



SEE SPECIAL SECTION INSIDE!

Carlsbad Business Journal

A W A R D W I N N I N G P U B L I C A T I O N

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JULY 2023

Savoring Carlsbad's newest neighbors

What does Avo Cafe, ViaVai Cucina Italiana, Nick's On State, That Pizza Place, MOOYAH Burgers, Fries & Shakes, Bistro 7, Alejandra's Fine Mexican Food & Cantina, Napatini Bistrotro and Wine Bar, Blue Oak Charcuterie, Thai One On Carlsbad, and Fresco Cocina all have in common? They are the newest restaurants in Carlsbad within the past year.

Carlsbad has seen an increase in restaurants popping up in the past few years. In 2021, Carlsbad's economy grew by \$1 billion according to a report presented to the City Council. It's worth recognizing all the restaurants that have contributed to that revenue.

In addition to supporting our local economy, when you eat at a restaurant unique to your community, you help to reduce your carbon footprint.

Opt out of chains that bring shipped ingredients from far away places, and support sustainable dining practices without leaving the neighborhood. Fuel your belly, economy, and environment all in one spoonful by tasting these 10 new eateries.

Avo Cafe is more than just a plant-based eatery. Sher and Mark Kopman, Founders of Avo Cafe mention, "We are a family-run cafe that prioritizes both vegan and organic, equally. We see a need for providing cleaner vegan options in a community that values a healthier lifestyle."

Nick's on State is the newest of 10 locations in Southern California. At Nick's Restaurants, the quality and design of their delicious American classics are unmatched.

Fresco Cocina is 264 Fresco's newest offering which brings modern Latin fusion to



We recently had a staff luncheon at the newly renovated That Pizza Place. Great food and atmosphere.

Carlsbad Village. This spot is the 2nd village project for restaurateur, Linda DiNitto, who dedicates her upbringing in Latin America through menu dishes from Venezuela, Peru, Brazil, and Uruguay.

Move over Caldo Pomodoro, hello **ViaVai Cucina Italiana**. With a completely new owner, new look, and menu, dine on authentic Italian right in the heart of Carlsbad Village, walking distance to the beach.

"As news spread of **That Pizza Place's** closure, four locals were saddened by the news. Chris Chiarappa, Troy Guerra, Thadd MacNeal, and I knew what it meant to Carlsbad and were determined to reopen That Pizza Place," John Chavez, Co-owner, That Pizza Place. After nearly two years renovating, they are back with original recipes, house made dressings, old classics and new favorites.



I personally love a nutritious lunch at Avo Cafe located at the Island at Carlsbad center on Van Allen Way.



Throwback to our lunch mob hosted at ViaVai Cucina Italiana.

MOOYAH Burgers, Fries & Shakes originated in Texas and brings potato buns, fresh never frozen fries and patties, and homemade ice cream shakes.

Alejandra's Fine Mexican Food and Cantina (formerly Ignite) has redefined upscale Mexican flair. General Manager, Juan Canche, "Alejandra's offers a unique twist on traditional Mexican cuisine. Our expert mixologists use freshly squeezed juices and hand-selected wines to create exceptional spirits that perfectly complement our food offerings."

Giaola Italian Kitchen, Alejandra's sister company in the Bressi Ranch community of Carlsbad, celebrates Italy's most iconic flavors, time-honored Italian dishes with a modern twist, "At Giaola, we believe that

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LEGOLAND California opened its doors in 1999 and brought a positive economic effect on the community.

LEGO masters come to town

This is part V of a series on the impact of the Carlsbad Chamber of Commerce over its 100 years of service to the Carlsbad community.

By the 1980's Carlsbad leadership was laser-focused on bringing an institute of higher learning to our community. Despite Herculean efforts, we lost the major battle in that effort to our neighbors to the east with **Cal State San Marcos** opening in 1989. However, that drive and innovation were still very active here. So instead of attracting professors and college students, we switched our attention to LEGO Masters and tourists.

As the 1980's transitioned into the 1990's, the LEGO Corporation was scouring the land of the free and the home of the brave for the perfect spot for its first North American theme park. They evaluated thousands of potential sites. By 1993, they had narrowed their options down to two sites: Carlsbad and an east-coast location. At that time, Elaine Lytleton was the Chairman of the Board for



BRET SCHANZBACH PRESIDENT & CEO CARLSBAD CHAMBER OF COMMERCE

› LEGOLAND Page 3

BUSINESS SPOTLIGHT

Why commercial cleaning is essential for every business

Have you ever walked into a business and immediately noticed the grime on the floor, the dust on surfaces, cobwebs nesting in corners, and a not-so-pleasant bathroom that no one has cleaned? It's not an inviting atmosphere most people want to be in. That's why commercial cleaning services are essential for every business. **Sparkle Freshness** understands the indispensability of commercial cleaning services in ensuring a clean, organized work environment for every business and is dedicated to delivering services that meet high standards of excellence. Not only does a clean environment promote health and safety, but it also helps improve productivity and gives a professional appearance to clients and visitors while attracting new customers and retaining existing ones. With so many commercial cleaning services available, there's no reason to let your office or facility fall into disrepair.

Studies show that dirty workspaces are breeding grounds for bacteria, viruses, and allergens, making it crucial to disinfect surfaces regularly to prevent the spread of



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germs. That's why cleaning service providers like Sparkle Freshness are essential for every type of business - from medical offices to vacation rentals and event spaces;

we've got you covered.

At Sparkle Freshness, we offer various

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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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Future leaders of our region

This edition of the Carlsbad Business Journal highlights our vibrant and impactful young professionals. Having previously been the Chair of the **Carlsbad**



FROM THE CHAIR

ADAM JACOBS
CHAIR OF THE BOARD
FORTIS FITNESS & YOGALUX
THE JACOBS SCHERIFF GROUP

Young Professionals and currently the youngest ever Chair of the Board, it gives me great pride to see the Carlsbad Chamber of Commerce recognize our future leaders of our region. These terrific up and comers bring an entrepreneurial spirit, new perspectives, and a fresh energy to our business community. Congratulations to all of the 40 under 40 honorees!

On the opposite side of the spectrum we must also recognize the fastest growing population, the Baby Boomers. Many of whom are now entering retirement and are exploring new ways to be part of our community. At the Chamber, we recognize this population and have embraced the idea that there are new opportunities and challenges associated with this new demographic trend. That is why we have launched our newest committee, the **Aging Services Committee**. This committee is made up of businesses, organizations, and individuals whose purpose is to provide products or services that benefits this population. In addition the Committee members engage in networking, education, and extensive learning about best practices on providing this essential care. One of the businesses that is heavily involved in this Committee is **BrightStar Care**. Since 2002 BrightStar has offered in-home care, skilled bruising, assisted living, and memory care to name of few of their services.. In fact, BrightStar Care was recognized as the Business of the Year at this year's annual CBAD Awards in April.

I am proud of the way we at the Carlsbad Chamber have found ways to incorporate and recognize the need to promote these two unique populations. That is what makes our Chamber, our business community, and our quality of life second to none.



Congratulations to all of the 40 under 40 honorees! See page 3 of special section.

LEGOLAND

Continued from Page 1

the Carlsbad Chamber of Commerce. Elaine led a delegation of city, civic, business and community leaders to Denmark to convince the LEGO Corporation that Carlsbad was the perfect spot. And she succeeded.

The next year, she had to convince Carlsbad residents of the same thing. Looking back on it today you might think, "well that must have been a no-brainer!" But it wasn't as easy as you would think. There were wild allegations in certain pockets of the community that a theme park like this would bring all kinds of debauchery to our beloved community. Some even claimed it would be a beacon for prostitution. Luckily, those voices were not heeded in a significant way and the referendum to support LEGOLAND coming to Carlsbad passed.

LEGOLAND California opened its doors in 1999 and the positive economic effect that LEGOLAND has had on Carlsbad cannot be overestimated. Since LEGOLAND opened its doors, 1.5 hotels/year have been built in the area surrounding our beloved theme park. The vast majority of those ho-



As the 1980's transitioned into the 1990's, the LEGO Corporation was scouring the land of the free and the home of the brave for the perfect spot for its first North American theme park.



1997 PR Event at LEGOLAND

tels have been built right here in Carlsbad – and of course, there has been overflow into Oceanside, Encinitas and Vista as well. Carlsbad is now home to 46 hotels and over 5,000 rooms. This fiscal year the city of Carlsbad will receive over \$38M in TOT revenue. TOT stands for Tourist Occupancy Tax. Only one city in San Diego County generates more TOT revenue each year than Carlsbad and that is San Diego itself. LEGOLAND has two hotels on its own property and has its eyes on a third, but they have become a beacon for hoteliers looking for a profitable place to expand.

In addition to both directly and indirectly generating revenue for the city of Carlsbad,

LEGOLAND is the ultimate workforce development site. Each summer they employ close to 2,000 young people as they provide a great experience for all the young families that visit our fair town. For many of those youthful workers, it is their first real job. This is a great resource and asset to our business community.

While we have yet to permanently land an institute of higher learning, thanks to Elaine Lyttleton's LEGO Masters, we have inspired an entire generation of engineers. Thank you, Elaine, for your tireless efforts to help us build up Carlsbad...brick by brick.

Tune in for our September issue as we discuss the re-birth of the Carlsbad sign.

Teeing off local innovation

A golfer's paradise in the golf innovation capital of the world

When it comes to golf, Carlsbad is a double-edged jewel. It's not only considered the Golf Innovation Capital of the World due to our thriving golf industry, but also a golfer's paradise, boasting some of the finest championship-level courses in the country.



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD

There's an unmatched pleasure in playing golf in Carlsbad. The city is home to several championship courses, such as the iconic **Aviara Golf Club**, host of the LPGA's Kia Classic, and **The Crossings at Carlsbad**, which perfectly blend the city's natural beauty with the sport's competitive spirit. And of course, the **Omni La Costa Resort's** Champions Course, which is undergoing a renovation that will make it the home of the NCAA Gold Championships starting in May of 2023. These exceptional courses, combined with an idyllic climate, provide golf enthusiasts with an unparalleled experience all year round.

The allure of these courses is enhanced by the industry that powers the game. At the heart of this thriving industry is **Callaway Golf**, which now owns Top Golf. Founded in Georgia in 1982, Callaway moved to Carlsbad in 1983.

Callaway has consistently been on the



Local companies like TaylorMade bring a long history of product innovation and technological breakthroughs in Carlsbad.

cutting edge, offering revolutionary equipment to professionals and amateurs alike.

Their innovative designs, from the Big Bertha driver to the latest AI-aided Mavrik line, stimulate local job growth and technological development while boosting player performance. In buying Top Golf, they have also brought golf to the masses, even those that have never set foot on a fairway. In doing so, Callaway is setting the pace for the future of golf.

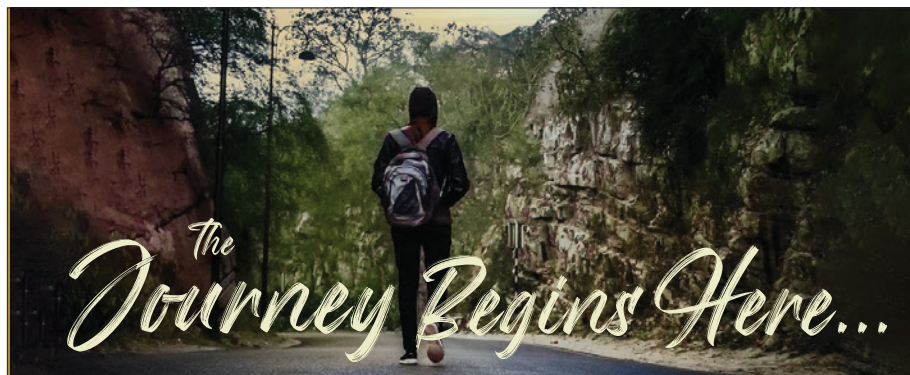
Similarly, **TaylorMade**, another transformative force in Carlsbad's golf industry has turned the sport on its head with its pioneering club and ball design. The introduction of the M1 driver, the first of its kind with adjustable weights and loft sleeve, has not only influenced golf equipment industry-wide but also elevated Carlsbad's global prominence in golf innovation.

Then there's Cobra Puma Golf, blending performance and style in a fresh, unique approach. They've brought enthusiasm to the game, with innovative products like the F-Max Airspeed drivers—the lightest ever produced by the company—further consolidating Carlsbad's image as a dynamic and forward-thinking golf industry hub.

Whether you are using one of these products on the links in Carlsbad, or around the world, chances are most golfers have a product that was made or designed in Carlsbad.

The ripple effect of these companies extends beyond manufacturing and the fairway. They attract skilled talent, creating high-quality jobs, and contribute mightily to our local economy. Carlsbad's golf industry continues to thrive thanks to its blend of top-tier golfing experiences and the pioneering spirit of companies like Callaway, TaylorMade, and Cobra Puma Golf. With the cutting-edge innovation that continues at these companies, Carlsbad is poised to drive the future of golf, continually innovating in performance technology, sustainability practices, and economic development. As the golf world evolves, Carlsbad stands at the forefront, always ready to take the next big swing.

For those who haven't played, or haven't played in a while, it is worth checking out one of our amazing courses, and while doing so, picking up a club that has a pretty good chance of being developed in Carlsbad.



Join us in July for New Haven's Restoring Hope Giving Campaign with options to donate through our Giving Book online or by bidding in our Online Auction.

The journey for more than 18,200 troubled youth and their families begins with you. New Haven has been an enduring steward of hope since 1967 and we are counting on you to help us break down barriers and build bright futures. Our unique educational model combines residential and at-home support that restores hope and dignity.

Fund a program in the online Giving Book beginning July 1st. Bid on auction items July 23 to July 30. All proceeds go to help San Diego's troubled youth.

Please take the first step - scan the QR Code and learn more.

scan now



For more info, contact Danielle Delaney, ddelaney@newhavenyfs.org 760.630.4035 x 433



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CBAD Summer has arrived

Summer has officially arrived, and the Village of Carlsbad is ready! Summer in the Village means that Flicks at the Fountain, CVA's annual "movies under the stars" community event is here. And this year marks our 10th year creating memories downtown through the magic of movies. To date we've shown 62 movies!

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

Starting at approximately 8pm every Thursday night from July 6th to August 3rd, both classic and contemporary movies will be shown in the fountain parking lot

at the corner of Grand Avenue and State Street. Bring a low back chair and a cozy blanket, kick back and relax, and enjoy a unique movie-going experience that has Summer written all over it.

What to do for dinner before the movie? Feel free to bring a picnic dinner and enjoy dining al fresco, or you can take a short stroll into the Village to one of the many local eateries adjacent to the outdoor makeshift theatre. You can also order pizza to be delivered right to your seat!

Seating starts at 6pm. Feel free to drop off your chairs and claim your spot; staff will keep an eye on everything if you head into the Village before the movie begins. Movies start at dusk (roughly 8pm) or as soon as it's dark enough to see the screen.

Flicks at the Fountain is a family friendly event. Even well-behaved leashed pups can join in on the fun. **The Carlsbad Village Association** hopes to see you there so that we can celebrate Summer together! For more information www.carlsbad-village.com.

FLICKS AT THE FOUNTAIN

TOM CRUISE
TOP GUN MAVERICK

- July 6:** Moana (PG)
- July 13:** Jumanji: Welcome to the Jungle (PG-13)
- July 20:** Mary Poppins Original (G)
- July 27:** Monsters, Inc. (G)
- Aug 3:** Top Gun: Maverick (PG-13)

Flicks at the Fountain is a family friendly event. Even well-behaved leashed pups can join in on the fun.

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CARLSBAD SUMMER PROMO!
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› SPARKLE FRESHNESS

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options to suit different needs. Office cleaning is one of the most common types, which includes daily or weekly cleaning tasks such as cleaning surfaces, disinfecting highly touched areas, dusting, vacuuming, and trash removal.

Other cleaning services we provide are post-construction cleaning for newly constructed buildings or renovated spaces and vacation rental cleaning that ensures your property remains clean between guest stays, requiring extra attention to detail. In contrast, other facilities and event cleaning provide more detailed customized options for gyms, schools, churches, HOA, medical offices, and event venues. Whatever your business needs may be, there's a cleaning service that can help you keep your space clean up to standards and sparkling fresh!

Why Sparkle Freshness

We take pride in providing eco-friendly cleaning services and practices that don't compromise quality. That's why we only use the best quality, non-toxic, biodegradable, or safer choice cleaning products that are safe for you, your family, your pets, and the planet. Our commitment to sustainability, investing in our people, and protecting our planet while ensuring high-quality results sets us apart from our competitors. We also love to educate our clients on best practices for sustainability, great tips for cleaning "green" at home and planting trees to offset our carbon footprint in our clients' names. We understand that every business has different cleaning needs. We cater to your unique needs and provide tailor-made, customizable services to meet your expectations. Whether you need office cleaning, post-construction cleaning, vacation rental



At Sparkle Freshness, our cleaning services included post-construction cleaning for newly constructed buildings or renovated spaces.



al cleaning, after-event cleaning, window cleaning, carpet cleaning, buff & wax, move-in, or move-out cleaning, we have a solution that perfectly fits your needs.

Investing in commercial cleaning by partnering with Sparkle Freshness will benefit your business and give you peace of mind knowing the service you expect is the service you will receive. With our 100% customer service guarantee, if you are not completely satisfied with our level of cleaning, we'll reclean for free. Contact us today to schedule an appointment and experience our top-notch services firsthand! To learn more about us and our commitment to green cleaning, call us today at



Cleaning service providers like Sparkle Freshness are essential for every type of business.

(858) 352-9860 or visit us on the web at www.sparklefreshness.com to book your free consultation. Let us show you what Sparkle Freshness can do for you and your business!

Our promise and guarantee ~ We promise to put ourselves in our client's shoes and do the right thing. We promise that at the core of our company lies our mission, which serves as the heartbeat of our business where we stay true to our values. We guarantee working with us, you will experience the Sparkle Effect!

› CARLSBAD

Continued from Page 1

great food and drink have the power to bring people closer together," Mark Gomez, General Manager.

Napatini Bistro and Wine Bar brings Napa Valley wines to Carlsbad with self pouring stations and food pairings. "Napatini's approach is to provide an exceptionally unique wine tasting experience by allowing customers to taste 48 different wine varietals from our "wine wall", or taste the Featured Wines with the expertly paired fine cuisine while in style and comfort", highlights Lynn & Gary McLean, Napatini.

Discover the perfect picnic box for all your summer plans with **Blue Oak Charcuterie** boards for pick up and delivery.

Thai One On has launched a newly expanded Carlsbad location, equipped with all the authentic flavors of Thailand plus live music.

And if you're hungry now, mark your calendars for October 12 for the Taste of Carlsbad Village. Tickets go on sale near Labor Day and sell out fast!

Learn more at www.carlsbad-village.com/events/taste-of-carlsbad-village

GET READY TO MASTER TODAY'S

Global Supply Chains

Supply chains face a variety of challenges when it comes to management, processes, production, and more. Now more than ever, it's critical that employees receive supply chain management training that prepares them for the job and equips them with the skills needed to succeed.

MiraCosta College trains students to become supply chain professionals through:

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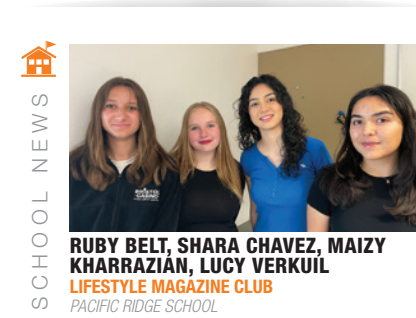
miracosta.edu/supplychain

MiraCosta College partners with professional associations to identify relevant curriculum, offer mentorships, host guest speakers, give facility tours, etc.



Student-led sustainability at Carlsbad High Schools

The Lifestyle Magazine Club at Pacific Ridge School interviewed local high schools leaders about their efforts to increase sustainability in Carlsbad school communities through student-led sustainability clubs.



RUBY BELT, SHARA CHAVEZ, MAIZY KHARRAZIAN, LUCY VERKUIL
LIFESTYLE MAGAZINE CLUB
PACIFIC RIDGE SCHOOL

Q&A with Bella Lipsey and Makena Hamilton, presidents of Carlsbad High School's Green Club

Q: What is the main goal of the Green Club at CHS?

A: We invite people to learn not just about the basics of sustainability and environmentalism, but also how to integrate changes to create more sustainable lifestyles.

Q: How has the green club enacted change in your community?

A: We're working on a project with our PTSA to beautify our library in a cost and eco-friendly manner. This will create a space for students to gather during breaks to eat, work, and hang out with friends. We've participated in various trail and beach clean-ups and created recycled toys for sheltered dogs.



Carlsbad High School's Green Club invites people to create more sustainable lifestyles.

Q: What do you think about sustainability on your campus?

A: There've been some efforts to be more sustainable on campus specifically aimed at reducing food waste through the addition of various waste bins. However, there is room to improve and grow the limits to which our campus can be environmentally friendly.

Q: What do you think students at CHS think about sustainability?

A: I think students are split on the topic, however, those who are interested and care about sustainability are so passionate and determined that it makes up for it. We have a large network of students who are members of not only the Green Club but also clean-up clubs around our campus and community.

Q&A with Dahlia Nichols, president of Sage Creek High School's Environmental Club

Q: What is the goal of the Environmental Club at SGHS?

A: We foster a connection with the school to promote education about and love for the environment. We also talk about issues facing the environment, and we promote cooperation to conserve it.

Q: How has the green club enacted change in your school community?

A: The environmental club has meetings



Pacific Ridge School Eco-friendly service learning club.

about issues, such as the Willow Project, an oil drilling project in Alaska, to educate students about environmental problems. We also provide community service opportunities through outside organizations.

Q: What do you think about sustainability on your campus?

A: I think that while the school tries to be sustainable through having many recycling and compost bins, students aren't actively trying to achieve sustainability. For example, our recycling and compost bins are underutilized.

Q: What do you think students at SCHS think about sustainability?

A: I think many students care about sustainability but don't have access to the knowledge on how to be more sustainable themselves.

Q&A with Nina Robinson, co-leader of Eco-friendly at Pacific Ridge School

Q: What is the goal of your service learning club?

A: To create a more eco-friendly campus and community by educating our peers about limiting energy use and waste.

Q: How has your service learning enacted change in school?

A: We've presented to the whole school and plan to present more in the future. A lot of what we're doing is educating our community because many people don't know things like what is recyclable or how they can reduce their energy use.

Q: What do you think about sustainability on campus?

A: I think our school community could do better at things like turning off lights when not in use, putting the correct items in the recycling, and not leaving trash around campus.

Some examples of sustainability at Pacific Ridge School include recycling and compost stations, solar panels, the Eco-friendly service learning group, and using ethical responsibility to keep our campus clean. The solar panels at Pacific Ridge help prevent 44,150 pounds of CO2 equivalent from entering the atmosphere each year.

Sustainability is important because it improves quality of life, protects our ecosystem, and preserves natural resources for future generations.

MiraCosta College offers exciting learning opportunities for students of all ages

It's Never Too Early to Start College Classes

MiraCosta College is thrilled to present its renowned College for Kids program and dual enrollment options, providing diverse educational experiences for students.

College for Kids returns this year with an extensive lineup of engaging and educational summer camps. Designed for children aged 6 to 16, these weeklong camps will be held at MiraCosta College sites, offering a wide range of interactive topics. From veterinary programs to comics and cartooning, culinary classes led by acclaimed chef Eliza Martin (winner of Food Network's Chopped championship), wilderness skills, digital music creation, and funky science experiments, there's something for every young learner.

The College for Kids Program is an extraordinary experience that offers youngsters the chance to delve into exciting subjects while enjoying the vibrant college atmosphere of MiraCosta's campuses. By taking classes on our campus, children get a taste of what it's like to be part of the MiraCosta College com-



MiraCosta College sites offers a wide range of interactive topics including veterinary programs.

munity. As their curiosity grows, we envision these young minds blossoming into future MiraCosta College students, ready to embrace a world of endless possibilities.

Camps will be available at the San Elijo Campus in Encinitas from June 26—June 30, and July 10—14. Additionally, camps are offered at the Oceanside Campus from July 17—21, and July 24—28.

Camps range from \$135 to \$195 per week, including all materials fees. Families with more than one child can benefit from a 10 percent sibling discount. Campers can also stay for a supervised lunch after the morning session and continue with an afternoon camp, allowing for a full-day immersive experience.

For a complete listing of available camps and registration details, please check out



The College for Kids Program is an extraordinary experience that offers youngsters the chance to delve into exciting subjects while enjoying the vibrant college atmosphere of MiraCosta's campuses.

miracosta.edu/collegeforkids. Information is also available by calling MiraCosta Community Education at 760.795.6820.

In addition to College for Kids, MiraCosta College offers a dual enrollment program, enabling high school students to take college-level courses either at their high school or at one of MiraCosta College's campuses. Students earn credit for both high school and college credits by participating in dual enrollment. This unique opportunity allows high school students to explore various academic disciplines, build their college transcripts, and save money (tuition is FREE for

dual enrollment students). Unlike Advanced Placement (AP) courses, students can receive college credit by achieving a passing grade in the course without needing to take any exams outside of class. And all universities accept our courses.

MiraCosta College is committed to providing exceptional educational opportunities for students of all ages. Experience the possibilities today!

Dual enrollment is for all high school students. To learn more, visit miracosta.edu/apply or call 760.757.2121.



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



LA MAREA

SENIOR LIVING

CELEBRATING OUR AWARD-WINNING STAFF!



*Glen Cruz
Medication Aide*

*Sandy Padilla
Caregiver*

*Launa Moore, R.N.
Senior Executive Director*

*Anthony Bawalan, LVN
Senior Resident Care Director*

*Sebastian Diaz
Building Services Director*



We're excited to announce that **five** of our associates have received awards from the California Assisted Living Association (CALA) for their outstanding commitment to senior living. Executive Director Launa Moore was awarded Outstanding Executive Director, and Medication Aide Glen Cruz was awarded Outstanding Caregiver.

We are so honored to have our associates recognized and look forward to showing you how incredible our team is.

Call (442) 325-3510 or visit LaMareaSeniorLiving.com
to learn more about La Marea Senior Living!

Meet our Longevity Members

If you missed the May/June edition of the CBJ you can also view it online. This month is round two of celebrating our members in honor of their continued support. The Chamber is grateful to members and our city benefits from their support of the business community. We are incredibly proud to have many long-time active organizations dedicated to promoting economic vitality and prosperity in Carlsbad. This past April we awarded the members who have had 35, 30 and 25 years of membership. It is because of their support that the Chamber has still exists, thrives, and provides our members with what they need. Here are a few more we would like to continue to recognize this year.



MEMBERSHIP COUNTS

KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

The Chamber is grateful to members and our city benefits from their support of the business community. We are incredibly proud to have many long-time active organizations dedicated to promoting economic vitality and prosperity in Carlsbad. This past April we awarded the members who have had 35, 30 and 25 years of membership. It is because of their support that the Chamber has still exists, thrives, and provides our members with what they need. Here are a few more we would like to continue to recognize this year.

Tri-City Hospital Foundation

We all know what Tri-City Hospital is but what does their foundation do? How does it work? The mission is to help advance exceptional healthcare in our community and, through the joy of philanthropy, build



Located in Carlsbad, La Costa Glen is a Continuing Care Retirement Community dedicated to making a difference in its residents' lives.

and support the best community hospital in California. Tri-City Hospital Foundation has played an important role in promoting philanthropy and well-being in our community. With the support of generous donors, the foundation has funded millions of dollars in programs, services, and capital needs for Tri-City Medical Center. Since inception the foundation has funded nearly \$50 million in programs, services, and capital needs.



Since the inception of Tri-City Medical Center, the foundation has funded nearly \$50 million in programs, services, and capital needs. Our longevity members have impacted our community for years.

Bandemer Accountancy Corp.

Located in the peaceful side of the village (on Jefferson in the Village) this company has been providing quality, personalized financial guidance to local individuals and businesses. Their expertise ranges from basic tax management and accounting services to more in-depth services such as audits, financial statements, and financial planning. Bandemer Accountancy Corp. is a specialized-service accounting firm serving clients throughout the North San Diego County area, dedicated to providing our clients with professional, personalized services and guidance in a wide range of financial and business needs.

Days Inn Carlsbad

I must start with a recent meeting I had with the owner. Our CEO, Bret and I had the opportunity to see their renovation. The current owner inherited the hotel from her father who recently passed away. He had run the Days Inn successfully for decades. His wife and daughter decided to continue his dream and completely redid the hotel interiors, it is gorgeous! Newly renovated 45 room property close to the heart of Carlsbad Village and Tamarack Beach. After a full renovation in 2022, including the public spaces, Days Inn Carlsbad is happy to welcome guests for an enhanced experience. Guests enjoy

the proximity to the highway for an easy commute to all area attractions. The interior courtyard provides guests a place to gather and enjoy the breeze while being close to their guestroom. Given the small property, their customer service is highly unique, personable, and valued by their lovely guests.

La Costa Glen Carlsbad

La Costa Glen's Continuing Care Retirement Community strives to impact the life of each and every resident. La Costa Glen offers incredible amenities, a full calendar of activities, and plenty of lounge spaces to enjoying spending time with visitors. If you're interested in employment opportunities, La Costa Glen Carlsbad has several entry-level to executive roles opened on their website.

Lem N Man, Inc. (Barrett's Lemonade)

This is one of the most critical businesses we have had at the Village Street Faire for decades. Lem N Man has been providing lemonade and more at special events for over 30 years nationwide. Lem N Man also provides service for events and private bookings. Based out of Huntington Beach, yet traveling constantly for business, give them a call at (714) 842-3475.

NETWORK | CONNECT | IMPACT

Chamber Mixer

PRESENTED BY

DATE Wednesday July 12, 2023

TIME 5 - 7 PM

PLACE North County Food Bank
3030 Enterprise Ct. Ste. A
Vista, CA 92081

Help us kick off our **School's Out, Hunger's Not Summer Food Drive** by donating a nonperishable food item. For each donated item, you will receive one ticket that you can enter into a raffle hosted by the Chambers!

ACHIEVING EXTRAORDINARY RESULTS

How to transform your life in 90 days!

FRIDAY, AUG 4, 2023 | 7 - 9 AM

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

web.carlsbad.org/events

CLAUDE JONES

CBAD HAPPY HOUR

NETWORKING & REFRESHMENTS

DATE Wednesday Aug 16, 2023

TIME 5 - 7 PM

PLACE Home2Suites by Hilton Carlsbad
1901 Wright Pl.
Carlsbad, CA 92008

web.carlsbad.org/events

Coffee Connection

NETWORKING & COFFEE

DATE Friday Aug 25, 2023

TIME 8 - 9 AM

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

web.carlsbad.org/events

WELCOME NEW MEMBERS

AIRLINES

Jet Methods

Jon Lash
2016 Palomar Airport Rd., Ste. 101
Carlsbad, CA 92011
jetmethods.com
(760) 930-9315
Jet Methods provides Private Jet Charter services. Diverse fleet of private planes. Perfect safety history. Since 2003 Jet Methods has sold aviation services that make owning and chartering aircraft easier, safer, and enjoyable for our customers.

ATTORNEYS

Petrov Personal Injury Lawyers

Daniel Petrov
380 S Melrose Dr., Ste. 201
Vista, CA 92081
petrovlawfirm.com/carlsbad-personal-injury-lawyer
(619) 344-0360
Petrov Personal Injury Lawyers is a personal injury law firm serving in Carlsbad, Vista, and other surrounding cities across California. Our personal injury lawyers in Carlsbad have over 20 years of combined experience and have recovered over \$40 million for our client's injuries.

BANKS

Endeavor Bank

Dan Yates
703 Palomar Airport Rd., Ste. 165
Carlsbad, CA 92011
bankendeavor.com
(858) 230-5185
Endeavor Bank is primarily owned and operated by San Diegans for San Diego County businesses and their owners. The bank's focus is local: local decision-making, local board, local founders, local owners, and relationships with local clients in San Diego County. Headquartered in downtown San Diego with its Executive Management / administrative offices located in Carlsbad.

CONSTRUCTION

MakoRabco LP

Dawn Doyle
5650 El Camino Real, Ste. 100
Carlsbad, CA 92008
makorabco.com
(760) 448-1760
America's National Award-Winning Self Storage Builder. With over 30+ years of experience, we are the experts in self-storage construction.

CREDIT CARD PROCESSING

Coastal Pay

Travis Chrisman
2445 Impala Dr.
Carlsbad, CA 92010
coastalpay.com
(888) 266-1715
Process transactions with ease no matter how large your volume. Make payment processing the least of your worries while you focus on growing your business.

EDUCATION - LEARNING PROGRAMS & TUTORING

Kids In Leadership

Claude Jones
Encinitas, CA 92024
astrothemonster.com
(619) 392-4272
Today's children are tomorrow's leaders. Given the challenges they face in society today, it's important we equip them with the tools needed to navigate through the complexities of life. This is why I created the Kids in Leadership Workshop. I wanted to provide a fun and interactive way to teach our younger generation the soft skills required to get along with others and build confidence in themselves.



Tutor Doctor

Julie Gibbs
Carlsbad, CA
(442) 866-9644
One-to-One Tutoring. For Every Student An in-home or online learning experience tailored for all types of learners with all types of goals.

EDUCATIONAL SERVICES

Leeward Strategies, Inc.

Spencer Burrows
2352 Hosp Way, Ste. 148
Carlsbad, CA 92008
(925) 360-6362
Leeward Strategies, Inc. provides a range of educational consulting services. These include college application consultation, speaking engagements at regional conferences and private events, interview preparation consultation for job applications, curriculum development, and statewide testing evaluations.

ELDER CARE

ActivCare at Bressi Ranch

Jason McDonald
6255 Nygaard St.
Carlsbad, CA 92009
activcareliving.com
(760) 603-9999
Our communities are social, engaging, and fun. All we do is memory care. Our focus is on the resident with memory loss from Alzheimer's and related dementias. Each of our 8 communities provide a warm, welcoming environment specially designed for residents and peace of mind for their families.

Assisting Hands

Colleen Mertes
2204 S. El Camino Real, Ste. 215
Oceanside, CA 92054
assistinghands.com
(760) 444-0343
Our company was founded on the principles of caring for others in a way that we would also want to be cared for which is made evident through our nationwide team of trained professionals who feel called to give care. Providing non-medical in-home healthcare.

ENERGY CONSULTANTS

EnergySource Minerals, LLC

Judy Finkbinder
2524 Gateway Rd.
Carlsbad, CA 92009
ESMinerals.com
(858) 509-0150
At ENERGYSOURCE MINERALS, we believe in a world where lithium processing can be low cost, low carbon, safe and efficient to operate. Project ATLiS, our premier lithium project, is under development in California using our ILiAD technology, a platform capable of unlocking major brine resources.

FINANCIAL PLANNING & INVESTMENT SERVICES

Ameriprise Financial

Andrew Hathaway
Oceanside, CA
ameripriseadvisors.com/andrew.t.hathaway
(858) 956-0600
Located in San Diego, I work one-on-one with my clients to build a financial plan that helps them plan to achieve their dreams for today, tomorrow and the future. I'm here to help you live the life you've earned.

TSF Holding

Robert Stonebrook
Carlsbad, CA
(760) 281-3242
We work with change leaders to improve their communities so citizens can be proud of their government.

HEALTH & FITNESS

StretchLab Carlsbad North Coast

John Picinich
1850 Marron Rd., Ste. 102
Carlsbad, CA 92008
stretchlab.com
(760) 809-2888
Don't just stretch - get stretched. StretchLab's team of highly trained Flexologists will give you a deeper stretch than you could ever achieve on your own.

HEALTH & WELLNESS

Best Life-ing

Julia Brodska
2104 Costa Del Mar Rd.
Carlsbad, CA 92009
bestlifeing.com
(507) 543-3464
CUSTOM RETREATS | CORPORATE EVENT ENHANCEMENTS | EMPLOYEE ENGAGEMENT RETENTION PROGRAM | We recently opened our second location at the Omni La Costa Resort & Spa in place of the former Chopra Center. We are a holistic health and wellness company that brings together over 80 different healers, teachers, and coaches to deliver custom-curated retreats and healing experiences for our clients.

HEALTH CARE

Family Health Centers of San Diego PACE

Colleen Bosse
2201 Mission Ave.
Oceanside, CA 92058
fhcspace.org
(760) 826-7223
Family Health Centers of San Diego provides caring, affordable, high-quality health care and supportive services to those in need. Family Health Centers of San Diego PACE in Oceanside provides personalized, comprehensive health care focused on wellness and prevention for adults 55 and older.

INSURANCE

Altenbern Agency Farmers Insurance

John Altenbern
640 Grand Ave., Ste. H
Carlsbad, CA 92008
farmersagent.com/jaltenbern
(760) 434-0350
As a 25-year resident of Carlsbad, CA, I help customers like you identify the insurance coverage that best fits your needs. This process is straightforward and personalized to help make you smarter about insurance. I have the knowledge and experience to help you better understand your coverage options--whether that's auto, home, renters, business insurance and more.

LEASING & FINANCING - EQUIPMENT

E&E Industries

Steve Manos
4931 Market St
San Diego, CA 92102
e-eindustries.com
(619) 520-2380
We are your premier Material Handling Equipment and Facilities Maintenance Services company serving San Diego County since 1981.

LEGAL SERVICES

Koza Law Group

Makyla Vigil
2011 Palomar Airport Rd., Ste. 302
Carlsbad, CA 92011
kozalaw.com
(760) 487-8330
Whether we are designing living trusts, wills, or comprehensive estate plans for our family clientele or providing guidance to our business clientele, we tend to have the same mission always put the client first.

LIGHTING

Outdoor Lighting Perspectives

Yasin Alkowni
3125 Tiger Run Ct., Ste. 107
Carlsbad, CA 92010
outdoorlights.com
(858) 405-7097
Ready to enhance the look and feel of your property after dark? Outdoor Lighting Perspectives (OLP) is an outdoor lighting company that specializes in transforming your outdoor spaces with low-voltage architectural and landscape lighting.

MASSAGE THERAPY

Robert's Massage

Robert Sherman
2725 Jefferson St.
Carlsbad, CA 92008
robertsmassage.com
(858) 245-5580
There is joy in feeling good! Through Robert's Massage I have devoted over 20 years learning and developing massage techniques that help the body become pain-free and more mobile.

MENTAL HEALTH ORGANIZATIONS & EDUCATION

Krystal Clear Mind

Krystalynn Williams
krystalclearmind.com
(951) 609-5099
Your fresh start begins here, with you. Therapy for mothers and couples.

MORTGAGE LENDERS

The Rafi Group at Bay Equity Home Loans

Mike Rafi
445 Marine View Ave., Ste. 200
Del Mar, CA 92014
bayequityhomeloans.com/the-rafi-group
(760) 405-0712
We're here to get you home. Bay Equity Home Loans remains open for business and serving the needs of our borrowers. As a full-service mortgage lender, we can help with whatever your home loan needs may be.

ORGANIZING SERVICES HOUSEHOLD & BUSINESS

2000 Paces Photo Organizing

Rachel Arbuckle
1165 Linda Vista Dr., Ste. 113
San Marcos, CA 92078
2000paces.com
(760) 290-3957
At 2000 Paces, we believe that memories are the moments that make life worth living and the stories that define us. That's why we're passionate about helping our clients organize and preserve their memories in a way that is both meaningful and useful. Check out our print and digital photo organizing services.

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

PET SERVICES

Paws and Tails

Joshua
Carlsbad, CA
web.carlsbad.org/atlas/directory/category/pet-services/Paws-and-Tails-4448
Three awesome siblings who are here to help you by helping your dogs walk! For more information message us at web.carlsbad.org/atlas/directory/category/pet-services/Paws-and-Tails-4448.

PRINTING - COMMERCIAL/GRAPHICS

Machine Print Shop

Chris Swimley
Vista, CA
machineprintshop.com
(760) 678-7397

Machine Print Shop has over 10 years of experience in branded merchandise. We specialize in graphic design, screen printing, and embroidery for custom t-shirts, hats, and promotional products. From startups, to multi-million-dollar retailers and wholesalers, we have collaborated with companies and brands all over the country.

REAL ESTATE

Daphne Gaughan Realty & Notary

Daphne Gaughan
Carlsbad, CA 92008

DaphneGaughanRealty.com

(760) 525-5306 As your professional real estate partner, my years in the business have provided me the experience to assist you with nearly every real estate need.

Greater San Diego Association of Realtors (GSDAR)

Charles Cooper
4845 Ronson Ct.
San Diego, CA 92111
sdar.com
(858) 715-8000
The Greater San Diego Association of REALTORS is dedicated to the preservation of private property rights and to the promotion and protection of the business interests of our REALTOR members.

K&K Homes, Keller Williams Carlsbad

Kelly Carter
6005 Hidden Valley Rd. Ste 250
Carlsbad, CA 92011
thezenrealtor.com
(678) 283-2809
Whether you're looking to buy, sell, invest, or even relocate we've got you covered. Our number one priority is helping our clients get exactly where they want to go when they want to get there. We are the local Carlsbad real estate experts and we're here to help you move the Zen Way!

Pacific Sotheby's International Realty

Angela Ervin
2742 State St., Ste. 101
Carlsbad, CA 92008
pacificsothebysrealty.com/about-us
(760) 822-7833
Angela has lived in San Diego for over 40 years and married and raised a family for 30 of those years. She has been through many seasons in life and can relate to the first-time home buyers as well as the empty nesters. Angela has the knowledge and expertise to represent you when you're looking for a bigger

home, when you're ready to downsize, and for every moment in between.

REAL ESTATE - COMMERCIAL

M.C. Strauss Co.

Lori Winter
2131 Palomar Airport Rd., Ste. 200
Carlsbad, CA 92011
mcstraussco.com
(760) 230-9600
Founded in 1960, MC Strauss Company is a leading private real estate investment, development, and operating firm, headquartered in greater San Diego. Our actively managed portfolio consists of 25 properties encompassing approximately 1.5 million square feet.

SEARCH ENGINE OPTIMIZATION (SEO)

Amplified

Scott Johnson
PO Box 4232
Carlsbad, CA 92018
amplified.io
As Carlsbad residents we pride ourselves on being SEO experts, easy to reach, and even easier to talk to. We understand the importance of lead gen to your business and that SEO can seem mysterious.

SHOPPING CENTERS & MALLS

Village Faire Shopping Center

Cory Orcutt
300 Carlsbad Village Dr., Ste. 108
Carlsbad, CA 92008
shopvillagefaire.com
(760) 434-3838
Welcome to the Village Faire Shopping Center, located in the heart of the Historic Carlsbad Village, Carlsbad, California at the corner of

Carlsbad Boulevard and Carlsbad Village Drive. With its New England-style architecture with a Caribbean flare, this enclave of over 36 restaurants, shops and services surrounds a family friendly fountain courtyard, located just a block from the beach and train station.

VETERINARIANS

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Margaret Wypart
655 Laguna Dr.
Carlsbad, CA 92008
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WATER FILTRATION & CONDITIONING


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Melissa Wardell
2241 La Mirada
Vista, CA 92081
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(760) 208-3890
From better tasting water to lower energy bills and high performing appliances, you'd be surprised at how many ways an EcoWater filtration or softener system can improve your life.

Solana Water Solutions

Joel Btsh
Solana Beach, CA
solanawatersolutions.com
(760) 406-4422
We believe having pure drinking water for your business should be simple. Solana Water Solutions is here to help you find the perfect hydration solution to fit your business' unique size, configuration, industry, and culture.

MEMBER MARKETPLACE



YOUR AD HERE

CONTACT DARRYL REITMEYER AT 760.931.8400
OR DARRYL@CARLSBAD.ORG



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In Our 16th Year Serving North County San Diego Helping Families:

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

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



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Managing Partner, CFP®
catherine@wwmfinancial.com

Scott McClatchey
Wealth Advisor, CFP®
scott@wwmfinancial.com

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760.692.5190 office
760.692.5162 fax

2131 Palomar Airport Road, Suite 330 • Carlsbad, CA 92011
www.wwmfinancial.com

M E M B E R S O N T H E M O V E

Diana Aaron Joins Agua Hedionda Lagoon Foundation



Carlsbad, California, May 26, 2023: Diana Aaron has joined the **Agua Hedionda Lagoon Foundation** as Chief Development Officer where she will be responsible for fundraising and cultivating new memberships. Aaron has worked in the nonprofit sector for 23 years. Most recently, she was the Vice President of Philanthropy for **New Haven Youth and Family Services** and previously served as the executive director of the **Carlsbad Educational Foundation** and the Moonlight Cultural Foundation.

Satellite Giants Unite: Viasat acquires Inmarsat, launching into new orbit of connectivity



Carlsbad-based **Viasat** completed its acquisition of Inmarsat for a total consideration that includes \$551 million in cash and approximately 46.36 million shares of common stock. This strategic move strengthens Viasat's position in the satellite communications industry, enhancing their scale and capabilities. The integration of assets is expected to drive innovation and provide customers with improved satellite connectivity, addressing their demands for speed, flexibility, reliability, coverage, and security.

Restaurant Icon, Diane Powers, Receives Lifetime Achievement Award from California Restaurant Association



Congratulations to Diane Powers, Owner-Operator of **Bazaar del Mundo Shops and Restaurants** for being recognized by the California Restaurant Association (CRA) with its Lifetime Achievement award at the San Diego Chapter's 38th Annual Gold Medallion Awards on June 13.

Solutions for Change Appoints Kathryn Warren COO



Solutions for Change, the San Diego nonprofit that provides comprehensive services for the homeless population has appointed a new Integrator and Chief Operating Officer, Kathryn Warren. "We're thrilled to welcome Kathryn Warren to the Solutions for Change family," said Chris Megison, president and CEO of Solutions for Change. "We believe that Kathryn's appointment will further enhance our ability to make a positive impact and provide sustainable solutions for those in need."

CARLSBAD CHAMBER OF COMMERCE | **100** Years

ROAD TO TWENTIES

CENTENNIAL Gala

FRIDAY, OCT. 13, 2023 @ 5:30 PM
THE WESTIN CARLSBAD RESORT & SPA

INDIVIDUAL TICKETS: \$275
TABLE OF 10: \$2,500

FOR SPONSORSHIP OPPORTUNITIES CONTACT: CEO@CARLSBAD.ORG

Proceeds will benefit the Carlsbad Chamber of Commerce's 501c3 Carlsbad Chamber Community Foundation! This foundation provides our college scholarship programs (Rising Star), Workforce development (SOCAL), and many other important causes for our community!

CARLSBAD.ORG

M E M B E R R E N E W A L S

- AAM - Associated Asset Management
- AARC Consultants
- Agua Hedionda Lagoon Foundation - Discovery Center
- AJWillman International, LLC
- Alphatec Spine, Inc.
- Anchor Audio, Inc.
- Aptera Motors
- ASM Affiliates
- Assistance League of North Coast
- AtWork Personnel Services
- Benefits by Design Insurance Services
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- Buffini & Company
- C2 Financial Corporation
- Carlsbad Aquafarm
- Carlsbad Educational Foundation
- Carlsbad Hi-Noon Rotary Club
- Carlsbad Ranch Market
- Carolyn B. Reinmiller Public Relations
- Children's Paradise
- City Soccer Club (City SC)
- Coast To Coast Wealth Management | Ameriprise Financial Services, LLC
- Community HousingWorks
- Corporate Technologies
- Curtis Management Company, Inc.
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- Devore Realty Group
- Dr. Bronner's Magic Soaps
- EcoDirect
- Edward Jones (Brett Elliott, Financial Advisor)
- Edward Jones (Darcy Wolfe, CFP, AAMS, Financial Advisor, CA License OC24309)
- Engage Life Care
- FirstWatch Solutions
- For Their Thoughts
- Furniture Reuse Solutions, Inc.
- Fuzion Payments, Inc.
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- Hennessey's
- Henry Schein Orthodontics
- Herold & Sager Attorneys at Law
- Hospice of the North Coast
- Hotchkiss & Anewalt, Inc.
- In Motion, Inc. (Carlsbad Marathon)
- Interfaith Community Services
- Kaiser Permanente - Carlsbad
- KBACH Associates Insurance Services
- Kilmer's Swim Time, LLC
- Laguna Estates Carlsbad
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- McLain Properties
- Michael Baker International, Inc.
- Milestone House
- My San Diego North County
- New Chapter Insurance (Vickie Braden)
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- New York Life Insurance Company
- Nick's Restaurants
- Nordson Corporation
- North Coast Calvary Chapel
- Ocean Hills Senior Living
- Olivenhain Municipal Water District
- Omni La Costa Resort & Spa
- Pacific Ridge School
- Poseidon Water LLC
- Premier Carlsbad Buick GMC Cadillac
- Premier Chevrolet and Kia of Carlsbad
- Primerica Advisors Carlsbad
- Quantum Functional Medicine
- RAM Air Engineering Inc.
- Rancho Coastal Humane Society
- Rayne Water of North County
- Real Property Management (RPM)
- Red Lotus Wellness Center
- Redmond Diamond Center
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- Robyn Koenig, Coach & Consultant
- Ruhnau Clarke Architects
- San Diego County Water Authority
- Scanlon Realty Management, Inc
- SSA Insurance Services
- Startup Partners, Inc.
- STRATA Skin Sciences
- Strategic IT Group
- Subrex LLC
- TCO Appraisals
- Techbilt Companies
- The Agape Serape DBA Sundaze Originals
- The Lightfoot Planning Group
- The Lofts at Carlsbad Village
- The Studio by Oceanside Glass & Tile
- The Swann School of Protocol
- TopGolf Callaway Brands Corp.
- Torrey Pines Scientific, Inc.
- True West Facility Supply Inc.
- Tutor Doctor
- Westmont Living
- Wiegand Realty
- Windsor at Aviara
- Women's Resource Center

What to do, and not do in case of a snake bite

DO NOT WAIT FOR SYMPTOMS TO APPEAR, CALL 911

Don't let fear of snakes stop you and your family from hiking or biking the trails as the days heat up and sunlight lingers.

While you should stay away from venomous snakes, you are more likely to die from a lightning strike than from a snakebite. Of the 7,000 to 8,000 people in the United States bitten annually by venomous snakes approximately five die, according to the Centers for Disease Control and Prevention (CDC).

The number of deaths from a venomous snake bite would be much higher if people did not seek medical care, according to the CDC.

To stay safe, arm yourself with prevention and protection tips.

"Educate yourself, be smart and make good choices, but understand that you are pretty unlikely to be harmed by a snake," says Christen Benke, DO, a family medicine physician at Scripps Clinic Del Mar. "If you do get bit, hospitals are well-equipped with antivenom procedures. Snake bites rarely result in fatalities, especially if you know how to respond."

SYMPTOMS OF VENOMOUS SNAKEBITE

Snakes are most active during warmer months. In San Diego County, snake season typically spans from spring through fall.

If you are bit by a snake, stay calm and act quickly. Severe pain, swelling and color change at the site and lightheadedness are symptoms of a poisonous bite.

OTHER SYMPTOMS INCLUDE:

- Puncture marks at wound site
- Nausea, vomiting or diarrhea
- Labored breathing
- Rapid heart rate, weak pulse, low blood pressure
- Disturbed vision
- Metallic, mint or rubber taste in the mouth
- Increased salivation and sweating
- Numbness or tingling around face and/or limbs
- Muscle twitching

CALL 911 IMMEDIATELY

If you are bitten, call 911 to get medical attention as soon as possible. If you have to find a phone, stay calm and walk at a relaxed pace.

"Your goal is to get to a hospital as soon as possible to be assessed for possible antivenom treatment," says Dr. Benke. "For best results, antivenom treatment should be given as soon as possible after the bite. It is usually given within four hours of a bite."



Don't wait for symptoms to appear if you are bitten by a snake, call 911.

WHILE WAITING FOR EMERGENCY HELP TO ARRIVE:

- Lay or sit down with the bite in a neutral position of comfort.
- Wash the bite with soap and water.
- Cover the bit with a clean, dry dressing.
- Remove any jewelry or tight-fitting clothing in case of swelling.
- Keep affected area below heart level if possible to keep venom from spreading.

WHAT NOT TO DO:

- Do not pick up the snake or try to trap it.
- Do not wait for symptoms to appear if bitten; get medical help right away.
- Don't apply a tourniquet. This may cut off blood flow to the affected area.
- Don't pack the bite area in ice.
- Don't cut the wound with a knife or razor. Making an incision may damage internal body structures.
- Don't use your mouth to suck out the venom.
- Don't drink alcohol, caffeine or take any medication.
- Don't use a snakebite kit. Commercial kits often contain a blade for making an incision, which may damage internal body structures. The kits sometimes also include suction devices, which are ineffective at removing venom.

WHAT TO LOOK FOR:

It's important to know the types of snakes you might encounter on certain trails or walking the golf course. In Southern California, the most common venomous snake you are likely to stumble upon is the rattlesnake.

"Rattlesnakes are a fact of life in Southern California," says Dr. Benke. "Be informed and then go outside and enjoy the warm weather."

Rattlesnakes are usually quite easy to identify:

- Triangular-shaped head
 - Spotted body
 - Distinctive rattle on the tail
- Baby rattlesnakes are dangerous because

they usually release as much venom as they can to protect themselves.

For more information, call the California Poison Control System at (800) 222-1222.

HOW TO PREVENT SNAKE BITES

Taking a few precautions and staying aware of your surroundings can go a long way toward preventing a trip to the emergency room.

PROTECT YOUR SKIN

Hide your ankles and wear sturdy shoes. High ankle socks will help protect your ankles from unexpected snakebites while hiking or running.

TAKE NOTICE OF WARNING SIGNS

Heed the warning signs of snakes in an area. Always stay on the trail. Crevices between rocks, tall thick grass and mossy areas near waterfalls or rivers are favorite hangouts for snakes.

BE CAREFUL WHERE YOU STEP

Pay attention. Watch where you plant your feet. You don't want to frighten a sun-bathing snake in the middle of the trail or golf course.

DON'T PANIC

If you see a snake, don't panic. Slowly back away from the snake and either try to find a way around or go back the way you came. Snakes tend not to harm people unless they are provoked. Respect their space, and they will respect yours. Never taunt a snake.

CARRY YOUR CELL PHONE

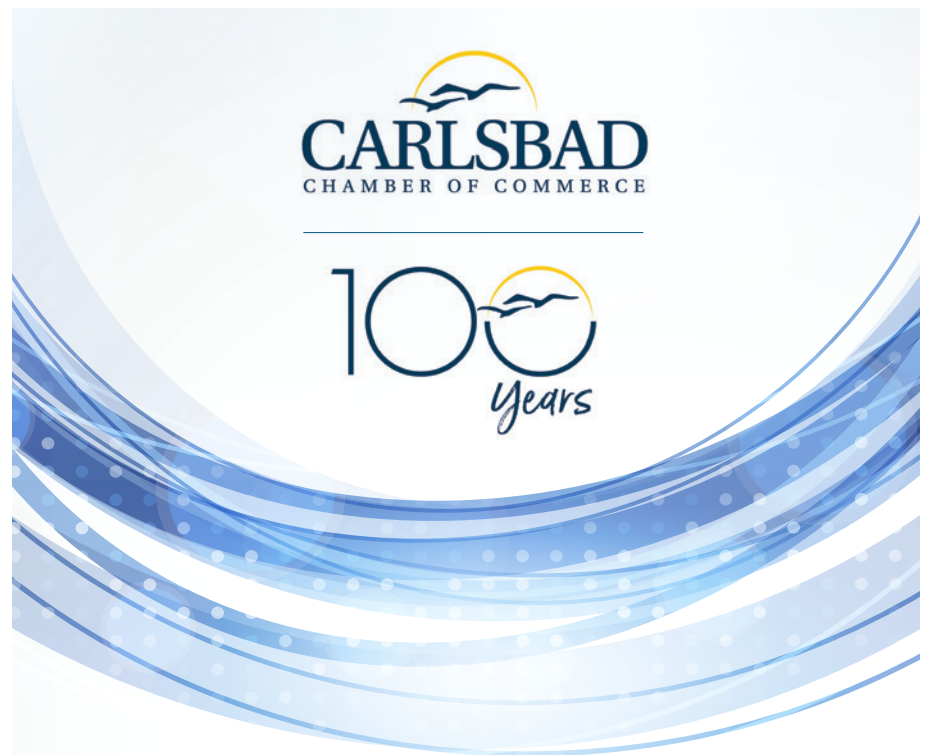
Carry your cell phone, especially if you're going to be out alone in an area where snakes are active. Better yet, go with someone if possible. If you do get bit, having someone to assist you will be helpful.

CALL ANIMAL CONTROL IF SNAKE ON PROPERTY

If you live in San Diego County and need to remove a snake from your property, call Animal Services at 619-236-2341.

AVOID NIGHTTIME TRAIL WALKS

Snakes can be active during the day, but are also nocturnal since they have to remain in motion on cold nights to maintain their body temperature. Snakes also hunt at night since their heat sensors allow them to detect prey unseen. It's too easy to miss seeing a snake in the dark.



CHAIRMAN'S CIRCLE

THANKS FOR YOUR CONTINUED SUPPORT



Carlsbad's summer tradition spans musical genres

Carlsbad has many beloved traditions, whether it's a sunny afternoon at our splendid beaches, the colorful opening of **The Flower Fields**, picking delicious strawberries on Cannon Road and, of course, the city's **TGIF Concerts in the Parks**. These cherished concerts are back, offering a gamut of musical genres by an array of amazingly talented musicians and vocalists.

Now in its 36th season, these concerts are undoubtedly forever associated with summer in Carlsbad. Both residents and visitors flock to these events to share a joy of music and enjoy the company of family, friends, and neighbors. Throughout my tenure here in Carlsbad since 2017, it's always been gratifying to hear how much the audience anticipates and values these outdoor musical happenings. It's even more heartwarming when the Cultural Arts team and I are consistently thanked for continuing this tradition that prompts memories for so many in our community. It's our honor and pleasure to support this Carlsbad tradition.

This year's line-up offers a broad survey of musical styles ranging from favorite retro hits to a fusion of diverse musical traditions and cultures. In addition to planning the logistics, we artistically curate the concert season to showcase local, regional and national musical groups and spotlight emerging talent.

In addition to a shuttle service at three parks, this year offers a new complimentary bike valet service at every park to encourage audience members to consider a more sustainable way to travel to the concerts. Also, at the summer's final concert at Alga Norte Community Park, we are pleased to partner with the **Carlsbad Chamber of Commerce** to celebrate its 100th anniversary which will activate the upper area with booths and fun-filled activities, all set to the music of ABBA onstage.

HERE'S THE CONCERT SCHEDULE:

July 7: Band Overboard (Yacht Rock)
Stagecoach Community Park
 Smooth grooves, four-part harmony vocals, and guitar solos recall the sounds of the late '70s and early '80s.



July 7: Band Overboard (Yacht Rock)



July 14: B.I.G. (R&B, Soul & Funk)



July 21: Young Guns (Country)

July 14: B.I.G. (R&B, Soul & Funk)
Stagecoach Community Park
 A mix of R&B, smooth jazz and old school funk, including covers and original music, spotlights the notion of "cool"

July 21: Young Guns (Country)
Poinsettia Community Park
 Enjoy the best country songs from the 60s, 70s, 80s and 90s through today

July 28: Jungle Fire (Afro/Latin/Funk)
Calavera Hills Community Park
 Experience a rhythmic melting pot of Afro-Caribbean and West African beats with a heavy dose of funk.



July 28: Jungle Fire (Afro/Latin/Funk)



August 4: Betamaxx (1980s) Last show of the summer plus the Carlsbad Chamber Centennial Block Party

August 4: Betamaxx (1980s)
Alga Norte Community Park
 Get ready for a nostalgic, high-energy experience that will fill the dance floor with the ultimate '80s jam

August 11: The FABBA Show (A Tribute to ABBA)
Alga Norte Community Park
 An homage to pop sensation ABBA as a sparkling and magical journey back to '70s disco



August 11: The FABBA Show (A Tribute to ABBA)

The City of Carlsbad's TGIF Concerts in the Parks is now officially one of the best summer concert series in the country! Earlier this spring, the concerts received nationwide recognition, landing in the top five of the

Best Outdoor Concert Series in the USA TODAY 10Best's 2023 Readers' Choice Awards with a fourth-place finish. Enjoy this summer's musical party in the parks, one of the best in nation!

Centennial

BLOCK PARTY

AUGUST 11, 2023

FINAL TGIF CONCERT OF THE SUMMER!

ALGA NORTE COMMUNITY PARK | 6565 ALICANTE RD. CARLSBAD, CA 92009

Celebrate our 100th Year Anniversary as the Carlsbad Chamber!

4 p.m. through Intermission. Free booths and activities for kids and families!

visit carlsbad.org



We are here

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



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Visit us at AACC at Booth #1401
on July 25-27 in Anaheim, CA.



Learn how to advocate for your business by joining this committee

The Carlsbad Chamber of Commerce **Government Affairs Committee** is where

you will have the opportunity to learn about the legislative process and how to advocate for your business. Here are a few reasons why Carlsbad business leaders join the committee:

★
COMMITTEE CORNER



WADE ASCHBRENNER
CO-CHAIR
GOVERNMENT AFFAIRS
COMMITTEE



HAVE A VOICE IN LOCAL GOVERNMENT.

The committee works to represent the interests of the business community in local, state, and federal legislation. By joining the committee, you can have a say in the legislation that affects your business.

BUILD RELATIONSHIPS WITH ELECTED OFFICIALS.

The committee's members have the opportunity to meet with and build relationships with elected officials at all levels of government. This can be helpful in getting your concerns heard and addressed.

The Carlsbad Chamber's Government Affairs Committee meets the first Wednesday of each month at 7:30 AM.

STAY INFORMED ABOUT LEGISLATION.

The committee keeps its members informed about important legislation that is being considered. This can help you make informed decisions about your business.

SHARE YOUR INSIGHTS AND EXPERIENCES WITH OTHER BUSINESS LEADERS.

If you are interested in making a difference in your community and protecting the interests of your business, I en-

courage you to join the Carlsbad Chamber of Commerce Government Affairs Committee.



Trusted Relationships + National Strength

Expect more from your commercial banking partner: The trust that comes from personal relationships **plus** powerful national resources that offer stability and security through every challenge. We take the time to cultivate one-on-one connections to bring you tailored solutions to achieve your goals. We are as invested in your business as you are.

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New small business applications in 2022 surpassed pre-pandemic levels. At Torrey Pines Bank, a division of Western Alliance Bank, Member FDIC, small businesses are a big priority for us.

Setting your new small business up for success

According to the U.S. Census Bureau, new small business applications in 2022 surpassed pre-pandemic levels, highlighting the strong entrepreneurial spirit in the United States. For a successful start, aspiring business owners should consider the following:

1. Develop a business plan. Created with the support of trusted advisors, this is crucial for entrepreneurs.
2. Conduct market research. Identify your target audience and assess the demand for your product or service.
3. Find capital. Overcome the challenge of finding affordable capital by exploring funding sources and adapting to the current economic climate.
4. Build a strong team. Find trustworthy partners who share your vision and have the right skills. Ensure employees can deliver the

experience you want to provide.

5. Build a unique identity. In a crowded marketplace, it's more important than ever to ensure you're standing out.
 6. Develop a robust digital presence. Align your digital platforms with the quality of your products or services. Optimize SEO, monitor reviews, and provide calls to action.
 7. Stay flexible and open to change. Revisit your business plan on a regular basis and pivot as needed.
 8. Stay organized. Keep track of financials, taxes, regulatory requirements and metrics to optimize what's going well and mitigate mistakes quickly.
 9. Seek support. Tap into the knowledge and experience of mentors, advisors, and fellow business owners to navigate entrepreneurial challenges.
- At **Torrey Pines Bank**, a division of Western Alliance Bank, Member FDIC, small businesses are a big priority for us. Contact one of our dedicated bankers to learn how we can support your entrepreneurial journey.

We're Growing!



The Premier Automotive Group is proud to be a part of Carlsbad and our surrounding communities and vow to continue to provide excellent service and convenient hours.

We're bringing the Premier Promise to San Diego, providing for our community through our charity: Giving Hope. Giving Hope provides groceries to the needy, hungry and food insecure. With over 27 dealerships nationwide, the Premier Carlsbad stores are some of the most exciting yet! Offering hundreds of new and preowned vehicles, we're sure we can help you get into the vehicle of your choice!



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Who are your (financial) friends?

Do you know the difference between a friend and an acquaintance? A friend tells you the truth even when you don't want to hear it. Consider me a friend in any scenario, especially for your finances.

FINANCE



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

I'm Justin Peek, of **PEEK WEALTH**, and I'm going to share some truths I've researched in 19 years of financial advising that will benefit you immediately. We started this back in January with, Your life is not a rehearsal—are you paying

attention?. (Sidenote, I reopened the free book download at www.peakwealth.com/enough.)

Like my eleven-year-old daughter with her Scuba lesson last week, let's dive in! We're going to fill in a few common gaps I see between your ears, between you and whatever media you consume, and in how you may be incorrectly defining risk.

Let's start with your brain. Author Stephen King makes a killing in twisting up our imaginations and letting our worst fears tear us apart. There is little scarier than the unknown and you feel this way every Bear market in the S&P500. When, on average, you witness up to 1/3 of your portfolio appear to disappear (only to magically reappear), it's terrifying!

Here's your salve—repeat after me, "3-up, 1-down", and again, "3-up, 1-down". Approximately once every four years of the

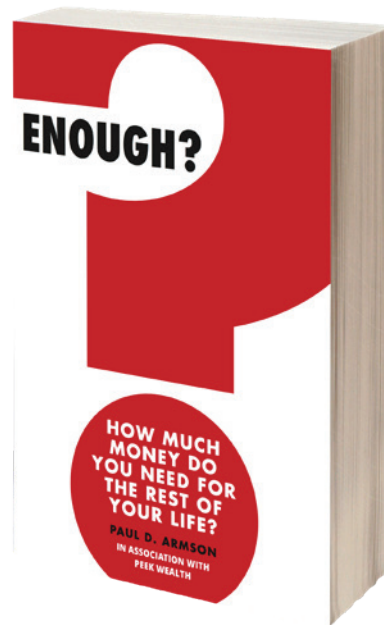
S&P500 rising, it falls. And it's never linear, meaning it's not predictable like "up, up, up, down, up, up, up, down". If it were, I'd be writing to you from a hammock atop Peek Island in the Caribbean—and you'd be reading atop yours!

There you go, as the rapper said, "...if you don't know, now you know". If you know to expect a Bear market—even if you don't know which new apocalypse-du-jour will bring it about—it is less fear-inducing, and you can prepare. It's not a cure, yet Bear markets are as common as dirt and should be welcomed. You should know that.

If that last comment concerns you, please work on your understanding of Bear markets; why they're as necessary as a prescribed burning for a forest, and how to take advantage of them with elegant investment technique. Make sure you have this conversation with a friend you can trust, someone professionally qualified.

Which leads me to the gap between you and the media you consume. The media is not qualified to counsel you. I once heard a former CNBC producer at a financial planning conference share that they produce to induce maximum fear and greed in 15-minute increments. Why? For advertising revenue! The financial media plays with both sides of your brain to keep you glued to ads, not your well-being.

Imagine if the financial media messaged, "spend less than you make, define your goals, fund your goals, be disciplined, this too shall pass"—they'd have no advertising revenue! No, they believe you're ignorant, that you'll imbibe whatever they throw at you (if they throw enough of it), and they'll



Go to www.peakwealth.com/enough to get your free book download.

entertain you with green and red lights, and Cramer honks and horns, until you surrender. You're better than that.

So, how do you protect yourself from the media? First, you turn it off! Swap that media time for the family, exercise, or hobby time that you've been neglecting. When you next consume your media, just imagine those Harry Potter creatures sucking your life force out of your ears and eyeballs—Dementors, that's what they're called!

For your second step, what if I told you

that working with a qualified financial advisor could make you an excess 3.1% per year in return than you can get on your own—would you believe me? Well, please don't as I'd never suggest such a precise figure. Instead, believe John Bogle's Vanguard, they spent millions of dollars on research to evidence it and they did. Google *The Advisor's Alpha*.

Now, some of you are bottom-liners like me, so let's restate more succinctly and not get carried away with "3% per year." Here we go: hire the right financial advisor and you will do better than you could on your own net of advisor cost. We have lots of great financial advisors here in the affluent area of Carlsbad, so take your pick!

Lastly, and we've run out of time, I'd like you to write down the numbers 12, 10, 6 and 3. Next time we're going to talk about what I call your "margin of safety" and I'll explain the figures—your financial fate depends on them. For now, I'll leave you with a visual, a couple questions, and then hopefully make you squirm ala Stephen King.

If a Tsunami was guaranteed to hit the 7.5 miles of Carlsbad coastline within hours of your reading this, and wipe out most everything within the first low-lying two miles of land, would you A) increase your margin of safety—get away from the coast? Or B) decrease your margin of safety—move toward the coast?

Easy to answer when it comes to a fictional Tsunami, right? Here's the rub—most of you reading this are in fact lined up on a financial cliff-edge where a real Tsunami is about to hit, and you are oh so blissfully unaware.

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Stroke: Treatable and preventable

A stroke most often occurs due to a blockage or rupture in a blood vessel in the brain. According to the American Stroke Association, an ischemic stroke is caused by a clot that is blocking the blood supply to the brain. A hemorrhagic stroke takes place because of bleeding, whether it be from the brain tissue or an aneurysm – when the walls of the blood vessel balloon and then rupture.

“There are subtle differences in the B.E.F.A.ST. warning signs and symptoms that manifest with each type of stroke,” said Arthur Omuro, DO, a board-certified vascular neurologist and neurohospitalist and Stroke Director at **Tri-City Medical Center (TCMC)**. “For example, a severe, sudden-onset headache often described as a ‘thunderclap’ is more common with a hemorrhagic stroke, while being exceedingly rare in ischemic strokes. When patients come to the Emergency Room (ER) with any of these symptoms, it can be difficult to differentiate the type of stroke until they have a CT scan. Once we know, we can determine how best to treat it.”

Tri-City was the first hospital in North County to earn the Thrombectomy-Capable Stroke Center certification from The Joint Commission, in collaboration with the American Heart Association/American Stroke Association. This means the hospital has met rigorous standards for performing and caring after endovascular thrombectomy, a specialized interventional procedure that can save lives by removing blood clots from the brain during an ischemic stroke.

“The medications or surgical options for treating a hemorrhagic stroke depend on the location and amount of bleeding,” said Dr. Omuro. “Our goal is to prevent further bleeding, reduce pressure on the brain and provide supportive care to prevent neuro-



Tri-City Medical Center's Stroke Team.

logic deterioration so patients have the best chance for recovery.”

The Centers for Disease Control and Prevention (CDC) reports that every year, about 800,000 people in the US have a stroke and about 1 out of 4 are recurrent strokes. “Determining the cause of a stroke may help to prevent future strokes,” said Dr. Omuro. “This

starts with regular visits to a primary care physician and other stroke care doctors to identify and continually monitor common risk factors such as high blood pressure, high cholesterol, obesity, diabetes and heart disease. Age, family history, race and gender must be factored in as well.

“I encourage patients to work with their

health team, know the B.E.F.A.ST. warning signs and read the American Stroke Association’s 2021 Guideline for the Prevention of Stroke to learn more.”

To learn more about the Primary Care Services offered at Tri-City Medical Center, call 855-222-8262 to be referred to a Tri-City Primary Care physician.



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FOR MORE DETAILS AND RESERVATIONS CONTACT:

Kathy Steffen | Carlsbad Chamber of Commerce | kathy@carlsbad.org | (760) 931-8400 EXT. 212



Tri-City Medical Center

If you see someone experiencing signs of a stroke you need to:

B BALANCE  LOSS OF BALANCE, HEADACHE OR DIZZINESS	E EYES  BLURRED VISION	F FACE  ONE SIDE OF THE FACE IS DROOPING	A ARMS  ARM OR LEG WEAKNESS	S SPEECH  SPEECH DIFFICULTY	T TIME  TIME TO CALL FOR AMBULANCE IMMEDIATELY
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Our Stroke Team is waiting to care for you.

