Outdoors, community, and small business connections

As summer approaches, Carlsbad begins to shine in its full coastal glory. From golden beaches and scenic hiking trails to world-class golf courses and a vibrant downtown village, Carlsbad offers endless ways to enjoy the outdoors. What makes our community

truly unique is the synergy between our active lifestyle and the local businesses that support it.

This season, we invite residents and visitors alike to explore the best of Carlsbad — to stay, play, and support the places and people that make our community thrive. Here are a few ways to make the most of your time in Carlsbad.

Stay Local, Shop Local

Spend the day at the beach catching waves at Tamarack or South Ponto, then head into the Village to shop local and enjoy a bite at one of our many casual, coastal restaurants. Supporting Carlsbad's small businesses keeps our community thriving — and there's no better time than summer to experience everything our city has to offer.

Need recommendations on where to go to Shop Local? Visit the City's Digital Resource Hub at carlsbadca.gov/business/digital-hub/shop-local.

Tee Off in Style

If hitting the green is your idea of a perfect day, Carlsbad is your kind of town. Known as a golfer's paradise, Carlsbad golf courses are tied to the global golf industry, with

companies like **TaylorMade** and **Callaway** calling our city home. Enjoy world-class play at championship courses and local favorites like **The Crossings**, **Park Hyatt Aviara**, and **Omni La Costa Resort and Spa**, where scenic views of the Pacific make every round unforgettable.

TGIF: Music in the Parks

Mark your calendar for the return of the TGIF Concerts in the Parks series, kicking off June 20 until the end of August. These free Friday concerts are a Carlsbad tradition — friends and families picnicking under the stars, and neighbors reconnecting to the rhythm of summer. It's more than music; it's a community celebration. Make the most of Carlsbad's outdoor lifestyle by biking to TGIF Concerts in the Parks this summer. Our free bike valet service will be available at every concert. It's one more way we're helping residents and visitors embrace an active, outdoor lifestyle while enjoying one of our most beloved community events.

Local businesses can join in the fun by becoming TGIF sponsors — a great way to associate your brand with one of our most beloved family-friendly events. Learn more about our sponsorship packages or how to get involved at carlsbadca.gov/TGIF.

GoHike Carlsbad

Carlsbad isn't just known for its beaches — our trails, lagoons, and miles of scenic terrain offer even more ways to enjoy the outdoors. Looking to discover a new route? Use the GoHike Carlsbad through the Carlsbad Connects app or visit carlsbadca.gov/gohike. After working up an appetite, head into one of our nearby commercial business parks, where you'll find great local spots to



TGIF: Music in the Parks kicking off June 20 until the end of August.



Use the GoHike Carlsbad through the Carlsbad Connects app or visit carlsbadca.gov/gohike.

grab a bite or enjoy a refreshing drink.

Carlsbad is more than a destination — it's a place we're proud to call home. This summer, get outside, support local businesses, and enjoy everything our active community lifestyle has to offer.



See where we can take you!



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From Rock Star to Entrepreneur:

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Art in the Village celebrates 27 years

Held every Summer since 1998, the **Carlsbad Village Association's** Art in the Village will return on Sunday, June 22nd from 10am to 6pm for its 27th year!



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

This one-day, open-air art show brings together 150 local and regional fine artists for a dynamic, coastal-influenced art show. All artwork is juried guaranteeing excellent quality in a wide variety of mediums including oil, watercolor, mixed media, digital, glass-

work, photography, woodworking, jewelry, pottery, sculpture, and more. Patrons can meet and interact with the artists and all art on display will be available for purchase. Celebrating the dynamic art culture in Carlsbad Village and the surrounding areas, this annual event attracts thousands of art enthusiasts each year. Starting at 10am, just two blocks from Carlsbad State Beach, attendees can browse vibrant exhibits along State Street and Grand Avenue. Art in the Village also features:

- Two stages, including three musical acts and live performance art on the State Street Main Stage.
- Local sidewalk musicians playing throughout the venue during the day.
- Live glassblowing by **Barrio Glassworks**.
- Sculpting with live models by Lieu de Sculpture.
- Chalk Zone with live painting by multiple local and regional artists.



Art in the Village., courtesy of the Carlsbad Village Association.

- Free art making pavilion for children and their families, called Pop-Up Art: An Interactive Encounter, operated by the City of Carlsbad Cultural Arts.
 - Face painting for kids.
- The Chalk Zone, new this year, will feature live painting by local artists Ron Juncal and Phyllis Swanson, and others, in the fountain parking lot at the corner of Grand Avenue and State Street. Artists will create live throughout the day on large format boards



"Best Friends" courtesy of Art in the Village Artist Ambassador, Josh Serafin (@artbyserafin)

and completed artwork will be on display in downtown business store fronts following the show for all to enjoy.

Carlsbad Village offers an incredible culinary and beverage scene including fast-casual, coffee houses, wine bars, craft breweries, and full-service dining just steps from the Art in the Village venue.

Each year, Art in the Village levels up.

This year the event will host more artists than ever before. There will be more music than ever before. And more live demos and activations than ever before will delight art admirers of all ages. Please join us for a day of open-air artistry that brings people together like no other local event. For more information, please visit us at carlsbad-village.com/art.



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Symposium spotlights social mobility

Almost a decade ago, at another university on another coast, Ellen Neufeldt set out to organize a symposium on social mobility. As she called around to invite participants as an administrator at Old Dominion University in Virginia, she received the same answer again and again:

“I will come, but first you must tell me what social mobility is.”

Neufeldt related that story in February under a very different set of circumstances. She’s now in her sixth year

as president of **Cal State San Marcos**. Social mobility has increasingly gained prominence in the world of higher education.

And, most significantly, Neufeldt was speaking to an audience of more than 400 people packed into the University Student Union ballroom for the now-annual National Social Mobility Symposium. A cross-section of education, government and other leaders from across the country congregated over a day-and-a-half to delve into the once-foreign concept and the many ways that social mobility is interconnected with the vital work of educating students.

“The national and higher education conversation has changed in many ways,” Neufeldt said in remarks kicking off the symposium. “Right here at CSUSM and in the CSU in general, social mobility has been part of the core mission of who we are. In fact, through CSUSM’s strategic planning, we established our vision to be a national leader in social mobility.

“While social mobility includes upward economic mobility, it also encompasses broader access to opportunities and resources, education, and overall quality of life.”

In a fortuitous stroke of timing, the symposium began on the same day that the

HIGHER LEARNING



DR. PATRICIA L. PRADO-OLMOS
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ENGAGEMENT
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STATE UNIVERSITY
SAN MARCOS



Alejandra Campoverdi, an author and former aide to President Barack Obama, speaks at the National Social Mobility Symposium at CSUSM in February. Photo by Erica Perez

College Futures Foundation – an Oakland-based nonprofit – released its inaugural California Mobility Index. The CMI ranks four-year institutions in the state based not on how exclusive they are, but rather on the rate of low- and medium-income students they enroll and the return on investment they provide.

California State University campuses account for 13 of the top 15 spots (including CSUSM) in the CMI, the debut of which drew coverage from such media outlets as the Los Angeles Times and EdSource.

CSU Chancellor Mildred Garcia was one of four keynote speakers at the symposium, calling it one of the system’s “signature events.”

“At the CSU and at our peer institutions represented here today, social mobility is our greatest strength, our immense source of pride, and it’s our reason for being,” Garcia said.

Joining Garcia as keynote speakers at the symposium were Nate Hilger, an economist and data scientist and author of the book “The Parent Trap: How to Stop Overloading Parents and Fix Our Inequality Crisis”; Charles Welch, president of the American Association of State Colleges and Universities; and Alejandra Campoverdi, founder of the First Gen Fund and a former White House aide to President Barack Obama.

Also, two current or former elected officials spoke to the assembled crowd: Toni At-

kins, the former leader of the California State Senate; and Scott Peters, the U.S. representative of the congressional district (50th) that includes San Marcos.

Atkins talked about the tie between her own story of social mobility as a first-generation college graduate who grew up poor in Appalachia and her political work in the state as a fierce advocate of education, affordable housing and LGBTQ rights.

“Social mobility allowed me, the daughter of a seamstress from Appalachia, to become the first woman to be president pro tempore of the California State Senate,” Atkins said. “It allowed me to live a life far beyond my dreams. I want to make sure current and future students get a chance to live that life as well.”

Advisory Program at Pacific Ridge School

At **Pacific Ridge School**, an independent, non-profit school in Bressi Ranch, programs and curriculum are designed to foster personal and academic excellence

through challenge and care. Students are encouraged to take risks, explore new interests, and develop essential critical thinking and communication skills. Central to this academic experience is the school’s intentional focus on personal attention

and connection, which cultivates belonging, academic growth, and student wellness.

While grade-level orientations, middle and upper school social events, yearly Global Travel excursions, and diverse enrichment activities provide significant moments for connection, one of the key components of student life is the Advisory program.

The program pairs students with faculty advisors and small peer groups, providing dedicated time for personal growth, skill building, and meaningful relationships. “Advisory really does bring you closer to your peers,” says sophomore Dasha Storrs. “Bonding with classmates, helps strengthen friendships that can last all of high school and even beyond. We get the opportunity to have fun throughout the year and still be

SCHOOL NEWS



GIGI THEBERGE
DIRECTOR OF
MARKETING AND
COMMUNICATIONS
PACIFIC RIDGE
SCHOOL



Pacific Ridge School students build strong bonds through small group advisory classes that remain consistent through high school.

in a classroom setting.

Advisory also gives students a space to talk to a trusted adult for homework help or advice.” She adds, “The Advisory program has taught me useful skills such as time management and organization throughout my 10th grade year. I know I always have a place to turn when I need help and that my advisor will do all she can to help me. Overall, advisory is a support system on the PRS campus for all students,” shares Storrs. Ghiya

Ali, 10th grade dean, health teacher, and the coordinator for affinity and alliance student groups at Pacific Ridge, shares the importance of the Advisory program on campus and the impact she has seen.

“In Advisory, our teachers create time and space for students to reflect, build habits, and develop skills that help them overcome present and future challenges, preparing them for fruitful inner and outer lives,” says Ali. Built on the pillars of growth, reflection,

and belonging, the program includes discussions, team-building activities, games, and structured reflection. These sessions allow students to build community, develop life skills, and consider how relevant topics affect them individually and as a community. Two of the six programming blocks in each student’s schedule are allocated for advisory programming, giving students time to connect with their advisors and group once or twice each week.

In grades nine through 12, students remain with the same advisor and advisory group, creating continuity that fosters trust and deeper relationships. This consistent structure allows students to feel comfortable asking for help, celebrating successes, and engaging in honest conversations. Advisors get to know their students well and use that knowledge to support their growth. Whether advocating during a challenging moment, offering course selection guidance, or nominating a student for a special opportunity, advisors become champions for their advisees. “Advisory strengthens relationships within the grade level and provides opportunities for students to develop empathy, communication, self-awareness, and conflict resolution,” says Ali. “It also provides a consistent space for students to share their thoughts, challenges, and successes without judgment.”

To learn more about Pacific Ridge School’s programs and curriculum, visit www.pacificridge.org.



La Costa Glen

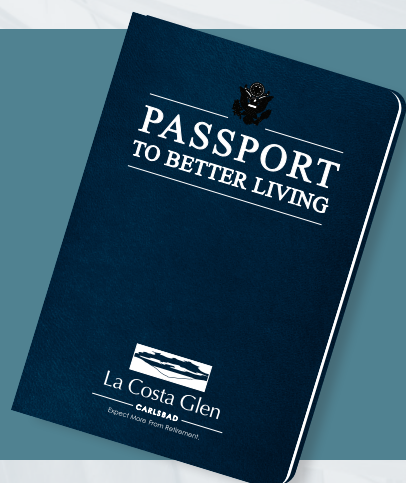
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The modern Odyssey

In Homer’s epic tale The Odyssey, the hero Odysseus faces a daunting challenge on his journey home. He must pass the island of the Sirens, mythical creatures whose enchanting songs lure sailors to crash upon the rocks.



In a stroke of genius, Odysseus plugs his crew’s ears with beeswax and ties himself to the mast, commanding his men to ignore

his pleas for release until they pass the danger.

This ancient story holds timeless wisdom for investors today as we face our seductive melodies in the modern financial markets.

The Modern Sirens

As the Sirens’ irresistible tunes tempted the fictional sailors, today’s investors are bombarded with alluring promises and enticing opportunities.

The financial media is full of pages discussing the next “can’t-miss” company stock, social media is full of stories of overnight crypto millionaires, and friends love sharing tales of perfectly timed trades. These are only examples of the temptations that appeal to our fear of missing out.

Our innate fear of loss is also preyed upon by those who have influence. As soon as the stock market retreats for a month, stories of pending doom reach us, testing our discipline and patience.



Like Odysseus’ journey, the key to successful investing lies in preparation and discipline.

These are the modern Siren songs, and they can be just as dangerous as the mythical melodies of old. The modern investor’s greatest challenge lies not in the complexities of the market but in managing our emotions and impulses.

No investor is immune to temptations. However, history has repeatedly shown that reacting to market noise and making decisions based on fear or greed is a well-used recipe for failure.

So how can we, like Odysseus, safely navigate these treacherous waters?

Charting Your Course

Like Odysseus’ journey, the key to successful investing lies in preparation and discipline. Before setting sail, Odysseus knew his destination and had a plan to reach it. Similarly, we must define our long-term

financial goals and chart a clear course to achieve them.

Once our strategy is set, we must put safeguards in place to protect against the temptation of emotional decision-making. Just as Odysseus plugged his crew’s ears, we must filter out the constant barrage of noise and limit our exposure to sensational financial news. Like his command to be tied to the mast, we need a steadfast commitment to our long-term plan, even when markets get rocky like right now.

Most importantly, Odysseus did not embark on his journey alone; he had a trusted crew to keep him on course. Similarly, investors who work with a competent and caring financial adviser possess a vital support system that can provide objective guidance, help maintain perspective, and ensure they stick to the strategy when emotions run high.

PEEKWEALTH



Eyes on the Prize

In The Odyssey, Odysseus’ ultimate goal was clear - to return to his beloved home and family.

Our financial objectives must be equally meaningful and personal. Whether securing a comfortable retirement, funding a child’s education, or leaving a legacy for future generations, your goals should be rooted in what truly matters to you. This emotional connection can provide the resolve to stay the course when challenges arise.

As Odysseus ultimately reached Ithaca, we can achieve our financial destinations by staying disciplined and focused. The price of succumbing can be steep: missed goals, lost opportunities, and deferred dreams.

So, let us chart our course carefully, filter out the noise, and keep our eyes fixed on what matters most. In doing so, we can build not only wealth but the financial freedom to live our best lives. And that, in the end, is the true reward of this modern odyssey—to live our ideal life!



CELEBRATE YOUR Summer

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Discover Carlsbad’s New Digital Hub – A Game Changer for Small Businesses

In April, the City of Carlsbad hosted a free informational webinar for small business owners, introducing the new Digital Hub—a powerful new tool designed to help businesses plan, start, manage, and grow with data-driven insights.

MEMBERSHIP COUNTS



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

For many small businesses, access to this kind of business intelligence has never been within reach—until now. While larger companies often have the resources to gather and analyze market data, Carlsbad’s Digital Hub levels the playing field by offering valuable insights at no cost. Key features include:

Competitiveness Analysis – Understand how your business compares within your industry.

Industry Mapping – Pinpoint potential customers, suppliers, and competitors.

Shop Local Directory – Boost visibility by listing your business in an interactive online directory.

Business Resources – Access tools and data to help you make strategic, informed decisions.

Growth Tools – Learn how to leverage the Hub to stay competitive and connect with essential resources.

Part of the Small Business Liaison Program, the Digital Hub is a free tool created to empower Carlsbad entrepreneurs with the same high-value analytics typically reserved for larger enterprises. From customer demographics to local market insights and competitive benchmarking, this platform provides the intelligence needed to:

- Identify growth opportunities
- Refine business strategies
- Explore new markets
- Drive long-term success



Whether you’re starting a new venture or expanding an existing one, the Digital Hub is here to support your journey. Strengthening the local economy, foster-

ing innovation, and driving business success—that’s the mission. Explore the tools now at: www.carlsbadca.gov/business/digital-hub.







NETWORKING LUNCH

LUNCH MOB

Friday, May 9, 2025 | 11:30 am - 1 pm



WHAT

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

WHERE

L'atelier de Paris
7150 Avenida Encinas
Carlsbad, CA 92011

web.carlsbad.org/events





NETWORKING EVENT

OPEN HOUSE

Coffee, Goodies & Marketing Tips

Wednesday, May 21, 2025 | 8 - 9 am



WHERE

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

WHAT

Netforce 3 is opening the doors to its weekly meeting for anyone interested to meet and learn how the group operates - It's Free!

web.carlsbad.org/events





NETWORKING & REFRESHMENTS

CBAD HAPPY HOUR

The Red Chickz

Wed. May 21, 2025 | 5 pm - 7 pm



WHAT

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

PLACE

The Red Chickz
2525 El Camino Real Unit 217
Carlsbad, CA 92008

web.carlsbad.org/events





FREE NETWORKING EVENT

Coffee CONNECTION

Friday, May 23, 2025 | 8 - 9 am




WHAT


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

WHERE

Dogs on the Run
3176 Lionshead Avenue, Suite 101
Carlsbad, CA 92010

web.carlsbad.org/events






THE ROI OF KINDNESS

CULTURE, CONNECTION & COLLABORATION

Friday, June 6, 2025 | 7 am - 9 am



WHAT

Learn the neuroscience and business benefits of kindness at work, and gain practical tools to lead with empathy, boost creativity, and build a more connected, high-performing team.

PLACE

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

web.carlsbad.org/events







NETWORKING LUNCH

LUNCH MOB

Friday, June 13, 2025 | 11:30 am - 1 pm



WHAT

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

WHERE

Casa de Bandini
1901 Calle Barcelona
Carlsbad, CA 92009

web.carlsbad.org/events







NETWORKING WORKSHOP

Chamber PL8TES

Monday, June 16, 2025 | 11:30 am - 1 pm



WHAT

Don't miss out on this opportunity for 8 chamber members to meet and learn more about each other's businesses.

FOR MORE INFO

Contact Andrew Lippman
(516) 526-2968 *Call or Text*
ALippmanCFP@gmail.com

web.carlsbad.org/events





NETWORKING & REFRESHMENTS

CBAD HAPPY HOUR

Alejandra's Mexican Cantina

Wed. June 25, 2025 | 5 pm - 7 pm



WHAT

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

PLACE

Alejandra's Mexican Cantina
6996 El Camino Real
Carlsbad, CA 92009

web.carlsbad.org/events

W E L C O M E N E W M E M B E R S

ATTORNEYS

Harris Law Office, APC
Laurel Harris
(760) 720-4566
2725 Jefferson St., Ste. 9
Carlsbad, CA 92008
harrislawofficeapc.com
Harris Law Office, APC’s dedicated attorneys provide detail oriented and results driven approaches, with each case having a personalized plan of action dependent on the needs of the client. As a boutique law firm, we have the ability to respond quickly, make ourselves available after hours or on weekends, and spend the time necessary to efficiently prepare the client’s case.

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C/v Beauty Collective & Wellness supports individually owned small businesses by offering private suite rentals for each business to operate independently. Conveniently located 2 blocks from the beach in Carlsbad Village.

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Carlsbad, CA 92008
thevillagelighthouse.com
The Village Lighthouse stands as a guiding light for families, offering expert advocacy, therapy, and assessments to promote educational success.

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Ronald Gray
(760) 644-5208
2662 Cazadero Dr.
Carlsbad, CA 92009
smbwise.com
At SMBWISE IT Security & Support, our mission is to empower small to medium businesses with robust and tailored tech solutions. We are committed to providing comprehensive IT security, expert support, and innovative strategies that align with the unique needs of each client.

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floorcoveringsinternational.com/locations/us/ca/north-county-coastal
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Coastal Mobile Therapy
Jason Swisher
(760) 688-9089
1630 Ridgeway St.
Oceanside, CA 92054
coastalmobiletherapy.com
CMT is an outpatient-based therapy company that provides mobile services. We come to your home or place of living to provide those services to you or your family member. Your place of living can be your single-family home, assisted living, board and care facility or other

remote locations.

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Nicole Hardin
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325 Carlsbad Village Dr., Ste. G2
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Advanced Brokers Insurance Services is a leading Independent Insurance Agency. We offer all lines of Insurance including Auto, Home, Life, Disability and Business insurance. Unlike most Insurance Agents that represent a certain company, Brokers are insurance professionals that represent the CLIENT. By comparing rates and coverage with SEVERAL top-rated insurance carriers, we find YOU the best possible price. That’s right, we Represent YOU!

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atlantissd.com Atlantis Group is the premier land use and strategic planning consulting firm in San Diego. We specialize in forming partnerships with our private and public agency clients ensuring success for their projects.

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RESTAURANTS

Chocolate Bar
Toni Spillsbury
(702) 324-1777
2917 State St.
Carlsbad, CA 92008
chocolatebarcarlsbad.com
Chocolate Bar is an all-day cafe located in the heart of Carlsbad Village. Specialty coffee, wine, beer and food with an organic, seed oil-free and gluten-free menu can be enjoyed with live music.

SECURITY

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Anita Anderson
8884085900
2365 La Mirada Dr.
Vista, CA 92081
offdutyofficers.com
Off Duty Officers, Inc. is a premier nationwide security guard company, founded in 1993 in San Diego. We leverage a top-tier network of security professionals to deliver customized safety and security services that meet the unique needs of our clients.

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Matthew Tilker
(858) 755-3613
6221 Yarrow Dr., Ste. B
Carlsbad, CA 92011
mistralsoap.com
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San Diego, CA 92140
ladmins.com
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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



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Carlsbad Chamber Community Foundation

RISING STARS

Congratulations

TO OUR APRIL 2025 RISING STARS!



Congratulations to our April Rising Stars of the Month: Nathan Mun, LCC; Ariel Pantaleon Rios, Sage Creek; Race Grueskin, Carlsbad High; Hung Nguyen, Army and Navy Academy.

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MAKING SENSE OF INVESTING

FUTURE CEO

FUTURE CEO SPRING 2025 – RECAP

The Future CEO program was designed to teach middle school students essential business skills, including creating business plans, licensing, product development, branding, banking & finance, and customer interaction. It aims to inspire confidence, creativity, and independence, culminating in a Future CEO Business Day & Maker's Market to showcase student ventures.



First of many, Future CEO Business Day & Maker's Market!



Henry MacArthur, Aviara Oaks, baked desserts from his family's recipe.



Rohan Singh, Aviara Oaks, 3D printed Pokemon characters.



Nikolas Novitchenko, Valley, "Nova 3D Printing" making fidget toys, vases, trophy's and more.



Joshua Lowery, Aviara Oaks, Ice Cream / Shakes.



Sydney Shafer, Aviara Oaks, "Fresh Escapes Juices".



Saffia Sissaoui, Aviara Oaks, baked goods.



Audrey Rivera, Aviara Oaks, cookies



Clark Kalaher, Calavera Hills, "Tweet, Tweet Birdhouses".



Olivia Chavez, Aviara Oaks, "Party for Hire" & upcycled surf ponchos.



Thank you to our first cohort of students in the Future CEO program.

INAUGURAL FUTURE CEO COHORT

- 26 Students from Carlsbad Unified School District
- 1 Valley Middle School
- 4 Calavera Hills Middle School
- 21 Aviara Oaks Middle School
- 6 weeks of classes; 45 minutes each, Thursday's @ 4pm
- 1 Guest Speaker per Class:
 - Amanda Miles with Bitchin' Sauce
 - Justin Peek with Peek Wealth
 - Justin Jachura with Señor Grubby's
 - Alex Renee Poelstra with ALL MAVEN
 - Liberty Bernal with Liberty Bernal Coaching
- Course ended with a "Makers Market" where the students were able to display, showcase, and sell the items that they created for the class
 - Nine students participated, selling over \$1,000 combined!
 - Products ranged from juices and cookies to 3D printed gadgets and toys to birdhouses and upcycled surf ponchos.

The Future CEO program was made possible by the support of the Grand Pacific Resorts, the Carlsbad Police Officers Foundation, Stifel, and V3 Plutus Partners. The Carlsbad Chamber Community Foundation is planning for the next cohort of Future CEO's, and the Fall classes will start in September. For more information go to impactcarlsbad.com

AI insourcing: The revolution that’s making professional services obsolete

Remember when businesses had no choice but to pay exorbitant fees to consultants, agencies, and fractional executives for specialized knowledge work? That era is rapidly ending.

Just as the Industrial Revolution transformed artisanal craftsmanship with factory efficiency, AI is now revolutionizing knowledge work. The modern information artisans—your expensive consultants and agencies—are facing their own industrial revolution.

KNOWLEDGE WORKER WITHOUT AI = INFORMATION BLACKSMITH

The game-changer? AI can now replicate knowledge work in minutes at near-zero cost.

Instead of waiting weeks for consultants to deliver a strategic plan or paying agencies thousands for marketing campaigns, businesses are discovering they can build their own “information factories” in-house. All it takes is a laptop, an internet connection, and the right AI tools.

This shift is happening lightning-fast because:

1. ZERO CAPITAL REQUIREMENTS

Unlike physical factories that needed massive investment, information factories can be set up instantly with no infrastructure costs.

2. SPEED ADVANTAGE

What used to require months of back-and-forth with vendors can now be accomplished in minutes or hours.

3. QUALITY PARITY

Today’s AI can match or exceed the



1895
The physical factory replaced the blacksmith



2025
The AI factory replaces professional services

quality of work from mid-tier professional service providers.

At **SPAARK.ai**, we’re at the forefront of this revolution. SPAARK.ai empowers organizations to insource what they previously outsourced, cutting costs while dramatically accelerating execution.

- This is real—and now:
1. AI now drafts go-to-market plans, brand campaigns, and investor decks with precision.
 2. It replicates frameworks from Bain, McKinsey, and BCG in seconds.
 3. It adapts instantly to your data, context, and goals—with no retainer needed.

We democratize excellence. SPAARK.ai helps you build custom AI workflows that turn your company into its own professional services powerhouse.

Our clients are eliminating six-figure consultant fees, slashing agency retainers, and building internal capabilities that were previously unimaginable without specialized hires.

Why pay someone else to do what you can now do better, faster, and cheaper in-house?

Stop renting expertise. Start owning capability.

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Paul Kildani
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Aaron Kruse, founder, Carlsbad Office Furniture.

Carlsbad Office Furniture

Aaron Kruse, a San Diego native with deep roots in the office furniture industry, is bringing something new to North County — the only dedicated office furniture showroom in Carlsbad. After years of running Seating Source, a successful manufacturing company specializing in office chairs and height-adjustable desks, Aaron launched **Carlsbad Office Furniture** with a focus on serving local businesses with speed, quality, and a personal touch.

“Carlsbad has a strong business community, but no local dealership that truly focuses on it,” says Kruse. “I wanted to create a showroom that’s accessible, design-forward, and built around the real needs of today’s workplaces.”

Carlsbad Office Furniture offers workspace solutions for offices, labs, education, and healthcare — with competitive pricing and quick turnaround. The showroom includes an in-house design hub, where clients can sit down with Aaron to plan their space, explore fabric and laminate samples, and select products from top-tier manufacturers.

What sets us apart is its personal design support and commitment to serving the local business community. “As a locally owned company, we know how important speed and flexibility are — that’s why we keep popular chairs and desks in stock and ready to go,” Kruse says.

With years of experience in manufacturing and distribution, Aaron understands what local businesses need — honest advice, quality products, and someone who’s in their corner. Carlsbad Office Furniture is proud to serve the North County community, helping businesses build spaces that support both their people and their purpose.



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SILVER









TOURISM

Continued from Page 1

ed with both our **Flower Fields** and our **Strawberry Fields**.

This dynamic blend has led Carlsbad to become San Diego County's second highest generator of tourism dollars (trailing only the city of San Diego itself). **Visit Carlsbad** CEO Kim Sidoriak noted, "Tourism continues to play a vital role in supporting Carlsbad's economy. In 2024, overnight visitors contributed \$34.6 million in transient occupancy taxes to the city's general fund. These funds help support essential city services—everything from police and fire departments to libraries, parks, and street maintenance."

The great news is that these numbers show that Carlsbad tourism is still growing. For 2024 occupancy rates were up 1.8% compared to 2023 (71.6% overall). The average daily rate also had modest growth of 0.4% to \$225.58. Lastly, the revenue per available room rose 2.1% to \$159.33.

Kim also noted, "TOT is the city's third-largest source of general fund revenue, behind property and sales taxes. Unlike those other taxes, though, every dollar from TOT stays

right here in Carlsbad, rather than being shared with the state or other entities."

The bottom line is that our visitors to Carlsbad pay a significant amount toward a great quality of life we enjoy in our community.

Visitors to Carlsbad, however, don't just contribute to our "tax" revenue, they also support many local small businesses. The most notable recipient of visitor spending would have to be our restaurants. Just today, as I was writing this, a member of our Chamber shared an article he ran across with the following headline: *How a sleepy coastal California city became a restaurant powerhouse*. Our restaurants are growing in number and quality. By the way, did you ever wonder how a tire company became the judge and jury on top line restaurants (enquiring minds want to know)?

Of course, the business of attracting tourists never rests. Multi-million-dollar renovations, remodels and investments have recently happened or are planned at Omni La Costa Resort & Spa, the **Park Hyatt Aviara**, **Grand Pacific Resorts**, LEGOLAND, **Hilton Garden Inn Carlsbad Beach**, **SpringHill Suites Carlsbad**, and **Homewood Suites by Hilton** (I most likely missed a few). A recent huge win for Carlsbad was the Omni La Costa securing the NCAA men's and women's golf championships. We are in year two of a five-year run for that event (and there is a possibility of that extending much further beyond the five years currently under contract).

In short, Carlsbad's tourism sector is thriving. And while parking in the Village during the summer months can be challenging, the positive impact of our tourism far outweighs the minor inconveniences. So, let's roll out the red carpet and bring on the *Zonies*, the *Angelinos*, and the *Canadians*...you are welcome here...and don't be shy about spending your hard-earned cash!

PASSPORT

Continued from Page 1

sizes the unique way her tours allow locals to rediscover their city: "We believe the best way to experience Carlsbad Village is through food because food tells the story of a neighborhood's people, history, and culture," Poulos explains.

"Carlsbad Food Tours offers a local's perspective on our unique 'Village by the Sea,' highlighting the old-world charm and culinary jewels that make our guided walking tours a great foodie experience." You can learn more about this on Episode 26 of our Carlsbad: People, Purpose and Impact Podcast.

Staycations are also more affordable, eco-friendly, and flexible, perfect for to-

day's busy professionals and families navigating hybrid work schedules and rising travel costs. So the next time you feel the urge to get away, consider staying put. Carlsbad isn't just where you live, it's where you can *live* it up!

Don't miss local deals on lodging, dining, and experiences. Visit the Carlsbad Chamber of Commerce's "Stay & Play" special section of this issue of the Business Journal and rediscover the magic of your own hometown.



...the city of Carlsbad is a vibrant and diverse community with a rich history and a bright future. The city's location in the heart of the San Diego County's wine and agricultural region provides a unique and scenic backdrop for its residents and visitors alike. The city's commitment to sustainability and community development ensures a high quality of life for all who call Carlsbad home.



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