



The CARLSBAD BUSINESS JOURNAL

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AWARD WINNING PUBLICATION

JULY 2024

Executives in Residence

As the largest general business membership organization in north San Diego County, I feel very blessed that we have a great public business college in our backyard. Of course, I am speaking of **California State University of San Marcos**. Their College of Business Administration (CoBA) is an exceptional resource for the North County business community.

CHAMBER



BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE

Their undergraduate and graduate degree and certificate programs empower students to advance in their careers whether they are just starting out, advancing through leadership, or building the next great company. Their graduates serve the workforce needs of North County and their skill and drive help fuel the local and global economy. One of the aspects I respect the most is that CoBA works closely with our business, nonprofit, and community partners.

That brings me to a valuable aspect of CoBA called Executives in Residence (EIR). EIR's are local business professionals, retired or still working, that interface directly with CoBA students. How does this program work, you may ask. All CoBA students, regardless of their major, must participate in a Business 300 (BUS 300), a class that helps students with practical skills needed to land a job and advance a career. BUS 300 includes building a resume, starting or beefing up a LinkedIn profile, learning how to network, participating in mock interviews,

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Honoring Carlsbad's Outstanding Professionals

As Chair of the Carlsbad Chamber of Commerce Board, it is both an honor and a privilege to spotlight the exceptional talents and achievements of our community members. This year, we are proud to celebrate two remarkable individuals who embody the spirit of innovation, dedication, and community service that define Carlsbad: Samantha Richter, our Young Professional of the Year, and Crystal Lynn Privett, our Business Professional of the Year.



SAMANTHA RICHTER: YOUNG PROFESSIONAL OF THE YEAR

Samantha Richter, Chief Operating Officer of the **Agua Hedionda Lagoon Foundation**, has demonstrated a level of professionalism and commitment that sets her apart

as a leader among her peers. At a young age, Samantha has already made significant contributions to environmental conservation and education, showcasing a blend of strategic thinking and operational excellence that has propelled her career forward.

Under Samantha's leadership, the Agua Hedionda Lagoon Foundation has seen substantial growth in both its environmental programs and community outreach initiatives. Her innovative approach and ability to navigate complex challenges have

FROM THE CHAIR



JR PHILLIPS
CHAIR OF THE BOARD
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BUSINESS SPOTLIGHT

Chick-fil-A's new Carlsbad restaurant

RESTAURANT BRINGS APPROXIMATELY 100 FULL- AND PART-TIME JOBS TO COMMUNITY

A new Chick-fil-A® restaurant began serving the Carlsbad community on Thursday, June 20, 2024. Chick-fil-A, Inc. has selected Tyler Reese as the independent franchised local Owner-Operator of **Chick-fil-A Carlsbad West**.

Located at 5848 Avenida Encinas, Chick-fil-A Carlsbad West will be open for dine-in, carry-out, catering pickup and delivery from 6:30 a.m. to 10 p.m., Monday through Saturday.

The Carlsbad West restaurant joins 19 other Chick-fil-A restaurants serving the wider San Diego market. Chick-fil-A's franchise model is essential to how the restaurant serves others. Most Chick-fil-A restaurants are owned and operated by a single individual, which means Chick-fil-A's local Owner-Operators are small business owners, not passive investors, who work in their restaurants side by side with their Team Members each day.



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Chick-fil-A Carlsbad West is locally owned and operated.

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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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earned her the respect and admiration of colleagues and community members alike. Beyond her professional achievements, Samantha is also deeply committed to educational outreach. She has been instrumental in developing programs that educate local youth on the importance of environmental stewardship and sustainability.

Her leadership extends beyond her job description, making her a role model for young professionals throughout Carlsbad. Samantha's ability to inspire and lead with integrity and vision is why she is being honored as this year's Young Professional of the Year. Her dedication not only to her work but also to mentoring young minds has created a ripple effect, encouraging the next generation to engage in and care for their natural surroundings. Samantha's influence in the community is a testament to the power of young professionals in driving positive change.

CRYSTAL LYNN PRIVETT: BUSINESS PROFESSIONAL OF THE YEAR

Crystal Lynn Privett exemplifies what it means to be an outstanding business professional. As the owner of **Ms. Mindset**, Crystal has built a reputation for excellence, integrity, and community involvement. Ms. Mindset focuses on empowering individuals

through personal development and coaching, helping clients achieve their fullest potential both personally and professionally.

Crystal's business acumen is matched only by her commitment to giving back to the community. She has been actively involved in numerous charitable organizations, providing leadership and resources to initiatives that address mental health and support economic development. Her efforts have helped create sustainable solutions that benefit both individuals and the broader community.

Moreover, Crystal's mentorship and support for other business professionals, particularly women in business, have had a lasting impact. She has been a driving force in fostering a collaborative and inclusive business environment in Carlsbad, one that encourages growth and innovation. Her approach to business, which integrates holistic well-being with professional success, has transformed the lives of many, proving that a balanced mindset is crucial for achieving greatness.

Crystal Lynn Privett's dedication to her profession and her community makes her a deserving recipient of the Business Professional of the Year award. Her vision, leadership, and commitment to excellence serve as an inspiration to us all. By championing mental health and professional development, Crystal has not only advanced her field but has also contributed to the over-

all well-being and success of the Carlsbad community.

A COMMUNITY OF EXCELLENCE

At the Carlsbad Chamber of Commerce, we believe that our community thrives when we recognize and celebrate the achievements of its members. Samantha Richter and Crystal Lynn Privett are shining examples of the talent, dedication, and community spirit that make Carlsbad such a special place to live and work. Their contributions not only elevate their respective fields but also inspire those around them to strive for excellence.

As we honor these two remarkable women, we also acknowledge the collective efforts of all our members who work tirelessly to make Carlsbad a better place. It is through the hard work, vision, and dedication of professionals like Samantha and Crystal that we continue to build a vibrant, prosperous, and inclusive community.

Congratulations to Samantha Richter and Crystal Lynn Privett on their well-deserved awards. We look forward to witnessing their continued success and the positive impact they will undoubtedly have on our community in the years to come. Their stories are a reminder of what can be achieved when passion, purpose, and perseverance come together. As we celebrate their accomplishments, we are also inspired to contribute to the thriving future of Carlsbad.

▶ RESIDENCE

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and much more. In the BUS 300 class, each student is assigned an EIR. EIR's conversely, are matched up to approximately 20 BUS 300 students for a semester. At a minimum, the student and EIR meet one-on-one twice. The first meeting is approximately one hour long and the second one is about half of that. Through both of these meetings, the EIRs review skills, aspirations, resumes, LinkedIn profiles and more. The idea is to connect these aspiring students to experienced professionals.

Tito Zamalloa is a seasoned marketing professional who teaches two sections of BUS 300 each semester. Tito's corporate experience includes stops at HP, McDonalds, H&R Block, PEPSICO and more. He feels the EIRs add significant value to the overall BUS 300 content. Tito commented, "The Executive in Residence program offers invaluable mentorship to the growth of aspiring business majors. It leverages the wisdom and experience of seasoned executives to cultivate the professional growth of students and equips them with practical insights and skills they can apply in the business world."

Esther Petros, an Accounting major and recent BUS 300 student, agrees with Tito. She commented, "The value of the 'Executive in Residence' program has been huge in my educational journey. I was challenged to go outside my comfort zone and enter new environments that encouraged me to develop and expand my network."

One of the challenges CSUSM has is getting people to volunteer their time to serve as an EIR. Michelle Tilman is the Coordinator for the EIR's in the BUS 300 program. Michelle noted, "The Business Professional Development course at the CSUSM College of Business Administration would not be possible without our Executives-in-Residence. With extensive business backgrounds, our Executives serve as both instructors and coaches, playing a crucial role in helping students enhance career readiness, set post-graduation goals, and successfully launch their careers." Michelle noted that providing this great exposure for the students requires approximately 30-40 EIRs each semester. Not a small number.



The Executive in Residence program offers invaluable mentorship to the growth of aspiring business majors.



California State University of San Marcos's College of Business Administration (CoBA) works closely with our business, nonprofit, and community partners.

If you like to pay forward what you have experienced and received, consider becoming an Executive in Residence with CSUSM. It is a very rewarding experience to meet and mentor the upcoming work-

force, leaders and entrepreneurs. To find out more, email Michelle at mtillman@csusm.edu. As the saying goes, "it takes a village", why not become one of the "village people".

Could Carlsbad be a hub for space technologies?

Carlsbad has long been a vibrant center of innovation and technological advancement, with businesses like **Viasat**, Life Technologies (now a part of Thermo Fisher), Atec, and Ionis Pharmaceuticals leading in their sectors. With a track record of success, could

the city now be poised to become a burgeoning cluster for space technology development? With leading employers like Viasat at the forefront, Carlsbad stands at the nexus of significant opportunities in the growing space sector. Moreover, the development

of space technologies in Carlsbad aligns with broader economic trends and national priorities. As the commercial space sector expands, driven by the need for improved satellite communications, earth observation, and space exploration, Carlsbad's capabilities and strategic advantages become increasingly relevant.

The region's roots in the defense industry have laid a solid foundation for its current and future technological advancements. Carlsbad and the greater San Diego area have a storied history of transferring defense technologies to the commercial sector. Companies like Linkabit and Qualcomm pioneered CDMA technology, revolutionizing mobile communications and setting the stage for the modern wireless world. Viasat continues this tradition with its innovative satellite communications, underscoring Carlsbad's role as a hub for technological



Leading employers like Viasat make Carlsbad stand out as the nexus of significant opportunities in the growing space technologies sector.

evolution.

Viasat, one of Carlsbad's largest employers, is a global communications company renowned for its satellite and wireless networking solutions. The company exemplifies the kind of innovation that could propel the industry and the city's economy forward. As the demand for advanced satellite communications grows, Viasat's presence in Carlsbad should be a catalyst, attracting other companies and talent to the area, creating

a synergistic environment ripe for technological breakthroughs. In addition to being home to Viasat, Carlsbad's location may be a tremendous asset and, coupled with the region's rich history in the defense and telecommunications industries, positions it to harness the potential of space technologies for both commercial and defense applications.

Carlsbad's proximity to key defense and space industry hubs further enhances its po-

tential as a space technology cluster. Located between NAVWAR in San Diego and the Los Angeles Air Force Base, two locations that procure these types of technologies, Carlsbad is ideally situated to have quick access to both procurement authorities. NAVWAR, responsible for naval information warfare systems, and the LA Air Force Base, a critical player in space operations, both present substantial opportunities for collaboration and procurement of advanced space technologies from companies that could be developed in Carlsbad. This unique geographical advantage could allow a Carlsbad-based company to leverage defense contracts and contribute to national security while driving local economic growth.

The potential for Carlsbad to become a leading space technology hub is worth pursuing. The city offers a unique combination of world-class talent, innovative companies, and strategic location. By nurturing this burgeoning cluster, Carlsbad can attract more space technology firms, researchers, and investors, creating a dynamic and thriving industry that benefits our economy and contributes to the vitality of the entire region.

With a little support, Carlsbad could be on the cusp of becoming a significant hub for space technologies. With industry leaders like Viasat, a rich history of defense innovation, and strategic proximity to major defense and space procurement authorities, the city is uniquely positioned to capitalize on the growing space sector. By fostering this emerging cluster, Carlsbad can drive economic growth, technological innovation, and national security, ensuring its place at the forefront of the space technology revolution.



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GlenBrook Health Center is an elite-rated Skilled Nursing Facility by U.S. News & World Report with rehabilitation and options for assisted living and memory care. Just steps away from a world-class shopping center, The Forum Carlsbad, GlenBrook gives you peace of mind knowing your loved one has a packed social calendar and the expert care they need in a homelike environment.

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CARLSBAD
CHAMBER OF COMMERCE



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CARLSBAD.ORG

Flicks at the Fountain are back!

Since its inception in 2013, Flicks at the Fountain has been a beacon of summer fun in downtown Carlsbad. With 62 movies screened to date (with five more on tap for this summer), including timeless classics and modern favorites, this outdoor cinema extravaganza has become a cherished tradition for locals and visitors alike.



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

As we gear up for another summer of cinematic bliss, we're thrilled to announce some exciting additions to the lineup. Before each screening, attendees can look forward to live performances by talented local musicians and dancers, adding an extra layer of entertainment to the experience. And for those who fancy themselves movie buffs, we're introducing Trivia With Tim — a chance to test your knowledge and win some fantastic prizes.

None of this would be possible without generous local support, including that from our newest title sponsor, the Carlsbad Police Officers' Foundation. Their dedication to fostering positive community engagement and supporting initiatives like Shop with a Cop and Toys For Tots ensures that Flicks at the Fountain continues to thrive as a pillar of the Carlsbad community.

So, as the sun sets and the stars come out, join us for another summer of magic at Flicks at the Fountain for five consecutive Thursday nights starting July 11th through August 8th. Grab your blankets, pack some snacks, bring a low back chair, and get ready



Flicks at the Fountain runs for five consecutive Thursday nights starting July 11th through August 8th.

to make memories that will last a lifetime.

Be sure to follow us on Instagram (@carlsbadvillage) for exclusive updates and behind-the-scenes peeks. Stay tuned for a chance to win the ultimate VIP Seating Experience in our Instagram Giveaway, coming soon during this summer's movie lineup.

Introducing some of our dynamite sponsors that are helping make movie night a success:

- Title Sponsors: **Handles Ice Cream, Engel and Völkers**, The Carlsbad Police Officers' Foundation
- Promotional Sponsors: The UPS Store

Village Faire, **Village Faire Shopping Center**, Phoenix Sports

- Movie Sponsors: **Pure Project**, Willes Orthodontics, Sweet Spot, Beach City Smoothies, **Foundation Chiropractic**, **Carlsbad Village Music**, **Status Skateshop**, **Carlsbad Moke**, **Carlsbad By The Sea**, and Humble Olive Oils.

Join us under the stars for another enchanting season of Flicks at the Fountain, where community, cinema, and summer nights converge. For more information, visit www.carlsbad-village.com.



Movie Magic Lineup

Below are the movie titles & dates chosen for the 2024 season:

July 11th:
The Little Mermaid (Classic) - G

July 18th:
Willy Wonka & the Chocolate Factory (Classic)- G

July 25th:
Trolls - PG

August 1st:
Barbie - PG-13

August 8th:
Guardians of the Galaxy - PG-13

CARLSBAD'S NEWEST MEMORY CARE COMMUNITY



Vienna opened July 2022 and offers a boutique approach to help residents with cognitive difficulties or memory impairments thrive. We are an intimate, family-owned community dedicated to providing services and amenities that are completely customized for our residents.



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MiraCosta College leads Southern California in UC transfer acceptances

MiraCosta College holds the highest transfer acceptance rate to University of California campuses among community colleges in Southern California, based on recent data from the UC system.

HIGHER LEARNING



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

According to the data, 84% of MiraCosta College students who applied for transfer were accepted into UC campuses, a figure that stands as the highest across the 56 community colleges in the Southern California region. Notably, this acceptance

rate surpasses the regional averages for community colleges and the rates for students applying directly from high school.

In the Fall of 2023, the University of California, San Diego admitted 74.3% of MiraCosta College transfer applicants—remarkably higher than the 24.7% acceptance rate for incoming freshmen and the 62.4% acceptance rate for all transfer students.

"Our exceptional transfer success rate is a testament to the robust partnership MiraCosta College has developed with the University of California," said Sunita "Sun-



MiraCosta College offers transfer students support, including transfer counselors, presentations on transfer options, and application support.

ny" Cooke, president/superintendent of MiraCosta College. "This partnership, along with the comprehensive support and resources we provide, prepares our students effectively for their transfer journey."

The acceptance rates for MiraCosta College transfer students were high at numerous UC schools, according to data from the Office of the President of the University of

California. The highest rate for MiraCosta transfers was 79.7% at UC Santa Cruz, with a 62.7% acceptance rate for freshman applicants and an overall 62.5% transfer admission acceptance rate.

At UC Los Angeles, 37.7% of MiraCosta College transfers were accepted, compared to 8.8% of students applying as freshmen and 25.8% of transfer applicants. UC Berkeley

accepted 39.4% of MiraCosta College transfers compared to 11.6% of freshmen who applied and 28.9% of all transfer applicants.

MiraCosta College offers transfer students support, including transfer counselors, presentations on transfer options, and application support. It has a Transfer Admission Guarantee (TAG) with six UC schools (Davis, Irvine, Merced, Riverside, Santa Barbara, and Santa Cruz) as well as transfer initiatives for UC San Diego, Los Angeles, and Berkeley.

Transfer counselor Lise Flocken said MiraCosta's transfer center has a team of dedicated counselors who are experts in helping students who want to transfer to a university.

"MiraCosta has instructional faculty who are discipline experts and foster student success," she said. "The Transfer Center counseling faculty specializes in preparing students for UC admission using facts, admission trends, and years of experience."

Tina Taleb is one of the MiraCosta College students who transferred to UC Berkeley. Taleb, who had a 4.0 grade point average, said she got lots of support from her MiraCosta College professors.

"It's actually not that hard to go to a school like Cal when you go to MiraCosta," Taleb said. "You have to study, you have to try hard, but if you dedicate yourself and put in the time, you could do it."

SDUHSD: Fostering academic excellence, opportunity, and belonging

The **San Dieguito Union High School District** (SDUHSD) maintains its status as the top-performing school district in the county and one of the most desired districts in the state with enriching academic offerings, opportunities for interest exploration, and a positive culture of belonging.

SCHOOL NEWS



ANNE STAFFIERI, ED.D.
SUPERINTENDENT
SAN DIEGUITO
UNION HIGH SCHOOL
DISTRICT

SDUHSD is dedicated to providing a high-quality education for each and every one of its 12,000 students to demonstrate academic growth and optimize individual potential.

ACADEMIC EXCELLENCE

SDUHSD students continue to excel academically, surpassing state and county averages, as evidenced by nearly 11,000 AP exams administered this year within the District. SDUHSD is among the state's top per-

formers, earning blue California Dashboard indicators in ELA (English Language Arts) and mathematics. Notably, six individuals, are among the top 1% of high school students in the state having recently received recognition as National Merit Scholars.

La Costa Canyon High School (LCC), the only school within San Dieguito Union High School District in Carlsbad, has a flourishing International Baccalaureate (IB) diploma program. Recently completing its sixth year, this rigorous academic option provides students with opportunities to accelerate their learning from both an individualized and global perspective. This popular program is realizing annual gains and the number of students participating has recently doubled.

NURTURING EVERY STUDENT'S UNIQUE DRIVE

Academic excellence is mirrored at LCC through its Visual and Performing Arts (VPA) and athletic program offerings. La Costa Canyon High School Principal, Justin Conn shares, "We are dedicated to being a school where every student is able to find connec-



LCC's graduating class of 2024 enjoyed their commencement ceremony on Friday, May 31.
Photo Credit: Edwin Mendoza

tions through an activity, program, or offering of their choice."

The VPA program at LCC recently completed a successful run of its 23-24 season with a lead performer earning the distinction of being recognized as one of the Top 10 male performers by the Broadway San Diego Awards. Five students represented the district at a recent Congressional Art competition for their artwork with an SDUHSD student earning first place. Their artwork was featured in a local museum and will be sent to Washington for display in the United States Capitol.

The opportunities for athletics at LCC are abundant. Over half of the students participate in at least one sport, with 35 different varsity-level sports offered. The district's athletic programs are recognized at both state and national levels.

CULTIVATING A CULTURE OF BELONGING

As a district with a long history of academic achievement, SDUHSD is committed to enhancing a positive culture and a

classroom learning climate with the skills that prepare students for optimal college, career, and life success. The district's multi-year partnership with the National Conflict Resolution Center, the One San Dieguito Initiative, provides students and staff opportunities to build shared understanding across diverse backgrounds. Beginning in January of 2024, the initiative has already trained over 350 students, including student-athletes and leadership ASB. Areas of student training include the Art of Inclusive Communication where students explore strategies and techniques to embrace and promote inclusivity, and the Art of Science of High-Performance Teams which includes new research on team dynamics, with a focus on building good relationships, enhancing trust, and becoming an upstander.

When students feel seen, heard, respected, and safe, they can focus on their learning with confidence and support, leading to greater achievement and opportunities.

For more information on SDUHSD, please visit www.sduhsd.net



LCC students performing in their state-of-the-art theatre for this year's spring musical.
Photo Credit: Brad Golden

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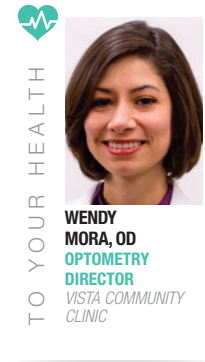


JSX **THIS IS HOW I FLY**

THE IMPORTANCE OF OPTOMETRY:

Ensuring healthy vision for all ages

At **Vista Community Clinic (VCC)**, we are dedicated to community well-being and providing comprehensive healthcare services across North San Diego, Riverside, and Orange counties through our twelve clinic sites. These clinics are pillars of health and wellness, offering a wide array of compassionate care and essential health services to the communities we serve.



WENDY MORA, OD
OPTOMETRY DIRECTOR
VISTA COMMUNITY CLINIC

I joined this organization because I am passionate about reducing disparities in eye care.

As the director of the optometry department at VCC, I am committed to impacting the lives of my patients by providing the best care and education to encourage healthier lifestyle choices. My goal is to help patients understand how their overall health impacts their vision, and to assist them in preventing or slowing down the onset of conditions like diabetes and hypertension.

As trained healthcare professionals, optometrists conduct comprehensive eye exams, prescribe corrective lenses, detect eye



At Vista Community Clinic, we stress the early detection and treatment of eye conditions to prevent or slow down vision loss, ensuring that any vision changes are promptly addressed.

diseases, and offer treatments for a range of eye conditions. We also educate patients on proper eye care and preventative measures to maintain optimal eye health.

Regular eye exams are essential for several

reasons. Many eye conditions and diseases, such as cataracts, diabetic retinopathy, glaucoma and macular degeneration, develop gradually and may not exhibit noticeable symptoms in their early stages. Regular

eye exams enable early detection of these conditions, allowing for timely intervention and treatment. Additionally, eye exams can reveal signs of systemic health issues like diabetes, hypertension, and high cholesterol, as changes in the small blood vessels and other structures within the eye can indicate these conditions, prompting further medical evaluation.

Early detection and treatment of eye conditions can prevent or slow down vision loss, ensuring that any vision changes are promptly addressed. This preservation of eyesight significantly enhances quality of life. At VCC, our optometry services cater to individuals of all ages, from toddlers to the elderly, addressing unique vision challenges and needs at each stage of life.

Optometry is a vital component of community healthcare, ensuring that individuals of all ages maintain healthy eyes and adequate vision. By prioritizing routine eye checkups, you can prevent vision loss, improve your quality of life, and stay proactive about your eye health. Whether you are scheduling your child's first eye exam or keeping up with your routine checkups, remember that healthy eyes is a lifelong journey that begins with regular visits to your optometrist at VCC.



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- San Diego Sockers Swag Bag



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Thursday, July 18, 2024 | 5 - 7 pm

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WHAT

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- Burgeon Craft Beer
- Live Entertainment

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1580 Cannon Road,
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Why CYP?

I may say this a lot because there are a lot of favorite parts of my job, but the **Carlsbad Young Professionals Committee (CYP)** is really the top of the list as the #1, most favorite part of my job here at the Carlsbad Chamber of Commerce. Back in 2016 I had been with the Chamber a couple years and the North County Young Professionals had ceased existence as many of the initiators of the group aged-out or moved.

I wanted to get it back. We had access to so many young professionals but were not serving them directly. While the Chamber already had a lot of events, they weren't quite serving the interest of the majority of young professionals who had different approaches to business. So, I got together with one of our younger members (who went on to be the Chamber's Chair of the Board), and his colleague, where we began the foundation of Carlsbad Young Professionals.

The goal of Carlsbad Young Professionals is an organization founded to meet the social and networking needs of ambitious, young professionals in the North County region. The meetups vary between casual mixers or meetings with an educational component. CYP provides opportunities to meet new people, engage in leadership opportunities, and develop relationships that can help further careers and/or businesses. We created a CYP Steering Committee



CYP at Bitchin' Sauce's Bitchin' Beach Club. Whether you're a local young professional or know someone who is, we'd love to chat with you about joining CYP!

where we meet once a month to plan CYP events. CYP provides opportunities to engage in leadership roles and develop relationships. Our Steering Committee meets monthly to plan and execute the group's monthly networking, professional development and philanthropic events.

The events have been amazing and bring in young professionals from all over North County. CYP offers opportunities for our members to volunteer and give back to our community through specific events tailored to the needs of local non-profits.

We also partner with our neighbor in Oceanside once they created a YP group in 2019. We regularly do events together either in Carlsbad or Oceanside. If you are a young professional or know one, please let them know about this unique group. We would love to have those jump in with us ASAP.



CYP at our annual event at the Carlsbad Strawberry Company Pumpkin Patch.



MEMBERSHIP COUNTS

KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

ICE CREAM

Social

Wednesday, Jul. 17, 2024 | 3 - 4:30pm

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COST

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web.carlsbad.org/events

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Laura Harrelson
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Since its inception in 1980, TERI has grown to accommodate the needs of many while remaining true to its original goal: to improve the quality of life for children and adults with developmental and learning disabilities, and to change the way the world sees them, allowing for inclusion within the community.

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AT Photo Book

Andy Taylor
(408) 205-5395
Carlsbad, CA 92011

atphotobook.com

An award-winning photographer, Andy is establishing himself as a respected, local artist with a great eye for capturing local scenes, often in unique ways. All of Andy's photography is produced on metal [aluminum] which adds to creating a vibrant scene worthy of hanging in your home, office or business.

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› CHICK-FIL-A

Continued from Page 1

LOCALLY OWNED AND OPERATED

In Carlsbad, Reese will be responsible for all day-to-day activities of the business, including employing approximately 100 full- and part-time Team Members, serving Guests, cultivating relationships with local organizations and businesses, and tailoring philanthropic efforts to meet the Carlsbad community's needs.

Reese has always felt a sense of home in Carlsbad, from graduating high school locally to working his first job in the area. He started his career with Chick-fil-A as a Team Member in 2009, where he immediately fell in love with the restaurant environment. He worked every position at Chick-fil-A San Marcos, and was eventually named Director of Operations, where he was able to grow his network in the San Diego area. In 2015, his role expanded to include Chick-fil-A Escondido, overseeing staffing, operations and finance for both restaurants.

"My positions at Chick-fil-A Escondido and Chick-fil-A San Marcos helped me realize how impactful serving our communities as a local Owner-Operator can be," noted Reese. "The mentorship I experienced from my local Owner-Operator, Jordan Ciervo, helped guide me toward my next steps in life, and I hope to show that same level of care in providing leadership opportunities and developing my team."

Over the next few years, Reese and his family traveled the country after he joined the Chick-fil-A® Leadership Development Program, assisting eight local Owner-Operators as they prepared to open their restaurants. Now, he is thrilled to open his own restaurant and fulfill his dream of returning to Southern California with his family. Reese is looking forward to giving back to a community near to his heart through partnerships with local youth sports and leadership organizations.

"Carlsbad is the center of our lives," said Reese. "We are so excited to open a restaurant that can serve as a home away from home for Team Members, Guests and community members. Coming back to open a restaurant in Carlsbad, not far from where I started my first job, is so special and I cannot wait to serve the area with our delicious food and signature hospitality."

CARING FOR THE CARLSBAD COMMUNITY

The Chick-fil-A business is built to add positive impact beyond profit, including giving back to local communities. Chick-fil-A local Owner-Operators are empowered to support the neighborhoods they serve with a key focus on hunger, education, and specific community needs.

In celebration of the opening, Chick-fil-A,



Located at 5848 Avenida Encinas, Chick-fil-A Carlsbad West will be open for dine-in, carry-out, catering pickup and delivery from 6:30 a.m. to 10 p.m., Monday through Saturday.

Inc. has donated \$25,000 to Feeding America to support local hunger relief efforts of Feeding San Diego, a Feeding America partner food bank, in honor of the new restaurant.

Reese's restaurant will plan to participate in the Chick-fil-A Shared Table® program, an initiative that redirects surplus food from the restaurant to local soup kitchens, shelters, food banks and nonprofits in need. To date, more than 25 million meals have been created from Chick-fil-A Shared Table donations from over 2,000 Chick-fil-A restaurants throughout the U.S. and Canada.

In addition, Chick-fil-A Carlsbad West is recognizing 100 local heroes making an impact in the Carlsbad area by providing them with free Chick-fil-A entrées for a year.

TEAM MEMBER INVESTMENT

Chick-fil-A local Owner-Operators strive to hire, develop and retain top talent, helping future leaders optimize their skills and providing pathways for personal and professional development in a welcoming, purpose-driven environment. A career at Chick-fil-A offers a wide range of benefits, including hands-on training and mentoring, competitive pay and benefits, the chance to apply for scholarships to support continued education, and the flexibility to thrive in and outside of work. Chick-fil-A's local Owner-Operators are committed to preparing their team for the future, wherever it may lead. To learn more about careers at Chick-fil-A, click here.

Delicious Food; Outstanding Customer Service

Chick-fil-A is known for creating a welcoming, remarkable restaurant experience, starting with friendly service, a warm welcome and quality food, including the original Chick-fil-A® Chicken Sandwich.

Made with a real, whole, boneless breast of chicken with no added fillers, the breaded chicken is pressure cooked in fully-refined peanut oil. To complement the great-tasting chicken, fresh produce is delivered to Chick-fil-A restaurants up to six times a week for the best quality and flavor.

Guests of Chick-fil-A Carlsbad West can place an order for pickup, dine-in, or delivery on the Chick-fil-A® App or online. When joining the Chick-fil-A One® tiered membership program, Chick-fil-A One members receive points on every qualifying purchase which can be used to redeem available rewards. To view delivery options in the area, click here.

For the latest news and updates on Chick-fil-A Carlsbad West visit the local restaurant's Facebook page and follow along on Instagram. For more information about Chick-fil-A and stories about the Brand's food, people and customers across the country, visit chick-fil-a.com.

ABOUT CHICK-FIL-A, INC.

Chick-fil-A, Inc. is the third largest quick-service restaurant company in the United States, known for its freshly-prepared food, signature hospitality and unique franchise model. More than 200,000 Team Members are employed by independent owner-operators in more than 3,000 restaurants across the United States, Canada, and Puerto Rico. In 2023, the company shared plans to



Curbside orders are available for added convenience.

expand by 2030 into Europe and Asia.

Chick-fil-A owner-operators live and work in the communities their restaurants serve, each supporting local efforts to address hunger, education, and making a positive impact. The family-owned and privately held company was founded in 1967 by S. Truett Cathy.

More information on Chick-fil-A is available at www.chick-fil-a.com and [@ChickfilANews](https://twitter.com/ChickfilANews).



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North County's newest culinary gem

Pala Casino's newest restaurant, **Elementa**, is a high-end restaurant that marries Michelin Star-quality artesian cuisine with a thematic focus on its "elements". This concept is reflected in the menu but also in the restaurant's unique interior design and art installations. The dining experience at Elementa is enhanced by its globally experienced culinary team who's credentials were spawned from prestigious establishments such as the Ritz Carlton, JW Marriott, and Michelin Star restaurants like Addison, Joel Robuchon, and Mott 32. This diverse background ensures a menu filled with innovative refined dishes that will literally tease your taste buds while introducing food as an art form. You can also expect an inspiring spin on steaks, fish, and a wide variety of other tasty sea dwelling creatures.

The ambiance of Elementa is defined by its engaging and artistic setting. The music is light and effervescent, creating a lively yet relaxed atmosphere. The decor features original sculptures by Casey Parlette, a Southern California native and a passionate sculptor inspired by local wildlife. His art in Elementa includes representations of sharks, yellowtail tuna, quail, doves, steelhead trout, elements of a tidal pool, and an American eagle. These sculptures not only adorn the walls, tables, and ceiling but also bring to life the natural beauty of Southern California's flora and fauna through the meticulous use of various materials such as wood, metal, and stone.

Parlette's work highlights his deep connection to nature and his adventurous spirit, elements that are palpably reflected in the environment of Elementa. His artistic process involves choosing materials that echo the natural patterns, colors, and textures of his subjects, enhancing the authenticity and



Pala Casino's newest restaurant, Elementa, represents more than just a restaurant, it is art in its truest form. Each dish is its canvas.

appeal of his sculptures. The use of materials ranges from curly redwood, which mimics the stripes of a tiger shark, to metals that are transformed from sterile sheets and rods into vibrant shapes and textures through skilled metal fabrication and blacksmithing.

Elementa is so much more than a place to have a nice dinner; it is an immersive experience where art and cuisine combine to celebrate the majesty and beauty of the natural world, making it a unique culinary experience that will evolve in perpetuity.



Carlsbad Community Summit

Friday, September 6, 2024 | 8 - 10 a.m. | The Westin Carlsbad Resort & Spa

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