



The CARLSBAD BUSINESS JOURNAL

SEE SPECIAL SECTION INSIDE!



VOL 41 NO. 9 | CARLSBAD.ORG

AWARD WINNING PUBLICATION

OCTOBER 2024

Honoring Carlsbad's hispanic heritage

Hispanic Heritage Month is celebrated annually in the United States from September 15 to October 15. If you are like me and are wondering, why do we celebrate this from the middle of September to the middle of October, there is a reason. Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua declared independence from Spain on September 15, 1821. In addition, Mexico's day of independence is September 16, Chile is September 18 and Belize is September 21. Here in the US, celebrating Hispanic Heritage started as a week-long celebration under President Johnson in 1968. President Reagan expanded it to a full month in 1988.

During this month of celebration, we want to recognize four of our Board Members with Hispanic heritage.



Miguel de Jesus – Miguel just recently ended a six-year stint at the College of Business Administration at **Cal State San Marcos** where he helped with the Executive in Residence Program, the Senior Experience Program and served as Director of Business Development. Miguel's corporate experience is vast as he served as an Area Vice President for Paychex for over 18 years and a Manager at Xerox for over 17 years. Miguel still operates his own consulting firm called Purpose & Action. Miguel is a dynamo in management and leadership development and business processes. We have been blessed to have Miguel on our Board of Directors for five years.

› LEADERS, page 8

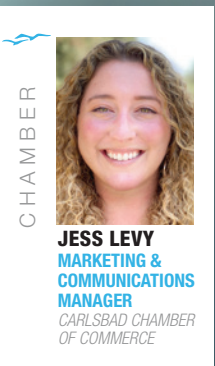


BRET SCHANZENBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE



Authors Shaping Carlsbad's Literary Scene

October is National Book Month and it is my honor to recognize our own authors of Carlsbad! Did you know we have over 30+ local authors who have either self-published or landed a publishing deal? From topics ranging children's books, to memoirs, parables, and self-help, we have a variety of inspiring storytellers waiting to spark a connection with fellow readers in the community.



JESS LEVY
MARKETING & COMMUNICATIONS MANAGER
CARLSBAD CHAMBER OF COMMERCE

› AUTHORS, page 14

BUSINESS SPOTLIGHT

SPAARK.ai: Unleashing human potential through AI transformation

SPAARK.ai is revolutionizing the way organizations harness AI for transformational productivity gains. As AI Productivity and Transformation Experts, we offer the fastest and easiest path to enhance your team's efficiency using artificial intelligence.

OUR MISSION AND VISION

Our mission is simple yet powerful: to empower every individual in every organization to produce role deliverables faster and easier with AI. This approach leads to transformational productivity gains across entire teams. We envision a new era where human potential is unleashed through AI, and we're making that vision a reality.

THE AI TRANSFORMATION SYSTEM

At the core of our offering is the AI Transformation System, a comprehensive program designed to turn AI novices into productive powerhouses. This system guarantees actual productivity gains in real work



SPAARK.ai aims to empower every individual in every organization to produce role deliverables faster and easier with AI.

› SPAARK.AI, page 3

PRESORT STD
U.S. Postage
PAID
Carlsbad, CA
Permit #67

CARLSBAD
CHAMBER OF COMMERCE
5934 Priestly Drive
Carlsbad, CA 92008



WAR

OCTOBER 5

Showtime 8PM • \$45 / \$65 / \$85

EVENTS CENTER

BILLY OCEAN

OCTOBER 12

Showtime 8PM • \$45 / \$55 / \$65

EVENTS CENTER

OTHER *GREAT ACTS*

OCTOBER 4

The Depeche Mode Experience

by Strangelove

Showtime: 8PM

\$15 / \$25

EVENTS CENTER

OCTOBER 11

Eagles Tribute

by Desperado

Showtime 8PM

\$15 / \$25

EVENTS CENTER

OCTOBER 13

Bronco

Showtime 6PM

\$89 / \$99 / \$109

EVENTS CENTER

OCTOBER 26

Taylor Swift Tribute

by Taylor Nation

Showtime 8PM

\$15 / \$25

EVENTS CENTER

NOVEMBER 3

Enigma Norteño & Roberto Tapia

Showtime 6PM

\$59 / \$79 / \$99

EVENTS CENTER

NOVEMBER 9

Together Forever

Muốn Kiếp Là Anh Em

Showtime 8PM

\$70 / \$100 / \$150

EVENTS CENTER

NOVEMBER 10

Teo Gonzalez

Showtime 6PM

\$35 / \$45 / \$55

EVENTS CENTER

NOVEMBER 15

Abba Tribute

by Direct from Sweden

Showtime 8PM

\$15 / \$25

EVENTS CENTER



For tickets visit the Pala Casino Box Office or call (877) 725-2766

Scan Here For Entertainment

PALA
CASINO
SPA • GOLF • RESORT



OFFICERS

- CHAIR OF THE BOARD**
JR Phillips Phillips + Co. Real Estate
- CHAIR ELECT**
Amanda Miles Bitchin' Inc.
- IMMEDIATE PAST CHAIR**
Adam Jacobs The Jacobs Scheriff Group
- TREASURER**
Rachel Ivanovich Easy Life Management, Inc.
- VICE CHAIRS**
Joe Gabaldon SDG&E
Alex Renée Polestra All Maven
Carl Streicher Streicher Team

BOARD OF DIRECTORS

- Aaron Byzak Galvanized Strategies
- Paula Digerness Carlsbad by the Sea Retirement Community
- Lupe Hairston Freedom Window Cleaning
- Shoshannah Hart Parker & Hart, LLP
- Jenna Dotson Republic Services
- Justin Jachura Señor Grubby's
- Kristianne Kurner New Village Arts
- John Lukin TaylorMade Golf
- Dr. Gene Ma Tri-City Medical Center
- Catherine Magaña WWM Financial
- Craig Martin Omni La Costa Resort & Spa
- Samir Marwah Viasat
- Phil McLellan QuidelOrtho
- Tommy Morgan Premier Chevrolet & Kia Carlsbad
- Ramon Oseguera The Shoppes at Carlsbad
- Blanca Rincon Apex 365 Workforce Solutions
- Lisa Rodman Agua Hedionda Lagoon Foundation
- Chafic Rouhana Wells Fargo Bank
- Don Sando Strategic Results Group
- Mark Satuloff Scratch Media
- Naila Sfeir Calder Eames Design
- Tom Storer LEGOLAND® California
- Amber Ter-Vrugt Scripps Health
- Darcy Wolfe Edward Jones
- Dan Yates Endeavor Bank

DIRECTORS EMERITUS

- Carlton Lund The Lund Team
- John R. Osborne AT&T
- Don Schempp Torrey Pines Bank Carlsbad
- Lou Storrow Storrow Law, APC
- Tim Stripe Grand Pacific Resorts, Inc.

ADVISORY COUNCIL

- Teresa Acosta City of Carlsbad
- Scott Chadwick City Manager
- Dr. Benjamin Churchill Carlsbad Unified School District
- Dr. Sunita Cooke MiraCosta College
- Christine Davis Carlsbad Village Association
- Kim Sidoriak Visit Carlsbad
- Sandy Wilson Camp Pendleton

STAFF

- Bret Schanzenbach President & CEO
- Janine Burke Office Manager
- Chris Cochran Director of Operations CCCF
- Len Ganduglia Business Development Manager
- Jess Levy Marketing & Communications Manager
- Kathleen McNary VP of Member Relations
- Darryl Reitmeyer Director of Sales & Marketing
- Edgar Rodriguez Creative Director
- Rosie Rodriguez Administrative Assistant
- Gabby Soberon Staff Accountant
- Kathy Steffen Director of Fun

ASSOCIATES

- Advantage ColorGraphics Carlsbad Business Journal Printing

CHAMBER PURPOSE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion.

CHAMBER MISSION

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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

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

INDEX

- CITY NEWS.....4
- VILLAGE BEAT.....5
- EDUCATION.....6
- TO YOUR HEALTH.....8
- MEMBER DIGEST.....9
- HOME IMPROVEMENT.....15

Challenging the food insecurity status quo

As the Chair of the Carlsbad Chamber of Commerce, I am honored to celebrate the incredible achievements of **+Box**, our well-deserving recipient of the Nonprofit of the Year award. This recognition is not



FROM THE CHAIR

JR PHILLIPS
CHAIR OF THE BOARD
PHILLIPS + CO REAL ESTATE

only a testament to the hard work and dedication of the **+Box** team but also a reflection of the philanthropic spirit that thrives within our Carlsbad community.

+Box has made a profound impact on our community by addressing food insecurity, a pressing issue that affects far too many families. Through innovative solutions and a tireless commitment to their mission, **+Box** has provided essential resources to those in need, ensuring that no family goes hungry. Their work has brought hope, relief, and sustenance to countless households, demonstrating the power of community-driven action.

What sets **+Box** apart is their innovative approach to solving a complex problem. Wesley Burt, Founder and Executive Director mentioned, "**+Box** is different from other food programs in the way that we focus on health and wellness versus acute hunger relief. What we're trying to do is provide kids with the types of foods that are going to help them be more successful in school and in life as opposed to just trying to make sure they have calories."

By leveraging technology, community partnerships, and volunteer efforts, **+Box** has developed a sustainable model that not only meets the immediate needs of our community but also lays the groundwork for long-term solutions. "We focus primarily on fresh food and for us that means an emphasis on locally sourced fresh fruits and vegetables. We're providing those to families



+Box takes home the 2024 CBAD Award for Nonprofit of the Year.

"We focus on locally sourced fresh fruits and vegetables, the types of foods that are going to drive better academic outcomes and give kids the fuel that they need to be more successful in school and in life."

in North County who don't have access to those types of foods and those are the types of foods that are going to drive better health outcomes, better academic outcomes and give kids the fuel that they need to be more successful in school and in life," Wesley shared. Their ability to adapt and respond to the ever-changing needs of the community has been inspiring, and their impact is felt by everyone who calls Carlsbad home.

On behalf of the Carlsbad Chamber of Commerce Board of Directors, our dedicated staff, and the entire Carlsbad community, I extend our heartfelt congratulations to **+Box**. This award is a recognition of your unwavering dedication, your compassion, and your innovative spirit. You have set a shining example for other organizations to follow, showing

that when we come together as a community, we can achieve remarkable things.

Being a part of such a philanthropic community is a privilege. Every day, I am inspired by the generosity and kindness of the individuals and organizations that make Carlsbad a better place. The success of **+Box** is a reminder of the impact we can have when we unite with a common purpose, and it serves as a call to action for all of us to continue supporting our community in every way we can.

Congratulations once again to **+Box** for this well-deserved honor. We look forward to supporting your continued efforts and celebrating your future successes. Together, we can build a stronger, more caring Carlsbad for all.

» SPAARK.AI
Continued from Page 1

scenarios, regardless of the participant's role or prior AI experience.

THE INVISIBLE AI PRODUCTIVITY TIPPING POINT

We've discovered that the AI productivity tipping point is not a future event—it's already here. Our training delivers tangible AI productivity gains within the first hour, dispelling the notion that this is a technology of tomorrow.

OVERCOMING BARRIERS TO AI ADOPTION

Many organizations struggle with AI adoption due to misconceptions and fear. We address this by focusing on how AI can help overworked, stressed-out employees perform their jobs more efficiently and effectively. By emphasizing development rather than replacement, we've found that employees are eager to embrace AI tools.

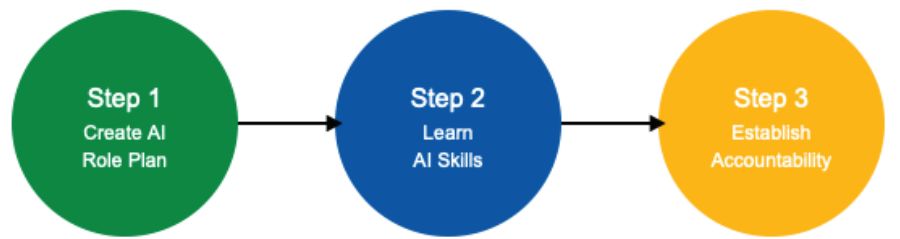
YOUR AI HERO OPPORTUNITY

This is a once-in-a-lifetime chance to become the AI hero in your organization. By taking the lead now, you can be the one to introduce transformational productivity gains to your company, earning valuable social capital in the process.

WHY TRUST SPAARK.AI?

Our team comprises over 100 executives with diverse industry experience, all dedicated to applying AI across various business functions. We've navigated the journey from AI skepticism to enthusiastic adoption,

SPAARK.ai 3-Step Process



transforming our own business and those of our clients.

THE SPAARK.AI PROCESS: 3 SIMPLE STEPS

1. Create an AI Role Plan: We use AI to develop specific plans for every team member and their role deliverables.
2. Learn Foundational AI Skills: We teach the essential AI skills needed to boost productivity in each role.
3. Establish Accountability: We implement a formal process to track progress and ensure no one is left behind.

GETTING STARTED: AI TRANSFORMATION MASTERCLASS

Our comprehensive online course and toolkit provide everything needed to create AI Role Plans and acquire the skills to execute them effectively.

EXCLUSIVE OFFER FOR CHAMBER MEMBERS

We're offering our AI Transformation MasterClass, normally priced at \$3,333/year/company, FREE to qualifying Chamber member organizations.

CLIENT SUCCESS

100% of our clients report at least 10X improvements in their daily work after implementing our system.

SPAARK.ai is the #1 AI Skill and Role Certification Company, dedicated to equipping organizations with the knowledge and tools needed to thrive in the AI-driven future. By focusing on practical applications and measurable results, we're not just preparing companies for the future of AI—we're helping them leverage its power today.

Join us in embracing the AI revolution and unlock the full potential of your team. With SPAARK.ai, you're not just adapting to the future; you're shaping it.



What might be ahead for carlsbad commercial real estate

The commercial real estate (CRE) landscape in the San Diego region, including Carlsbad, has experienced notable shifts over the past few years. The dynamics of

CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT
MANAGER
CITY OF CARLSBAD

remote work, rising costs of space, and the broader impacts of the financial markets have redefined the way businesses approach their office, industrial, and retail footprints.

One of the most significant influences on CRE in recent years has

been the continued prevalence of remote and hybrid work models. Many companies have reduced their physical footprints or reimagined the use of office space to adapt to new work habits. This trend has been noted by many workers as a positive, enhancing quality of life. Businesses can also look for workers in other markets that might not have otherwise been on their radar. Remote and hybrid work seem to be here to stay, in some form or another, but there are impacts on commercial real estate. Companies that are bringing workers back on site are often doing so by making the workplace more desirable, with more amenities, enrichment activities, and even food options on site.

This shift presents both challenges and opportunities. For businesses, the flexibility of hybrid work can translate into cost savings, reduced overhead, and an ability to attract a broader talent pool. For landlords and developers, the challenge lies in repositioning existing assets to meet new expectations, whether through upgrades,



The commercial real estate (CRE) landscape in the San Diego region, including Carlsbad, has experienced notable shifts over the past few years.

conversions, or reimagining space usage entirely. The market's future will likely favor more amenitized developments and properties that offer flexibility and incorporate wellness, sustainability, and community-focused amenities.

The cost of commercial space in Carlsbad remains a significant factor in decision-making for both existing businesses and new entrants. Rent increases and supply constraints

have made it increasingly challenging for businesses to secure affordable and suitable locations. However, in the past several months, as pandemic era leases have started to expire and as employers pursue smaller footprints due to hybrid work, vacancy rates have ticked up, creating a softening in the market. This may make for a bumpy road over the next year as the market readjusts.

On the financial front, high interest rates

and economic uncertainty have also impacted commercial real estate. Higher borrowing costs have slowed down transaction volumes and reduced speculative development, as investors take a more cautious approach in light of tighter capital conditions. Nevertheless, the unique attributes of Carlsbad and the San Diego region, like our diversified economy, skilled workforce, and robust innovation ecosystem, should continue to attract long-term investment interest.

Looking ahead, the Carlsbad CRE market may see some divergence between asset classes. Office spaces that can adapt to hybrid work and offer unique amenities will likely outperform, while those that cannot may face prolonged vacancies or require significant repositioning. Industrial and life sciences sectors are likely to remain strong, driven by ongoing demand for specialized spaces and strategic geographical advantages.

For businesses considering expansion or relocation within the region, the key will be to stay attune to evolving trends to know when it makes the most sense to make a move. As Carlsbad continues to innovate and adapt, opportunities will emerge for those willing to embrace flexibility and creative solutions.

In conclusion, while the commercial real estate market in Carlsbad faces some near-term headwinds, there are ample opportunities for growth and transformation. By understanding the current landscape—shaped by remote work, cost pressures, and financial uncertainties—businesses and investors can make informed decisions and better position themselves for success. The key will be to remain agile, proactive, and ready to seize opportunities as they arise.






**Industry Experts
+ National Capabilities**

Access world-class commercial banking experts who understand your business and are here for you. Benefit from strong national resources and sophisticated products and services **plus** the trust that comes from personal relationships. You deserve a bank as invested in your business as you are.

Tailored banking built on trust, powered by the strength of Western Alliance Bank.



Contact Western Alliance Bank for help in supporting your journey to business ownership.

4 key questions to ask before buying a small business

Baby boomers will dispose of 12 million businesses in the next two decades, which presents significant opportunities for prospective buyers. However, it also necessitates a thorough evaluation of the readiness of both the business and the buyer. These questions can help buyers be prepared.

DO YOU HAVE RELEVANT EXPERIENCE?

It's important to assess your direct or relatable experience operating a similar business. When buyer and business are not a good fit, the failure rate can be high.

WHAT ARE THE FINANCIALS, AND WHY ARE THE OWNERS SELLING?

Profitability and revenue trends can help you understand the reason for a sale: failure or exit strategy? Seek expert valuation of sales, earnings and margins and leverage your banker's insights.

WHAT IS YOUR FINANCIAL READINESS?

Banks focus on three financial measures

for acquisition financing:

1. Cash flow and liquidity. Cash flow reveals financial health and ability to meet obligations. Strong liquidity ensures short-term survival.
2. Collateral. Banks assess real estate, inventory, etc., for loan repayment if necessary.
3. Guarantor support. Banks also assess your personal net worth, credit score, assets and income.

WILL THE INDUSTRY BE DISRUPTED?


It's wise to consider the risk of industry disruption over the loan term so that you can feel confident about your long-term business success and ability to repay the loan.

FINANCING OPTIONS

Multiple financing options exist for acquisitions. Contact **Western Alliance Bank** to learn how we can support your journey to business ownership. Western Alliance Bank is the primary subsidiary of Western Alliance Bancorporation. Member FDIC.

TRUSTED. PROVEN. RELIABLE.

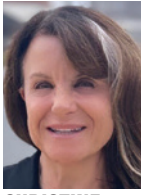
Connect with us at torreypinesbank.com/plus

Torrey Pines Bank, a division of Western Alliance Bank. Member FDIC. 

Farmers Market turns 30

As the **State Street Farmers Market** gets ready to turn 30 on October 12th, it is a good time to reflect on some of its many contributions. While it is known for its creamy local avocados, sweet strawberries, juicy tomatoes, and other delicious bites, it should also be known for the impact it has had on working families, as an incubator for new startups, and its legacy among

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

the older, venerable farmers markets in San Diego County.

When it opened on October 12, 1994, it was known as the Carlsbad Village Certified Farmers' Market (now it is the State Street Farmers Market). It was tucked away in a parking lot on Roosevelt Street between Carlsbad Village Drive and Grand Avenue. The closest farmers market at that time was in Vista.

On that Wednesday, three decades ago, Valdivia Farms, a 100-acre family farm in Carlsbad, nestled among the horse ranches off El Camino Real, introduced its heirloom tomatoes and specialty produce to the shoppers at the farmers market. They have grown in popularity ever since and are a staple of the Carlsbad market.

Started 45 years ago by an ambitious husband and wife team, Valdivia Farms is now operated by the third generation of Valdivia's, determined to keep its family farm operating in Carlsbad. They are now in 20 farmers markets from San Diego to Los Angeles County, and their produce can also be found at Sprouts, Seaside Market, and others, as



Devon Valdivia, third generation Carlsbad farmer with his aunt Lulu Medina.

well as at local and regional restaurants.

"Dad always said that the farmers markets are what keeps us afloat," said Lulu Medina, who runs Valdivia Farms with her two brothers Javier and Luis, and now also her son and nephew. "We hope to keep Valdivia Farms running from generations to come, with the help of our partners at the farmers market."

On that same day in 1994, Madeline Maciel of Maciel Family Farms brought her family's produce and flowers from Bonsall to the Carlsbad market. Started in the early 1930's by her father, the Maciel Family Farm is now run by Madeline and her younger brother, the third generation of Maciel farmers.

"I love being my own boss," Madeline said. "And I love that my office is outside. The farmers markets have given us tremendous opportunities and we are grateful."

In addition to providing a venue for local farmers to sell their "picked-that-morning" produce, the farmers market has helped start numerous businesses. And it has been a haven for many.

"After years of working for Corporate America, I was summarily downsized at age 52," said Janet Braver, founder of Grammy's Granola. "I did not know what to do, but I eventually decided to follow my passions so I could spend time with my family and express my creative endeavors as well. I have always loved making treats, as any grandmother does, and wanted them to be as tasty and healthy as possible. What resulted is Grammy's Granola!"

Janet started her business 21 years ago and has been with the State Street Farmers Market from day one. According to the 73-year-old grandmother, who makes ev-



everything from granola to baked breads to brownies, "I love my life. Wouldn't change a thing!"

Local icons like Prager Brothers Artisan Breads and **Bitchin' Sauce** both point to their start-up days at the farmers market as what put

them on the map. Prager Brothers now has four locations, including a specialty pizza and market, as well as being in 10 grocery stores, and numerous local and regional restaurants. Bitchin Sauce turned their nut-based dips into a nationwide phenomenon and this family owned and operated business, with products still made in Carlsbad, has grown from a small ragtag crew in the farmers markets to over 80 employees with distribution to over 17,500 major retailers nationwide. Their award-winning dips are available in healthy grocers and in major retailers such as Whole Foods Market, Sprouts, Costco, Safeway/Vons, and Target.

The stories are numerous! Musicians have been discovered at the farmers market, proposals have taken place at the farmers market, and local non-profits have been given a voice at the farmers market. Hot food vendors have gone from a single 10x10 booth to having multiple brick-and-mortar locations. It generates over \$2,500,000 annually and its economic impact on the City of Carlsbad and the family farms and small businesses it has supported over the past 30 years is considerable.

If you do shop at our market, thank you. If you do not, please give us a try. You will not be disappointed. For more information on the market's 30th birthday festivities and more, visit carlsbad-village.com.

CARLSBAD'S NEWEST MEMORY CARE COMMUNITY



AT SANTIANNA

VIENNA

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.

SANTIANNA

Situated on Santianna's luxurious campus, our location allows residents to enjoy upscale amenities, breathtaking views and connection with nature.

Schedule a personal visit today:
442.325.8090 | Vienna@wqliving.com



PROVIDING UNPARALLELED CARE AND SUPPORT TO RESIDENTS AND THEIR FAMILIES.



2540 FARADAY AVENUE | CARLSBAD, CA 92010 | 442.325.8090 | VIENNAMEMORYCARE.COM

CSUSM welcomes high school students into dual enrollment program

Students in Vista Unified School District can now enroll in college while still in high school. The district, in partnership with **Cal State San Marcos**, on Sept. 6 celebrated a new dual enrollment program through which students can take college courses that earn credits toward two new undergraduate degrees at CSUSM.

HIGHER LEARNING



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

As part of a unique program in the College of Education, Health and Human Services at CSUSM – titled Scholars in Wellness and Innovation Fast-Track (SWIFT) Health Programs – students at Rancho Buena Vista High School can earn

college credit, giving them an early start toward a bachelor's degree. Courses completed count toward two specialized undergraduate degrees in health and wellness designed to allow students to obtain a degree in as little as three years.

One is in public health and the other in human development with a concentration in counseling.

To kick off the program, CSUSM President Ellen Neufeldt and leaders from Vista Unified School District held a welcoming ceremony Sept. 6 for 22 students from Rancho Buena Vista.

"I am thrilled to welcome these students to the Cougar family," Neufeldt said. "With social mobility a part of everything we do, this program is our mission in action. We want students to know they have a path to college and into a career that can transform their lives, their families and their communities."

The degrees are focused on careers and preparing students for the workforce in



CSUSM President Ellen Neufeldt is pictured with two students from Rancho Buena Vista High School and Cipriano Vargas, a member of the Vista Unified Board of Education and a CSUSM alumnus. Photo by Erica Perez

health and wellness. In addition to a degree, students will graduate with the requirements to obtain in-demand professional certification.

Public health students will complete the requirements for a Community Health Education Specialist (CHES) certificate to work as community health educators in various settings. Human development students will complete the requirements to become a wellness coach, which qualifies them in California to provide mental health and wellness support for children and young adults. These certificates set graduates up for advanced work and higher salaries after graduation.

"I hope that these students have the opportunity to reach their potential and thrive to go into a career that not only pays them a living wage, but that they are able to live comfortably here in San Diego and that they have a job," said Cipriano Vargas, a member of the Vista Unified Board of Education and a CSUSM alumnus. "The County of San Diego needs mental behavior health workers, and this program is helping to accomplish that."

The degrees are designed to be highly supportive of students. For example, students can receive funding in the summer to complete internships that prepare them for careers in health and wellness when they graduate.

Students also progress through their courses with a cohort of fellow students, within a supportive community of expert faculty. As part of this program, CSUSM offers specialized career advising, employer networking and guest speakers to help students find a position and start their careers upon graduation.

According to a recent San Diego Workforce Partnership Report, the San Diego region needs an additional 18,500 behavioral health professionals to meet industry demands. The dual enrollment program will provide a direct pipeline to support the much-needed workforce.

Local middle and high school students engage in civics education

With the election approaching and political polarization running high, it's more important than ever for students to have a grounded education in civics. Students should be interacting with elected officials from both sides of the aisle, as well as local leaders serving in nonpartisan roles. People

fear and judge what they don't know or understand, and through immersion in civics, students have the opportunity to see that it's possible to have reasonable deliberations with individuals with whom they disagree.

Ethical responsibility is a pillar of **Pacific Ridge**

School, and as such civic engagement is built into our programming. Over the past year, we've implemented new civic education initiatives for our middle and high school students. This programming focuses on experiential learning, formal leadership training, and international civics.

EXPERIENTIAL LEARNING

Our students develop civic relationships through engagement based in service and outreach with local, state, and federal officials. During the past two legislative seasons, our high school students traveled to Sacramento to meet with legislators advocating for increased funding for community colleges and youth safety issues like e-bike regulation. The students were fortunate to meet with Assemblymember Tasha Boerner,

SCHOOL NEWS



SPENCER BURROWS
11TH GRADE DEAN, EQUITY AND CIVIC ENGAGEMENT COORDINATOR
PACIFIC RIDGE SCHOOL



At Pacific Ridge School, our students develop civic relationships through engagement based in service and outreach with local, state, and federal officials. This photo was taken during an 8th grade courthouse field trip.

Senator Scott Wiener, and Senator Catherine Blakespear's Chief of Staff Heather Resetarits. Teams of our middle school students met with Assemblywoman Laurie Davies and Angel Marquez, Field Representative for US Senator Alex Padilla. Our sixth grade visited Carlsbad City Hall to speak with city council members about their roles and issues facing our community.

Eighth graders visited the San Diego courthouse, where a judge explained how trials function, and cases he's handled involving youth. We hosted a panel of local officials and candidates during an assembly about campaigns and elections. In sum, these experiences expose students to both

lawmaking and application of the law – two essential aspects of the civic process.

LEADERSHIP INSTITUTE

Our school is home to over 120 high school student leaders directing a variety of co-curricular clubs, service learning groups, and affinity/alliance groups, in addition to student council and athletic team captains. This past year I launched the Leadership Institute, to provide our high school students skills focused on six areas: authenticity, listening, establishing trust, culture, productive conflict, and year-long reflection.

Students in this program heard from

speakers discussing their leadership journeys, including US Ambassador Leslie Bassett and Carlsbad Chamber of Commerce CEO Bret Schanzenbach.

Students reported that their favorite aspect of the Institute was the small group discussions they conducted with fellow leaders, as this was one of their only opportunities to connect directly with peers and discuss student leadership. They explored questions like, How are you your authentic-self as a leader? Am I listening with an open mind to the thoughts and ideas of others? And, What can I do in my next group meeting, and the meetings after that, to better build group trust?

INTERNATIONAL CIVICS

Civics education should not be restricted to domestic issues. This past spring, my US Government and Politics class collaborated with Croatian peers from Ilok High School in Ilok, Croatia, for the "Croatian-American Government Analysis" project. Students compared the political systems of both countries, critically reflecting on the advantages and disadvantages of the systems at the national, regional, and local levels. They also discussed the position of young people in society and opportunities for civic engagement for youth.

Further, we take advantage of our proximity to the US border and collaborate with peers in Mexico. This year, we plan to work with the Mexican Consulate on a variety of their outreach projects as well. As educators it is our job to prepare responsible citizens who will be the leaders of tomorrow.

We truly believe this type of engaging civics education is essential for the future of our community.

Dive into the ultimate music experience at Pala Casino Entertainment this October!

October is shaping up to be an electrifying month at Pala Casino Entertainment, where we're rolling out a stellar lineup of live music events that will make your weekends truly unforgettable. If you're ready to experience top-tier performances and vibrant atmospheres, look no further—Pala Casino is the place to be!

Get ready to rock out with War, the legendary band that has been fueling the dance floors and airwaves since the 70s. On Saturday, October 5th at 8pm, our Event Center will transform into a pulsating celebration of funk and soul. With hits like "Low Rider" and "Why Can't We Be Friends?", War promises a high-octane show that will have you grooving all night long. Their infectious energy and classic tunes are guaranteed to deliver an exhilarating live experience you won't want to miss!

Following this thrilling funk event, we are excited to welcome the renowned Billy Ocean to our Event Center on October 12th at 8pm. With his smooth voice and timeless hits such as "Caribbean Queen" and "Get Outta My Dreams, Get Into My Car," Billy Ocean has captivated audiences worldwide. His concert will be a nostalgic journey through his greatest hits and a chance to experience the charm and charisma of this musical icon up close.

But the music doesn't stop there. Our Center Bar continues to be the heartbeat of Pala Casino's live music scene with performances daily. This vibrant venue offers a relaxed and intimate setting where you can enjoy a diverse lineup of local talent and

happy hour
featuring
live entertainment

Every Friday
4pm to 8pm
Aquaterra

PALA MESA
GOLF & RESORT



emerging artists. Whether you're unwinding after a day of gaming or catching up with friends over a drink, the live music at the Center Bar provides the perfect soundtrack to your evening.

Additionally, we're thrilled to introduce a new musical experience at Pala Mesa Resort! Every Friday from 4pm to 8pm, join us for a fantastic happy hour featur-

ing live music in a stunning resort setting. Imagine sipping your favorite drink, taking in beautiful views of the golf course, and grooving to a fantastic lineup of live performances—what better way to kick off your weekend?

At Pala Casino, we are dedicated to providing exceptional experiences and unforgettable moments. From the

high-energy shows at the Event Center to the intimate performances at our Center Bar and Pala Mesa Resort, our commitment to live music ensures that every visit is memorable. Don't miss out on these incredible musical events—mark your calendars and join us for an October filled with fantastic entertainment and unparalleled fun.

CARLSBAD CHAMBER OF COMMERCE | 100 Years

What our members say
About us

JANI JACKSON
Founder
Develop Your Team

Google Reviews
★★★★★

Fantastic organization! I really appreciate the Carlsbad Chamber's philosophy of building relationships first, and business will follow. The Carlsbad Chamber has been invaluable to me in growing my business. Excellent workshops, speakers, networking opportunities, and community.

Scan to leave us a review!

THE CROSSINGS AT CARLSBAD

LUNCH WITH AN OCEAN VIEW AT THE CROSSINGS

Mention Code **CBADLUNCH** to get 20% off your meal!

BOOK HERE!

*Coupon code expires 12.31.24. Excludes holidays & alcohol. | 5800 The Crossings Dr. | 760.444.1800

16TH ANNUAL VETERANS DAY MILITARY REVIEW

Please Join Us in Honoring All Who Have Served

MONDAY
NOVEMBER 11, 2024 • 11AM - 12PM

Army and Navy Academy's Bliss Stadium
2600 Carlsbad Blvd., Carlsbad, CA

CEREMONY WILL INCLUDE
Guest Speaker
Military Review by ANA Corps of Cadets
Flyover by Salute Formation Flying Team
Wreath Presentation and TAPS

HOSTED BY

ARMY & NAVY ACADEMY | **Rotary Clubs of Carlsbad**

Parking will be available at St. Michael's Episcopal Church, 2775 Carlsbad Blvd., Carlsbad, CA 92008

TrueCare WIC has been promoting better nutrition for 50 years

In 2024, the Women, Infants, and Children Program (WIC Special Supplemental Nutrition Program) marked its 50th anniversary as a crucial safety net providing nutritional support to women and children. As of 2023, the federally funded program served 6.6 million participants each month, including an estimated 39 percent of all infants in the United States.

TO YOUR HEALTH



MARY P. SAMMER, MS, RD, VP NUTRITION SERVICES TRUECARE

TrueCare WIC has proudly been part of WIC history in North County San Diego since its inception in 1974 and helps low to medium-income pregnant women, new mothers, and children up to age five eat well, stay active, and maintain their health – all at no cost to the participants.

We recognized early on the benefits that WIC services could offer participants. With Congressional support, TrueCare evolved into a permanent local WIC agency. Today, we serve nearly 11,000 participants monthly through six offices in Encinitas, Escondido, Oceanside, Ramona, San Marcos, and Valley Center.

TrueCare believes it is necessary to raise awareness about the importance of the WIC program and breast milk as a critical first food for newborns. According to the National Library of Medicine, “breast milk is uniquely suited to the human infant’s nutritional needs and is a live substance with unparalleled immunological and anti-inflammatory properties that protect against a host of illnesses and diseases for both mothers and children.”



Truecare's Women, Infants, and Children Program is a Special Supplemental Nutrition Program that has made an impact on the community for over 50 years.

It is important to recognize that breastfeeding is a natural but learned skill and that a significant percentage of moms who breastfeed need help and support to be successful. This includes access to breastfeeding support and education, breast pumps, lactation consultations by International Board-Certified Lactation Consultants, nutrition assessments, and healthy living advice from registered dietitians and other staff who specialize in nutrition for mothers and their children. In 2004, the USDA launched the WIC Breastfeeding

Peer Counselor Initiative to provide peer support and counseling from experienced breastfeeding mothers to new moms. TrueCare WIC received Breastfeeding Peer Counseling funds in 2010, and the program continues to flourish.

TrueCare WIC has been making breastfeeding a real option for families for decades, setting moms, babies, and families on a path to good nutrition. In addition to the peer counseling programs, WIC offers support groups, working in conjunction with women’s health specialists and pediatricians to integrate breastfeeding for improved health outcomes. To help WIC participants succeed, they are equipped with a variety of essential services, including monthly food benefits to purchase nutritious food items, such as fruits and vegetables, whole grains, milk, eggs, and bread. WIC has also enhanced its food packages to include culturally sensitive substitutes, with additional foods for mothers who exclusively breastfeed.

According to the US Department of Agriculture, improved health outcomes

from WIC participation include full-term pregnancies, fewer premature births, lower incidence of moderately low and very low birth weight infants, fewer infant deaths, a greater likelihood of receiving prenatal care, and savings in health care costs from \$1.77 to \$3.13 within the first 60 days after birth.

Studies also consistently show that in addition to WIC participation leading to better health outcomes, WIC participants also have lower incidences of low-iron anemia.

Today, TrueCare WIC is recognized for our best practices in California and nationally. Our breastfeeding programs, lactation services, and innovative cross-departmental integrative processes have significantly increased access to health care and other social services for WIC participants.

As WIC celebrates its remarkable 50-year legacy, TrueCare WIC is grateful for our talented and dedicated staff and collaborative partnerships with TrueCare providers. We look forward to continuing this vital work for another 50 years and beyond!

WIN A T-SHIRT!

To enter drawing, simply scan this code and make our day by leaving us a 5 star review!



CARLSBAD.ORG

› LEADERS

Continued from Page 1



Blanca Rincon – Blanca is the Founder and CEO of **Apex 365 Workforce Solutions** and Apex 365 Insurance Solutions. Apex is a comprehensive human resources company offering a full-service platform for payroll, time and attendance, training, and more. Blanca started out serving as human resources liaison for multiple restaurant locations at a very young age. By the time she was 20, she managed safety and operations for 15 locations for a popular Fortune 500 company. She has not slowed down since. Thanks to Blanca, Apex is the largest donor to our Carlsbad Chamber Community Foundation, which provides our Rising Star scholarships. She serves on multiple Board of Directors, including ours, where she has served for two years.



Chafic Rouhana – Chafic is a Premier Client Manager for **Wells Fargo**. Chafic has worked for Wells Fargo for over 19 years. Chafic transferred to North County in 2020 from New Jersey, where he served as a Board Member for the Statewide Hispanic Chamber of Commerce.

Chafic’s experience includes managing individual branches as well as overseeing entire regions for Wells Fargo. He is gifted at developing long-term successful teams. Chafic has brought Wells Fargo corporate teams to our Green Business Expo the past two years, helping support our sustainability efforts. He has served on our Board of Directors for 5 years.



Ramon Oseguera – Ramon is the Senior General Manager for Retail at **Brookfield Properties**. If you are not sure what means, it means he is the GM at **The Shoppes at Carlsbad**. Ramon has worked in retail management for over 17 years, including previously working for Westfield. Ramon recently got his Masters of Science at the Knauss School of Business at USD. Keeping a brick and mortar shopping mall relevant in the age of e-commerce is no easy task. But with Ramon’s leadership, the Shoppes continues to evolve with new restaurants (have you tried **The Red Chickz** or **Mas Fuego** yet), and new experiences (have you been to **Escapology** yet). Ramon has served on our Board of Directors for six years.

This is just a small sample of how we have been blessed at the Carlsbad Chamber and in Carlsbad in general by great Hispanic leaders. Muchas Gracias!

Enhance your footprint online

In today's digital age, maintaining an up-to-date online footprint is essential for businesses aiming to stay competitive and relevant. Your online footprint includes all the digital touchpoints where your business appears—your website, social media profiles, online directories, and review sites. Regularly updating these elements is not just about keeping information current; it's about optimizing your business's digital presence to enhance visibility, credibility, and customer engagement.



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

As a member, one benefit is your business being featured on the carlsbad.org website. Our site gets an insane amount of traffic, and you can easily benefit on this! Being a member of a Chamber of Commerce can enhance your business's credibility and trustworthiness. It signals to customers and other businesses that you are committed to professional standards and community involvement. This can be particularly beneficial in building a positive reputation and gaining customer confidence. There are three important things to check off on your list and ensure potential clients are finding you easily and confidently.



STAFF UPDATES | UPDATING NAMES, POSITIONS, EMAILS!

A current staff list reflects a company's professionalism and credibility. It shows that the business is active and well-managed, which can instill confidence in clients, partners, and potential employees.

An updated staff directory can also facilitate networking opportunities. It allows clients, partners, and others to connect with the right individuals in the company, which can be crucial for business development and collaboration.

TEXT MESSAGES

One last new way to keep yourself updated! Sign up for the Chamber text messages. Many of us are on email overload these days. You and any staff can sign up for texts which we send 1-3x/month. These are simply sent with exclusive offers, events and only the important updates.

Signup here:



SOCIAL

In today's fast-paced digital world, social media has become an indispensable tool for businesses of all sizes. From global corporations to local startups, companies are leveraging social media platforms to engage with customers, build their brand, and drive growth. To ensure people find you, the full you, simply add those to your page on carlsbad.org using the full url. For example: <https://www.facebook.com/CarlsbadChamber>

ADDRESS

Check your address! Did you move? Make sure the Chamber has your correct address on the website. Maintaining an accurate address

on your website is crucial for several reasons, impacting everything from customer trust to business operations. An up-to-date address on your company page on our website helps build trust with your customers. If visitors find outdated or incorrect information, they might question the reliability of your business. For businesses that rely on local customers, having an updated address on your website and local business listings is vital for local search engine optimization (SEO). Search engines use address information to determine the relevance of your business to local search queries. An accurate address helps improve your visibility in local search results, driving more potential customers to your site.

CARLSBAD CHAMBER OF COMMERCE | **FIRST FRIDAY BREAKFAST** | **SEÑOR GRUBBY'S**

EMPOWER OTHERS: ELEVATE YOUR BUSINESS

Friday, Oct 4, 2024 | 7 am - 9 am

JUSTIN JACHURA
President, Operating Partner
Grubby's Family Restaurants

TOPICS

- Giving back to your community
- Building a loyal following
- Empowering your team

PLACE

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

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | **LUNCH MOB** | **SEÑOR GRUBBY'S**

NETWORKING LUNCH

LUNCH MOB

Friday, Oct. 11, 2024 | 11:30 am - 1 pm

WHERE

Señor Grubby's
377 Carlsbad Village Dr.,
Carlsbad, CA 92008

WHAT

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

web.carlsbad.org/events

JOIN US FOR DRINKS & NETWORKING

CARLSBAD CHAMBER OF COMMERCE | **MAS FUEGO**

CBAD HAPPY HOUR

Wed. Oct 16, 2024 | 5-7 pm

PEANUT BUTTER DRIVE

- Make new connections
- Develop your referral channels

*Admission is 2 jars of peanut butter.

2525 El Camino Real #200 | Carlsbad, CA 92008 | web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | **CHAMBER Refresh**

NETWORKING EVENT

CHAMBER Refresh

Thu. Oct 17, 2024 | 11:30 am - 1 pm

JOIN US:

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

WHAT:

Meet the chamber team and build relationships

COST:

Free (Lunch will be provided)

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE

BUILDING RELATIONSHIPS

CHAMBER 101
New Member Orientation

Thu. Oct 24, 2024 | 11:30 am - 1 pm

JOIN US:

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

WHAT:

Meet the chamber team and build relationships

COST:

Free
(Lunch will be provided)

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE

FREE NETWORKING EVENT

Coffee CONNECTION

Friday, Oct 25, 2024 | 8 - 9 am

WHERE

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

WHAT

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

web.carlsbad.org/events

WELCOME NEW MEMBERS

ATTORNEYS

Brutocao Law

Adam Brutocao
(619) 378-7660
Carlsbad, CA 92008
Attorney providing business and real estate development expertise and services.

Manzanita Law PC

Namita Thakker
(619) 320-4462
550 West B St., 4th Floor
San Diego, CA 92101
manzanalaw.com
Manzanita Law PC provides legal services to businesses of all sizes. Reach out for a free half hour consultation, or for a discounted legal wellness check to help prepare your business for growth.

AUTOMOBILE DEALERS

Hoehn Jaguar & Land Rover Carlsbad

Anthony Benfatti
(760) 494-5600
5566 Paseo del Norte
Carlsbad, CA 92008
jaguarlandrovercarlsbad.com
Jaguar Land Rover Carlsbad is your premier family of luxury auto dealerships in Carlsbad, California. We are proud to offer a stunning selection of new and used sophisticated Jaguar vehicles and adventurous Land Rover SUVs.

CELLULAR TELEPHONE SERVICE

T-Mobile Carlsbad

Cameron Buchan
(951) 704-5568
82151 Ave., Ste. 42
Indio, CA 92203
T-Mobile.com
T-Mobile is America's supercharged Un-carrier, delivering an advanced 4G LTE and transformative nationwide 5G network that will offer reliable connectivity for all. T-Mobile's customers benefit from its unmatched combination of value and quality, unwavering obsession with offering them the best possible service experience.

CHURCHES & SYNAGOGUES

The Mission Church

David Menard
(760) 487-8890
825 Carlsbad Village Dr.
Carlsbad, CA 92008
themissionchurch.net
The Mission Church (TMC) congregation of 1000+ has grown rapidly over the past 6 years in Carlsbad with 3 services each Sunday. We care about people, we value relationships, and we worship Jesus. Please, join us this Sunday!

COACHING & TRAINING

ELEVATE Professional Growth Advisors

Steve Janklow
(802) 488-5111
Carlsbad, CA 92009
elevatepga.com
Elevate's coaching workshops transform recruiters into interview coaching champions. By equipping them with the tools to guide candidates toward confident and successful interviews, we accelerate placements and boost client satisfaction.



COFFEE & TEA

The Lullabar

Christine Ong Forsythe
(760) 334-9436
7750 El Camino Real, Ste. 5145-5150
Carlsbad, CA 92009
thelullabar.com
Coffee shop | Nail Salon | Kids Play Space | Special Events & Classes. Enjoy a latte; get a mani or pedi; book a play session; temporary childcare available. Host a special event at The Lullabar. We are now open for booking birthday parties and baby showers!

CYBERSECURITY

Comcast Business

Raul Moreno
(562) 545-1512
business.comcast.com/enterprise
Leveraging a strong network, broad portfolio, and strategic alliances, Comcast Business delivers global secure network solutions like advanced security, SD-WAN services, and reliable connectivity.

ENTERTAINMENT

ESCAPOLOGY

Jasmine Mayorga
(858) 599-1104
2525 El Camino Real, Ste. 208
Carlsbad, CA 92008
escapology.com
Escapology in Carlsbad, CA offers premium, real life escape rooms. Escapology is for all ages and groups! Our KIDS MODE games are perfect for younger players and birthday parties. And we're happy to host your corporate team building event, bachelor/bachelorette party, holiday party, and more!

FINANCIAL PLANNING & INVESTMENT SERVICES

Edward Jones

Eric Cooper
(760) 429-7099
3609 Ocean Ranch Blvd, Ste. 180
Oceanside, CA 92056
edwardjones.com/us-en/financial-advisor/eric-cooper
I am passionate about bridging the gap between healthcare and financial well-being. With four years of experience as a registered nurse, I've seen first-hand how closely health and financial security are intertwined. This understanding fueled my transition into the financial world, where I now serve as a financial advisor committed to helping families achieve their financial goals while safeguarding their overall well-being.

GOLF COURSES, SHOPS & RANGES

Bermuda Club

Scott Morris
5840 El Camino Real, Ste. 106
Carlsbad, CA 92008
bermudaclubs.com
Bermuda Club is an exclusive wellness, co-work, social and indoor golf club all under one roof. A haven where members can Work Well, Play Well and Be Well. Our flagship 8,000 square private club combines state-of-the-art facilities and equipment with curated amenities and programming to create an oasis of physical, social, and mental well-being.

GOVERNMENT PUBLIC OFFICIALS

Collins for Carlsbad City Council 2024

Tyler Collins
(858) 522-0118
collinsforcarlsbad.com
Tyler is Chair of the Carlsbad Housing Commission and a businessman running for City Council to advocate for residents and "Keep Carlsbad, Carlsbad".

HEALTH & WELLNESS

Audia Physical Therapy Inc.

Matt Audia
(760) 652-3739
5963 La Place Ct., Ste. 109
Carlsbad, CA 92008
audiaphysicaltherapy.com
Individually designed programs for every functional level with one dedicated Doctor of Physical Therapy.

HOME CARE SERVICES

United Care

Mitchell Au
(760) 593-7373
720 Gateway Center Dr, Ste C
San Diego, CA 92102
usunitedcare.com
United Care is a non-medical home care agency. We are licensed, bonded, insured. Currently serving senior clients throughout all of San Diego County. With over 20 years of combined experience and talent we have been able to successfully place qualified caregivers into homes for years.

HUMAN RESOURCES CONSULTANTS & SERVICES

Vensure Employer Services

Curtis Pieramico
(760) 473-4952
3111 Camino Del Rio N., Ste. 411
San Diego CA 92108
vensure.com
We combine top-tier services with cutting-edge technology to deliver world-class HR processes and systems to free up your time to pursue your business vision.

JANITORIAL SERVICES

City Wide Facility Solutions

Cade Chapin
(760) 908-9080
4849 Ronson Ct., Ste. 104
Oceanside, CA 92057
GoCityWide.com
City Wide is a privately owned San Diego Business offering janitorial and maintenance solutions to mid to large businesses. Specialized but not limited to cleaning for Science Life industries, Technology, Assembly, all types of Schools, medical/clinics, and gym facilities.

JANITORIAL SERVICES

Janitors Of America

Gerardo Ibanez
(760) 543-9083
1959 Palomar Oaks Way, Ste. 300-313
Carlsbad, CA 92011
janitorsofamerica.com
At Janitors Of America, we pride ourselves on delivering top-tier janitorial services to Carlsbad's leading businesses across various industries, including Aviation, Hospitality, Manufacturing, and multi-tenant buildings. Our commitment to excellence and attention to detail has earned us a stellar reputation among building employees and business owners alike.

MEDIA PRODUCTION & SERVICE

IndoorMedia

Lee Cuthbert
(415) 235-2210

NONPROFIT ORGANIZATIONS

Cake4Kids

Cari Yuen
(619) 786-8191
cake4kids.org
Has the thought of a child without a birthday cake ever crossed your mind? Unfortunately, it happens all the time, but Cake4Kids is changing that! We deliver free custom homemade birthday cakes to at-risk and underserved youth across the country! We partner with human and social services agencies to accomplish this mission.

ElderHelp of San Diego

Sarah Benson
(760) 809-7958
9590 Chesapeake Drive
San Diego, CA 92123
elderhelpofsandiego.org
ElderHelp provides personalized services and information that help seniors remain independent and live with dignity in their own homes.

RESTAURANTS

Norte Mexican Restaurant

Richard Montanez
(760) 729-0903
3003 Carlsbad Blvd.
Carlsbad, CA 92008
nortrestaurant.com
Low-key restaurant for Latin American cuisine such as nachos, tortilla soup & tostadas.

WEALTH MANAGEMENT

Kohn Wealth Management

Mark Kohn
(760) 635-1570
Encinitas, CA 92024
Mark Kohn (CRD# 1560021) is an Investment Advisor Representative working at Lpl Financial LLC in Encinitas, CA and has over 31 years of experience in the finance industry.

CARLSBAD CHAMBER OF COMMERCE

CARLSBAD VILLAGE



50TH ANNIVERSARY STREET FAIRE

SUNDAY, NOV 3, 2024 | 8 AM - 4 PM

PRESENTED BY

PALA
CASINO
SPA • GOLF • RESORT

800+ VENDORS!

- ARTS & CRAFTS
- ANTIQUES
- BEER GARDEN
- LIVE MUSIC
- CHILDREN'S RIDES
- FOOD CENTER
- PANCAKE BREAKFAST

SPONSORED BY

 **BMW of Carlsbad** 

Hoehn
Jaguar • Land Rover • Carlsbad

BURGEON  **BEER CO.**

FOR MORE INFO CALL 760-931-8400 OR VISIT CARLSBAD.ORG

RISINGS STARS



CCCCF
Carlsbad Chamber Community Foundation

Congratulations

TO OUR SEPTEMBER RISING STARS OF THE MONTH:



Abbey Baum, La Costa Canyon High School; Ivan Sakhranov, Sage Creek High School; Lucia Michel, Pacific Ridge School; Adam Kelliny, Carlsbad High School."

RIBBON CUTTINGS



On September 16, **Community Resource Center** celebrated the grand opening of their new Trauma Recovery Center in Carlsbad with a ribbon-cutting event, hosted in partnership with the Carlsbad Chamber of Commerce. This new facility marks an important expansion of CRC's services, offering a healing environment and comprehensive care for survivors of trauma. The center will provide clinical case management, trauma-informed psychotherapy, and other essential services to support individuals on their path to healing. CRC's chief executive officer, John Van Cleef, shares, "The Trauma Recovery Center is more than a physical space; it is a symbol of hope, healing, and resilience for those affected by domestic violence, assault, homelessness and community violence. We are grateful to the California Victim Compensation Board, County Supervisor Terra Lawson-Remer, Greathouse Family Foundation, Lucky Duck Foundation and the generous private donors whose support made this center possible." CRC was joined by Carlsbad Mayor Keith Blackburn and representatives from the offices of Congressman Mike Levin, California Senator Catherine Blakespear, Assemblymember Tasha Boerner and San Diego County Supervisor Terra Lawson-Remer.

MEMBER RENEWALS

- AtWork Personnel Services
- Auroralight, Inc.
- Barrio Glassworks
- California State University San Marcos
- California Strategies
- Carlsbad Timeshare Rentals
- Coldwell Banker Realty (Arlene Hourdajian)
- DERMESSE
- Diamond Valley Insurance Services, Inc.
- EcoWater SoCal
- Eternal Hills Memorial Park, Mortuary & Crematory
- Family Health Centers of San Diego PACE

- GRG Management
- Hartwell Medical LLC
- Heritage Senior Care, Inc
- Ideal Building Maintenance
- Imagine Podcasting
- Kids For Peace
- Kim Lombardi, Realtor® | Coldwell Banker Realty
- La Costa Town Square
- Leeward Strategies, Inc.
- Max Lux Media
- Morrison Insurance Services, Inc.
- My San Diego North County

- NextMed
- Queen Eileen's Inc.
- Skye Lounge
- Startup Partners, Inc.
- STRATA Skin Sciences
- SurgiPet
- TaylorMade Golf Company
- The Fields Church
- Top Tier
- USAOPOLY, Inc.
- USO Camp Pendleton

MEMBER MARKETPLACE

TOTAL SECURITY, WITHOUT COMPROMISE

SECURITY BY Rancho Santa Fe SECURITY SYSTEMS INC
1(800) 303-8877

RST SECURITY Security Systems, Inc. Protective Services, Inc.
BURGLAR, FIRE, ACCESS CONTROL, VIDEO, PATROL, GUARD, ALARM RESPONSE, INTERNET VIDEO MONITORING, HOME AUTOMATION
www.RSFSecurity.com • info@rsfsecurity.com

WWM FINANCIAL LIVE YOUR LIFE...

- Asset Management
- Financial Planning
- Estate Planning

Catherine M. Magaña
Managing Partner, CFP®
catherine@wwmfinancial.com

760.692.5190 office
760.692.5162 fax

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

Savvy SWWM SAVVY WOMEN WEALTH MANAGEMENT

Catherine Magaña
CERTIFIED FINANCIAL PLANNER™

Financial Planning
Asset Management
Estate Planning

Get Savvy About Your Finances

760.692.5700
catherine@savvyup.com

2131 Palomar Airport Rd, Suite 330, Carlsbad, Ca 92011
www.SAVVYUP.com
Savvy Women Wealth Management is an SEC Registered Investment Adviser

a business built on your trust + referrals

phillips + co

JR Phillips
866.883.6065
info@phillipsandco-re.com
phillipsandco-re.com

DRE License #01900878

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!

Matthew L. Leonard, CFP®
Financial Advisor
California Insurance License: 0F65560
Edward Jones Insurance Agency of California License: 0C24309
2121 Palomar Airport Rd, Suite 100
Carlsbad, CA 92011
760-436-1037
www.edwardjones.com
Member SIPC

Edward Jones
MAKING SENSE OF INVESTING

CHS alumni

TAKE YOUR BUSINESS FINANCIALS FROM CHAOS TO CLARITY

A/P, A/R & Payroll
Monthly Reconciliations
Sales Tax & W/C Audits
Year-End Services
Quickbooks Pro-Advisor

Celebrating **23** years in business!

BOTTOM LINE MANAGEMENT

Contact us today:
760.454.1471
bottomlinemanagement.org

A BETTER CLASS OF FLYING.

Experience flying that feels like flying, with seamless nonstop flights from our crowd-free terminal in Carlsbad to Las Vegas and Scottsdale. Check in just 20 minutes before takeoff and experience the thrill of members-only service without the membership fees.

book now  jsx.com

JSX

THIS
IS
HOW
I FLY

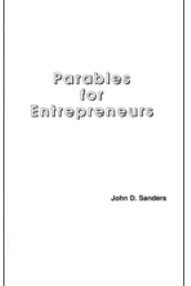


› AUTHORS

Continued from Page 1



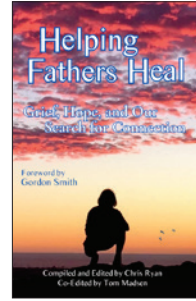
Local CEO & Founder, **Devin C. Hughes Inc.** is the author of *Contrast: A Biracial Man's Journey To Desegregate His Past*. Devin has been through a lot but that doesn't stop him from being kind to himself and to anyone he meets. In fact, his motto is "Kindness is cool - seriously, spread that stuff everywhere." He mentions, "Think of kindness as the world's most infectious (in a good way) contagion. Slapping on a grin, doling out compliments like Halloween candy, and tossing around good deeds like confetti at a parade doesn't just jazz up someone else's day—it's your backstage pass to the feel-good festival of the century. Imagine kindness as your personal brand of fairy dust; sprinkle it liberally, and watch as the magic unfolds, turning mundane moments into episodes of joyous wonder. In the grand scheme of things, being the person who lights up rooms with generosity and warmth is cooler than the other side of the pillow. So, why not make kindness your modus operandi? After all, in the economy of cool, kindness is the currency that never devalues."



John Sanders, Ph.D., Business Consultant, Investor and Technology Advocate. The John Sanders Podcast Studio resides at the Carlsbad Chamber of Commerce and is a full-service podcast studio. John brings his decades of

investing in, advising, and managing small companies (whether for profit or non profit) in an advice-packed, book, *Parables for En-*

trepreneurs. John highlights, "For the success of the enterprise, It is critical that top management enjoy their work (and "have fun" in the business) if not, get out. Have positive cash flow (more money coming in versus going out), and have cash reserves (to support growth, possible acquisitions, and protect against any slowdown or economic recession.). In summary: "Have fun, positive cash flow, and growing cash reserves. You will ultimately be successful - period." In true podcast fashion, you can also download the audio form with the author reading it for interested listeners.



Local Videographer **Chris Ryan Video** is the author and editor of *Helping Fathers Heal: Grief, Hope, and our Search for Connection*. Chris endured every parents' nightmare—the death of his only child, Sean, in September of 2021 due to fentanyl poisoning.

Says Chris, "Grief can do strange things to a person. This tragedy ripped our hearts wide open. My wife, Cyn, and I are on a mission of healing from the trauma of Sean's passing." Chris compiled a collection of short stories written by Chris and 24 other fathers who are on the same grief journey. This book is for anyone experiencing grief, but is also appropriate if you simply want to understand what someone in your life might be going through. One unique aspect to the book is the focus on fathers. "Oftentimes, men aren't expected (or allowed) to show emotions openly...we're supposed to be an example of strength and stability. It can be uniquely stressful. This book seeks to help others understand grief and provides tools for healing our hearts."

For the full list of inspiring Carlsbad Authors, check out carlsbad.org/authors-of-carlsbad

Flying. We fixed it.

Tired of wrestling with crowded terminals and never-ending lines? Carlsbad, meet **JSX**—your new favorite travel hack designed to turn the chaos of air travel into an experience that's refreshingly smooth, stylish, and efficient. With non-stop flights from our dedicated terminal at McClellan-Palomar Airport, JSX delivers the perfect solution for those seeking a seamless, stress-free journey. Whether you're planning a weekend getaway or an important business trip, JSX offers all the perks of a members-only service, without the membership fees. Book by the seat and rediscover the joy of flying—JSX is here to redefine your travel experience from start to finish.



JSX offers nonstop flights from a dedicated terminal at McClellan-Palomar Airport, especially for those seeking a seamless, stress-free journey.

From Carlsbad, JSX opens up a world of convenience, with direct flights to some of the most sought-after destinations. Heading to Las Vegas? JSX flights deliver you straight to the excitement of the Strip, ensuring your adventure starts long before you touch down. Need to get to Scottsdale for a luxurious weekend at the spa or a big meeting on the greens? JSX makes it effortless so you can focus on what matters. And For those seeking easy access to the Bay Area, our connecting route to Oakland skips the hassles of big airport traffic, landing you exactly where you need to be—whether it's the vibrant streets of San Francisco or just a short hop to the heart of wine country. It's your seamless gateway to the best of Northern California.

Say goodbye to the endless waits and long lines. With JSX, you drive up to our dedicated terminal 20 minutes before takeoff, check-in with ease, and simply hop on. Our beautifully appointed Embraer 135/145 jets offer business-class legroom in every seat, so you can stretch out, relax, and enjoy the ride—no middle seats, no cramped quarters, just space to breathe. You'll also enjoy complimentary cocktails,

snacks, and free high-speed Starlink Wi-Fi, ensuring you stay connected at 30,000 feet. You can forget the fees because your bags fly free with 2 checked bags, up to 50lbs each, included in every fare. Overpackers, rejoice! Bring it all, including your golf bags and sports gear, at no added charge. It's an experience thoughtfully designed to make every moment of your journey a delight.

And speaking of perks, we go the extra mile so you can bring your whole crew. Furry co-pilot? We love to see your pets on our jets. JSX welcomes your four-legged travel companions onboard for a small fee, making it easier than ever to bring them along for the adventure.

This is a new class of flying— a seamless journey and a smooth experience all add up to a smarter way to fly. By the time you've stepped off the jet with plane side baggage retrieval, you'll wonder why you ever put up with the traditional travel grind.

Flying from Carlsbad with JSX means more time spent enjoying your destination and less time stressing over the journey. Finally, flying that actually feels like flying. So, pack your bags, sit back, and enjoy the JSX experience. Visit www.jsx.com today to book your flight.




Thank you

TO OUR PARTNERS

DIAMOND





PLATINUM



GOLD






SILVER





SILVER






Our family is here to help

Our combined family share a core talent for diagnostic accuracy as well as common beliefs including service, loyalty and care. Together, we can bring diagnostic insights to more places—even yours.

Visit [QuidelOrtho.com](https://www.QuidelOrtho.com) to learn more about our family of diagnostic solutions.

Sofia[®] 2
Vitros[®]
QuickVue[®]
Triage[®]
Solana[®]
Lyra[®]
Ortho Vision[®]



La Costa Glen

CARLSBAD

Expect More From Retirement.

THE RETIREMENT *lifestyle* YOU WANT, CLOSER THAN YOU THINK.



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

At our Life Plan Community, you'll socialize with friends, explore new hobbies, enjoy activities and resort-like amenities and have priority access to long-term care, if ever needed.



Call 1-760-642-5781
to schedule a tour.

LaCostaGlen.com



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



State of California License #374600637. Certificate of Authority #265. Offerings depicted are subject to change.

HOME IMPROVEMENT SERVICES



Blue Haven Pools & Spas swimming pool construction & inground designs



Blue Haven specializes in building and remodeling gunite pools (also called concrete pools or shotcrete pools).

When it comes to swimming pools and backyard dreams, tens of thousands of U.S. homeowners have trusted the familiar “diving lady” symbol—making **Blue Haven** the local swimming pool builder / pool contractor of choice. Our sales & construction offices specialize in building and remodeling gunite pools (also called concrete pools or shotcrete pools). In some markets, fiberglass pools and vinyl liner pools are also available. Our swimming pool designers offer in-home estimates with pricing and custom pool plans for new construction and renovations. They can also provide you information on options for pool financing. The most-requested pool-design options include rock waterfalls, pool fountains & water features, beach entries, pool mosaics, pool lighting, tanning shelves / sun shelves, pebble finishes, and colored quartz interior finishes.

Swim Smarter!

Automated • Water- & Energy-Efficient • Virtually Chlorine-free



#1-Ranked Pool Builder in America!
—9 years in a row—

100% Financing oac

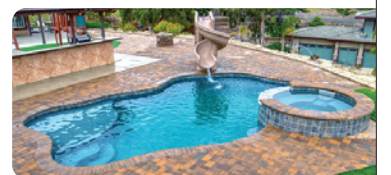
NEW POOLS & EXPERT REMODELS

BONUS
with new pool*

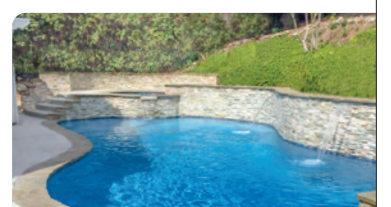
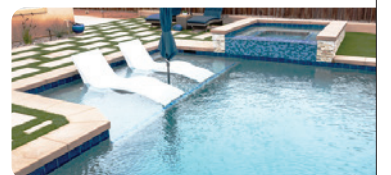
Pool Automation
—A \$1500 Value!

Controls all functions like heating, lighting, spa jets, cleaning, and more!

*With new pool. May not be combined with any other offer/discount. For new customers/contracts. Limited time only.



Lic #1011748





Janitors Of America is a veteran-owned cleaning company with a mission to provide safe and clean environments for commercial businesses.

Key insights for the new quarter

SERVICE QUALITY AND CONSISTENCY:

Regularly gather feedback from building employees to ensure cleaning standards are being maintained consistently. A lapse in quality can be a sign that your janitorial provider isn't upholding the agreed-upon service level.

AMOUNT OF DUST:

Dust accumulation around the facility may point to improper vacuum maintenance or neglected dusting schedules. Cleaners becoming complacent over time is a common issue, so be sure to monitor dust levels.

COST AND BUDGET ALIGNMENT:

Revisit the pricing structure to confirm it still fits within your budget. Watch out for hidden fees or charges that may have crept in over the contract period, affecting your overall costs.

RESPONSIVENESS AND COMMUNICATION:

Evaluate how quickly and professionally your contractor handles complaints or special requests. Poor responsiveness can lead to frustration and unresolved issues, impacting the quality of the service.

DECREASE IN SCOPE OF WORK:

Over time, cleaners might skip tasks that are still part of the contract. Regularly review the service schedule to ensure you're receiving everything you're paying for, and address any gaps in performance.

WHY ITS IMPORTANT?

Janitorial services play a vital role in maintaining clean, healthy environments for businesses, boosting employee productivity, safety, and customer impressions. With a focus on eco-friendly practices and advanced cleaning technologies, modern

services contribute to sustainability while meeting evolving industry needs. Investing in professional cleaning protects a company's reputation and fosters long-term success in competitive markets, emphasizing the importance of consistent, high-quality maintenance to ensure operational efficiency and a positive work atmosphere. This combination enhances both employee well-being and business performance.

At **Janitors Of America**, we are a veteran-owned cleaning company with a mission to provide safe and clean environments for commercial businesses.

Your Path to a Brighter, Cleaner Office!



Contact Us

Reach us by phone or email



Conduct Walk-through:

A member/s of your team and us will walk the premises and understand the cleaning needs



Review Proposal:

Quick, thorough proposals help you keep operations moving while understanding the proposed scope of work



Enjoy Leaving it to us:

Easy on-boarding with no disruption of services. Relax knowing you left the cleaning to us!



Pup-Lick Relations Managers



(619)909-3434



Contact@janitorsofamerica.com

1959 Palomar Oaks Way, STE 300, Carlsbad, CA 92011



BMW of Carlsbad



BMW ELECTRIC MODELS ASK ABOUT 2 YEARS FREE CHARGING

PLUS SAVE AN ADDITIONAL \$1000

IF YOU OWN A TESLA OR ANY COMPETING ALL ELECTRIC VEHICLE

No trade-in necessary.

2024 BMW

i4
eDrive35
\$449



Lease Per Month Plus Tax
For 36 Months • 5 at these terms

36 month lease with \$0 security deposit on approved above average credit. \$4869 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$7500 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 10/31/2024.

2024 BMW

i5
eDrive40
\$649



Lease Per Month Plus Tax
For 36 Months • 5 at these terms

36 month lease with \$0 security deposit on approved above average credit. \$6499 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$7500 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 10/31/2024.

2024 BMW

iX
xDrive50
\$699



Lease Per Month Plus Tax
For 36 Months • 5 at these terms

36 month lease with \$0 security deposit on approved above average credit. \$6419 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$9900 lease credit from BMW. Lessee responsible for mileage over 30,000 at 30¢ per mile. Offer expires 10/31/2024.

2024 BMW

i7
eDrive50
\$999



Lease Per Month Plus Tax
For 36 Months • 5 at these terms

36 month lease with \$0 security deposit on approved above average credit. \$7919 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$9900 lease credit from BMW. Lessee responsible for mileage over 22,500 at 30¢ per mile. Offer expires 10/31/2024.

SAVE ON 2023 MODELS

2023 BMW

X1
xDrive28i
\$487



Lease Per Month Plus Tax • For 36 Months
5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3800 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$500 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 10/31/2024.

2023 BMW

330
Sedan
\$489



Lease Per Month Plus Tax • For 36 Months
5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3800 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 10/31/2024.

2023 BMW

X3
sDrive30i
\$489



Lease Per Month Plus Tax • For 36 Months
5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3800 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$1000 lease credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 10/31/2024.

2023 BMW

530e
Sedan
\$499



Lease Per Month Plus Tax • For 36 Months
5 at these terms • Prior Service Loaners

36 month lease with \$0 security deposit on approved above average credit. \$3800 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$1500 lease loyalty from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 10/31/2024.



BMW of Carlsbad

1060 Auto Center Ct, Carlsbad, CA 92008

Store Hours: Mon-Fri 9am-9pm • Sat 8:30am-9pm • Sun 10am-7pm
Service Hours: Mon-Fri 7:30am-6pm • Sat 8am-4pm • Sun Closed

1-866-219-1776