



Carlsbad Business Journal

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

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SHOP SMALL, GIVE THANKS



Small Business Saturday started as a marketing campaign launched by American Express on Nov. 27, 2010, to help support small businesses and inspire consumers to shop within their own community on one of the busiest shopping weekends of the year. The day became official in 2011, and participation has only increased in the past decade. Mentioned in Forbes, "American Express reported consumers have spent an estimated total of more than \$120 billion at small businesses on Small Business Saturday over the past 10 years."

This year, Small Business Saturday is on Saturday, Nov. 25th, and we're asking people to check out our member directory for the entire list of local Chamber members that

would love your support this holiday season and help fuel our local economy. Take a photo of yourself shopping small at one of our Carlsbad Chamber member's store, and tag us with the hashtag #ShopSmallBigImpactCarlsbadChamber so we can show your support for the Carlsbad community.

The Carlsbad Village Association is sponsoring Small Business Saturday on November 25th from 10am-5pm in the heart of Carlsbad Village.

"I refer to Small Business Saturday as our Super Bowl downtown," said Christine Davis, Executive Director of the Carlsbad Village Association. "It is the one day of the year that America is reminded of the extreme importance of our small businesses and how they are truly the backbone of our community. Starting and running a small

business, especially in today's economic climate, is harder than ever. That is why supporting the tenacious women and men who hang their shingle for our benefit is such an honor, not just on Small Business Saturday, but every day."

When we all shop small, gratitude is tenfold. "By choosing to shop local at Village Faire Shopping Center in Carlsbad, you're not only making purchases; you're investing in our community's core, uplifting local businesses, and nurturing the distinct spirit of our town. Join us on Saturday, December 9, 2023

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All in the "Chamber" family

My favorite way to describe the Carlsbad Chamber of Commerce is to refer to us as a "family". We love our members, our Board, our committees, our volunteers and our staff members. One big happy family. And as it turns out, "family" has been part of the DNA of the Carlsbad Chamber throughout its history.

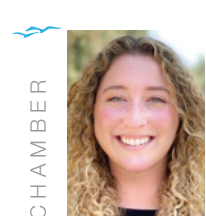


BRET SCHANZENBACH PRESIDENT & CEO CARLSBAD CHAMBER OF COMMERCE

The Chamber was founded and initially led by Roy G. Chase in 1923. He served as Chamber President at the founding and then again in 1928. Roy was a multi-talented community-minded individual. He served as postmaster, ran the railroad station, opened a small grocery store and housed the Carlsbad Chamber of Commerce, all in the old Carlsbad train depot. He was also a developer. He built the Los Diego Hotel, the sanctuary of the Carlsbad Union Church and Carlsbad's first theater. Roy's wife was also very involved in the community, especially as a charter member of the Carlsbad Women's Club, the public library and in their general store.

Roy Chase's family connection to the Chamber extended when his daughter, Dee Chase married Dewey McClellan. Dewey was a real estate agent here in Carlsbad. Dewey became Chamber Board President in 1932 and again in 1946. Dewey's role in Carlsbad was am-

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JESS LEVY MARKETING & COMMUNICATIONS MANAGER CARLSBAD CHAMBER OF COMMERCE

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It all starts with simply booking a trip on JSX.com. With convenient, direct flights from McClellan-Palomar Airport in Carlsbad (CLD), they're ready to be your go-to when it's time to go to Las Vegas, NV or Taos, NM. Their ever-growing network also includes amazing getaways from your favorite Southern California hubs in Orange County (SNA), Burbank



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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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Reflecting on a year of leadership

As this is my final article as Chair of the Board of the Carlsbad Chamber of Commerce, I would like to take some time to reflect on our accomplishments over the past year. The Chamber is known for being an economic catalyst, leadership convener, and community champion and we strive to be the most vibrant membership organization in the region. We use these pillars as our guideposts for all our programming, events, legislative positions, and decisions made throughout the year.

Economic Catalyst

Our Carlsbad Village Faires are known as the largest single day street fair in the United States, and we boast an attendance of over 100,000 people converging in downtown Carlsbad at each of the events!

We launched the new Aging Services Committee and the inaugural Older and Bolder Expo that highlights the businesses and programs that benefit the fastest growing population in our country. Our Military Affairs committee continues to grow our partnerships with the military community and those that support it and even got an exclusive tour of Camp Pendleton and met with many of the leadership.

In addition to our lunch and learn educational programs, we also host our monthly happy hour networking events at rotating local venues to help showcase the diverse and unique businesses and organizations we have in Carlsbad.

Leadership Convener

Our Government Affairs committee continues their monthly meetings that bring together local, state, and federal politicians and leaders so we can stay updated on initiatives and legislation that affect our community and make their recommendations for what positions the Chamber should take.

We gathered hundreds of folks together at our annual State of The Community

SHOP SMALL

Continued from Page 1

for our 'Tis the Season' shopping and dining event at one of our exceptional restaurants or retail stores, where you'll find hidden shopping gems like **Linda's Gift** (over 30 years in the Village) and **GONZO!** (#2 Ramen hotspot in U.S.A. on Yelp); just a few of the unique experiences that define Village Faire," said Cory Orcutt, General Property Manager, **Village Faire**.

Mary Devlin, **Barrio Glassworks** owner shares "Barrio Glassworks celebrates its 3rd year anniversary this December and our success is due to the support of the Carlsbad community. We look forward to seeing familiar faces and making new friends this holiday season as the artists demonstrate their skills and display their innovative glass art."

If you haven't been to one of our longest standing brick-and-mortar shops in Carlsbad, Della Stewart, **Dancin Soul Boutique** owner would love to meet you, "Dancin Soul Boutique has been open in Carlsbad Village for nine years, always participating in Small Business Saturday and local events since we opened. As costs continue to increase for everyone small, local businesses need your support now more than ever. Dancin Soul is well stocked with both essentials and beautiful gifts for dancers of all ages and styles. We provide expertise on fitting and sizing



Carlsbad Chamber CEO Bret Schanzenbach, Joleen Schanzenbach, Amy Jacobs, and Board Chair Adam Jacobs.

where we heard from new Mayor of the City of Carlsbad, Keith Blackburn, as well as the rest of the city council. Our community arts leaders did a panel that shared how the arts can positively impact our local economy.

Our Carlsbad Young Professionals Committee continues to be a leadership pipeline as it develops our next generation of trailblazers with engaging programming and relationship building networking.

Community Champion

We recognized and celebrated our local businesses at our annual CBAD Awards luncheon. We were especially pleased to honor our businesses of the year: **Calsense**, in the small business category and **John Stevenson Plumbing**, in the large business category.

We celebrated our 100th year as an organization with a birthday party, a community block party, and our Centennial Gala. This gala raised \$100,000 for our reinvigorated **Carlsbad Chamber Community Foundation**. This foundation will benefit our Rising Stars college scholarship program, our SOCAL workforce development programs, Corporate Kindness initiatives, and so much more.

Our Ambassador and Business Resource Committees continue to be our outreach arm to the greater community and provide resources for our members to help their businesses thrive. Our NetForce industry exclusive networking groups have grown from two groups to five as they develop deep, personal relationships to help refer each other.

These are just a few of the examples of the way our Carlsbad Chamber of Commerce continues to be a staple organization in our community. It has been an honor and a privilege to serve as chair during this celebratory centennial year. My goal for this year was to carry forward the tradition of strong leaders who have preceded me and leave the Chamber better than I found it. I must thank my colleagues on the Board of Directors as well as the hard working staff at the Chamber for all they do! And I especially want to thank you all for your support of the great work that we do and helping us continue to have a strong and positive impact on our Carlsbad community.

Sincerely,
Adam Jacobs



Downtown Carlsbad has many amazing small businesses just waiting to show you what excellent customer service and selection is all about. Check out participating businesses with special offers and discounts for Small Business Saturday in advance.

to enhance the shopping experience for everyone. That is some of the extra value everyone receives by shopping local and in person. There's nothing like touching, feeling and trying on new shoes and clothes. On Small Business Saturday with every purchase of \$20 or more the customer will receive one FREE \$20 gift certificate."

Business isn't just business, when you're a small business owner, it's who you are! Supporting a local shop within your community keeps an owners dream alive while strengthening the very community it serves.

Skip your Amazon shipment this month and shop Carlsbad!

Support the Beating Heart of Our Economy This Holiday Season

The festive season in Carlsbad is always a sight to behold. The Village comes alive with twinkling lights and vibrant holiday banners, and the whole city has an unmistakable buzz of anticipation. While the convenience of online shopping and the allure of big-box retailers might be tempting for many, there's a compelling case to be made for directing our holiday dollars toward our local businesses.

CITY NEWS



MATT SANFORD
ECONOMIC DEVELOPMENT MANAGER
CITY OF CARLSBAD

Every dollar we spend in a local store does more than just exchange hands; it has a multiplier effect on our

community. This isn't just about benefiting the business owner. Local businesses often source their products and services from other local providers. This means that a single purchase can support multiple Carlsbad enterprises. Additionally, these businesses provide jobs to local residents and contribute significantly to our tax base, which in turn funds essential services and infrastructure that all residents rely on.

What makes Carlsbad truly special is the unique character and charm of our local businesses. Our small businesses, ranging from quaint boutiques to inviting coffee shops and eateries, define our town's identity. It's worth noting that a staggering 98% of all businesses in Carlsbad are small businesses. When we choose to shop local, we're not just buying a product or service. We're investing in the creativity, passion, and entrepreneurial spirit that has always been the hallmark of our community.



In hopes of gathering insights directly from our business community, we'd love to hear your concerns, share aspirations, and work together on shaping Carlsbad's economic future. Share your feedback with us at CarlsbadCA.gov/BusinessSurvey

Remember that our small business owners are our neighbors, friends, and fellow community members. They have a deep understanding of our needs, culture, and preferences often translating into unparalleled customer service. Moreover, local stores' unique and high-quality products make for truly special holiday gifts that loved ones will cherish.

Together, local businesses account for thousands of jobs in Carlsbad. Your support of a Carlsbad small business ensures job security for many fellow residents and could even pave the way for new employment opportunities. It's also heartening to see how these businesses give back to the commu-

nity, whether it's by sponsoring local events, supporting our schools, or contributing to charitable causes.

An added benefit is that shopping locally can also have environmental benefits as we reduce the carbon footprint associated with the delivery of goods purchased online. Many of our local businesses also prioritize sustainable and ethical practices, adding another reason to support them.

Finally, the city also strives to support our local businesses. It may look a little different than holiday shopping, but as we strive to further bolster Carlsbad's vibrant business landscape, understanding the challenges and opportunities our businesses face is

crucial. To this end, our biennial business survey is live! This every-other-year initiative aims to gather insights directly from our business community, offering a platform to voice concerns, share aspirations, and play a role in shaping Carlsbad's economic future. We strongly encourage every business to participate in this endeavor. To do so, visit CarlsbadCA.gov/BusinessSurvey.

So as you draft your holiday shopping list this year, reflect on the profound impact of your choice to spend locally. Let's rally together, celebrate Carlsbad's uniqueness, and ensure a prosperous future for all our cherished local businesses. Here's to a joyous holiday season!

CHAIRMAN'S CIRCLE | THANKS FOR YOUR CONTINUED SUPPORT

CARLSBAD
CHAMBER OF COMMERCE

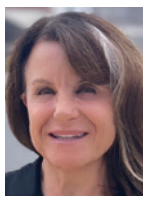
100
Years

- APEX 365**
WORKFORCE SOLUTIONS
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Time Away...Time Together...
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- Tri-City Medical Center**
- WELLS FARGO**

2023 Small Business Saturday in Carlsbad Village

Shopping small takes effort. I get it. Amazon has made shopping effortless with its Buy Now button. You see it, you press the button, and it arrives the next day or sometimes even the same day. What could be easier? But while it might be easy, it isn't good for our local economy or our way of life. Below are two examples of why shopping small and supporting local businesses is worth the effort.

VILLAGE BEAT



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

Michelle, the owner of Aranelle, lives in Carlsbad. She employs people who live in Carlsbad. Her employees don't just work at Aranelle, they help it thrive and grow through the relationships they make and the expert advice they provide. When you shop at this downtown boutique, you can have a stylist assist you and they know how to dress for your body type, make your legs look longer, and your waist look smaller. They know how to blend the right colors to highlight your skin tone. And they know how to accessorize. Did you know that certain face shapes do better with hoop earrings than others?

Carlsbad Pet & Feed, with more than one location in Carlsbad, makes caring for our pets so easy. Sure, you can press the Buy Again button on Chewy.com and have food delivered to your door later that week, but you and your dogs will miss out on so much by doing so.

A visit to Carlsbad Pet & Feed means that your dog will get loved up on by Karen's staff



The 13th Annual Small Business Saturday in Carlsbad Village will take place on Saturday, November 25th. Stop by for a chance to win gift cards, giveaways and more.

and can try the newest and highest quality treats firsthand. They can actually try on that harness and hear about its benefits over others. You can talk about your dog's sensitive stomach and learn about new foods that could help. And you can pop your pup into one of their wash tubs and leave with a good smelling pooch.

Yes, shopping at small businesses in your community takes effort, but the rewards are

plentiful. Your effort is helping a small business owner keep their doors open and provide for their own family. Your effort is helping locals stay employed. And your effort is keeping your tax dollars in the community which in turn benefits all of us through infrastructure, roads, police and fire services, and more.

Small Business Saturday, November 25th, marks the 13th year of the "Shop Small"



movement. The concept was first introduced by American Express in 2010 as a way to put small businesses in the spotlight amid the recession that occurred following the 2008 financial crisis. The Great Recession may be over, and we might be post Covid, but small businesses are still struggling to compete with the mega stores and online giants.

The **Carlsbad Village Association (CVA)** hopes you will join us on the Saturday after Thanksgiving to pay tribute to the mom-and-pop shops that line our "Mainstreet" in downtown Carlsbad and give them a much-needed year-end boost. To celebrate the day, Carlsbad Village businesses will be making offers you can't refuse, and CVA will be giving away over \$1,000 in gift cards, Carlsbad merchandise, and more.

Come shop small with us in Carlsbad Village and know that you are making a difference to so many every time you do! Your local dollars make a lasting impact. For more information on the Small Business Saturday celebration, visit www.carlsbad-village.com/shopsmall.

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Carlsbad Chamber of Commerce first President, Roy G. Chase and his wife. Circa 1943.

› CHAMBER FAMILY

Continued from Page 1

plified in 1952 when Carlsbad finally incorporated and became its own official city. At that time, Dewey became the first Mayor of the City of Carlsbad.

Dewey McClellan clearly instilled the value of the Carlsbad Chamber of Commerce to his family as his son Gerald served as Chamber Board President in 1953 and 1954. So when Gerald's son Jayce McClellan stepped up to serve as Board President in 1972, that marked four generations that spanned the first 50 years of the Carlsbad Chamber's history. Quite a family legacy Roy created.

The McClellan name is also famous in Carlsbad for the **McClellan-Palomar Airport**. It was Dewey McClellan's son, Jerry, who negotiated to sell some of the family's land to the County of San Diego to create the airport. That was back in the early 1950's. The airport opened in March, 1959 in what was originally unincorporated Carlsbad. At that time, the "city" of Carlsbad was only 7.5 square miles. Today the city is nearly 40 square miles and wraps around the airport on all sides.

Family legacy on the Carlsbad Chamber Board is not limited to the Chase-McClellan family. Aaron Byzak, the Chief External Affairs Officer at **Tri-City Medical Center**,

is currently a member of the Carlsbad Chamber of Commerce's Board of Directors. He has served on our Board for the past six years. Aaron's grandfather, Wilfred H. "Chick" Mensching, served on the Carlsbad Chamber Board in the 1970's. Chick was a banker here in Carlsbad. He worked in executive roles in 5 different banks in Carlsbad, as well as some other banks in the Tri-City area. He set a strong leadership example as he served on many civic organizations and nonprofit boards. Chick was the founding President of the **Hi-Noon Rotary Club of Carlsbad** and received the Carlsbad Citizen of the Year award in 1981. Chick was the first non-citizen to be awarded the Citizen of the Year honor. Aaron has followed his grandfather's lead by serving on countless nonprofit boards. Among the many organizations he serves, he sits on the Board of Directors for the Carlsbad and Vista Chambers of Commerce, as well as serving as the current Board Chair for the **San Diego North Economic Development Council**.

If you or someone you know is not currently a part of our chamber family, we'd love to change that. We are 100 years strong and looking forward to another century of impact. Join us...more family legacies are waiting to be written!

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



Aaron Byzak, being held by his grandfather, Chick Mensching. Circa 1970.



MEET OUR TEAM!



ROSIE RODRIGUEZ

ADMINISTRATIVE ASSISTANT
rosie@carlsbad.org

2 MONTHS WITH THE CARLSBAD CHAMBER!

**FAVORITE OUTDOOR SPOT IN NORTH COUNTY:
ANNIES CANYON TRAIL**

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- DRINK:** COFFEE
- MOVIE:** THE TEMPTATIONS
- BOOK:** THE FOUR AGREEMENTS
- MUSIC:** 50'S, 60'S, 70'S, 80'S & 90'S
- HOLIDAY:** THANKSGIVING
- WORST FEAR:** SHARKS & RATS
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MiraCosta College awarded over \$1.6 Million in NSF Grants to boost biotechnology education and career pathways

MiraCosta College is excited to announce that it has received two significant grants from the National Science Foundation (NSF) to advance biotechnology and biomanufacturing education for diverse, underrepresented community college and high school students. The combined total of the grants exceeds \$1.6 million.



HIGHER LEARNING

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

"As an educational institution at the forefront of life sciences and biotech training, the federal investment through these two NSF grants will support MiraCosta College's advanced workforce development programs," explains MiraCosta College President/ Superintendent Dr. Sunita "Sunny" Cooke. "Through experiential learning, we prepare people for tomorrow's jobs, enhance socioeconomic development, and transform communities. Investments like these don't just fund programs; they fuel innovation, serving as the lifeblood of America's technological and economic leadership on the global stage."

About the Grants

BioSCOPE — Bridging Pathways in Bioscience Education



MiraCosta's grants will focus on enhancing career pathways in biotechnology and biomanufacturing through experiential learning and mentorship.

This grant of \$649,986 is allocated for a project that aims to remove the fear of science and offer hands-on, industry-relevant skills to students. The BioSCOPE (Bioscience Supply Chain Operations Projects for Education) model will enable students to produce laboratory reagents and consumables that meet industry quality standards. These products will be distributed to high schools

as components of laboratory kits, encouraging seamless transitions for students from high school to community college bioscience programs.

The project is a collaborative effort between the Bioscience Workforce Development Hub at MiraCosta College, the Bay Area Bioscience Education Community (BA-BEC), and Laney College.

Empowering STEM Cohorts for Biomanufacturing Careers

The \$1 million grant aims to create robust pathways for students in emerging biomanufacturing technologies. The project offers internship, pre-apprenticeship, and apprenticeship experiences in biomanufacturing, targeting underrepresented groups in STEM (Science, Technology, Engineering, and Mathematics).

This groundbreaking initiative will enhance the employability of MiraCosta students and address the need for an inclusive, diverse, and skilled workforce in the industry. The project is in alignment with the NSF ExLENT Program.

Mike Fino, the Dean of Math and Sciences at MiraCosta College, stated, "These NSF grants are a significant milestone, not just for MiraCosta College, but for the future of biotechnology and biomanufacturing education in California. They will provide invaluable opportunities for our students to engage in real-world applications of science and technology, thereby opening doors to fulfilling, high-wage careers in sectors that are crucial for our society's well-being."

Both grants focus on enhancing career pathways in biotechnology and biomanufacturing through experiential learning and mentorship. Measurable outcomes include the impact of mentorship and internships on retention, completion, and employment rates for diverse student populations.

Business and community partnerships for education

Carlsbad Unified School District was recently recognized by the website Niche as one of the Top 25 School Districts in California (and in the top 2% in the nation). This exceptional ranking is a tribute to the dedication of our school board, teachers, staff, students, and our supportive Carlsbad Unified community.



SCHOOL NEWS

DR. BEN CHURCHILL
SUPERINTENDENT
CARLSBAD UNIFIED
SCHOOL DISTRICT

Our success in providing high-quality educational programs is made possible by the substantial contributions of time and resources from the Carlsbad Educational Foundation (CEF), Parent-Teacher Associations (PTAs), and our business and higher education partners.

This year, CEF will generously donate a record \$1.5 million to support over forty K-12 programs and experiences for our students. Thanks to this support and new Proposition 28 art and music funds, Carlsbad Unified will have a full-time music teacher at every elementary school for the first time in over 20 years. We deeply appreciate our enduring partnership with CEF as we strive to offer an extraordinary educational experience for Carlsbad students.

Similarly, our PTAs support school-home partnership and family involvement in our school communities. They host engaging events like parent/child dances, pancake breakfasts, Hope Elementary's Monster Mash, and Calavera Hills Elementary's Winter Fest — and many more — as well as fundraisers, such as jogathons and spirit wear sales, and volunteer opportunities such as school garden projects and Pacific Rim's parent-run "Copy Cats." Last year over 2,600 PTA parents raised more than \$500,000 in direct



Internships and hands-on experiences help equip high school students with the tools they need to make informed decisions about their career paths.

donations and contributed thousands of volunteer hours to support their schools.

Our booster clubs, school-based foundations, room parents and classroom volunteers also make invaluable contributions to our instructional programs and extracurricular activities.

Just as importantly, thanks to strong partnerships with our business and industry collaborators, students benefit from hands-on, real world exposure to careers in our community.

For example, last month our Carlsbad High School Construction Technology students attended San Diego Trades Day at Palomar College, an event introducing students to career opportunities in construction, sub-contracting, construction supply, heavy equipment, engineering, and related trades.

In addition, three students from the

Sage Creek High School Biomedical Science program were selected to be part of Scripps Health's Summer Student Internship program. Assigned for five weeks to one of five Scripps hospitals, they rotated through various departments to learn about different health careers, and later demonstrated what they had learned by completing relevant projects.

Also, in August, students from the SCHS Biomedical Science pathway attended the Society of Neurointerventional Surgery's Annual Symposium in San Diego. There they shadowed neuroscientists and learned about the latest advances in the field.

High school students, such as those in teacher Katie Maglia's English classes at Carlsbad Village Academy, expanded their career-readiness knowledge through the Student Opportunities for Career Awareness and Learning (SOCAL) website.

This resource, developed in partnership with Tri City Medical Center and the Chambers of Commerce of Carlsbad, Vista, and Oceanside, informs students about local job opportunities in high-demand, high-wage industry sectors. Carlsbad Chamber of Commerce CEO Bret Schanzenbach and Carlsbad Unified Career Education Specialist Nicole Moersch were on hand to capture the lessons on a video that then was featured at the Carlsbad Chamber's Centennial Gala on October 13th.

Internships and experiences such as these help equip high school students with the tools they need to make informed decisions about their career paths.

Our partners, including parents, community members, business leaders, and many others, play an essential role in the education of Carlsbad Unified students. We express our gratitude to all for their valuable contributions.



LA MAREA

SENIOR LIVING



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Offering memory care and assisted living in Carlsbad, California, La Marea Senior Living provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Our community is designed to provide a lifestyle that enhances your life as you age, bringing you a new level of care.

La Marea Senior Living embraces an innovative approach to the dining experience. Enjoy a warm and comfortable dining room with the attention of an experienced culinary team. Our Elevate[®] dining program is an enhanced culinary experience, integrating California Fresh culinary traditions with our residents' favorite home-style meals.

Our residents will take part in Vibrant Life[®], an innovative program allowing residents to create their own schedules. Thoughtfully designed to connect you with family, friends and the community, it challenges – even dares you to be adventurous.

At La Marea Senior Living, the health and safety of our residents will be our top priority. Our community is equipped with an on-site emergency generator so that our residents will never go without power. We will also feature touchless common areas, personal split HVAC systems for all apartments, the iWave system that destroys bacteria and viruses, and a PHI system, which utilizes a powerful UV light to kill viruses and bacteria as air is circulated throughout the system.

THERE ARE SO MANY AMAZING DETAILS ABOUT OUR COMMUNITY!

We'd love to tell you all about them. Give us a call today at (833) 526-2732 or visit lamareaseniorliving.com to learn more.

Community Resource Center, Nonprofit of the Year

Back in April this year the Carlsbad Chamber of Commerce honored 6 businesses, 2 nonprofits, 3 teachers, 2 administrators, 1 Carlsbad Police Officer, and a dozen long-term chamber members at the 2023 Carlsbad Business Achievement & Distinction Awards.

This year has been thrilling for us. We have been celebrating our 100th year of Impact. When I say “we”, I mean the Chamber members, city, schools and staff. Following the Awards, we have been consistently excited to commemorate, celebrate and inspire our business and civic community all year long. Celebrating all the makes Carlsbad thrive.

As a nonprofit ourselves, one of the incredibly rewarding opportunities has been to celebrate the nonprofit of the year. This one is always so difficult as there are so many organizations that can take your breath away when you learn who and how they help our community. The winner is never disappointing though, and this year it has been the **Community Resource Center!**

The Community Resource Center was developed for those experiencing homelessness or at risk of homelessness, providing help with housing, rent and utilities. Established in 1979, CRC has grown from providing basic needs for families in crisis, to offering extensive programs that facilitate the safety, stability, and self-sufficiency



CEO of Community Resource Center, John Van Cleef, with Chair-Elect for the Carlsbad Chamber Board, JR Phillips.

of low-income and episodically homeless households – including domestic violence (DV) victims.

Just last year the City Council approved a contract with the Community Resource Center to provide rapid re-housing assis-

tance and case management services to 60 individuals and households experiencing homelessness in Carlsbad find a permanent home. Rapid re-housing provides short-term rental assistance and services to help households access permanent housing. It

has been found to be a best practice and an effective model in reducing the number of people experiencing homelessness.

We are amazed and incredibly grateful for the Community Resource Center, their staff and volunteers. Thank you for all you do!

CARLSBAD CHAMBER OF COMMERCE | 100 Years | CYP CARLSBAD YOUNG PROFESSIONALS | OCEANSIDE YOUNG PROFESSIONALS

CARLSBAD YOUNG PROFESSIONALS

FRIENDSGIVING Potluck

Thu. Nov. 9, 2023 | 5 pm - 7 pm

JOIN US: Bring one dish or drinks to share.

WHAT: games, drinkin' & eatin'!

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

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | 100 Years | greenbusiness COMMITTEE

2023 ECO TOUR

TOUR OF Ecolife Conservation

Tues. Nov. 14, 2023 | 8:30 am - 11:30 am

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

LEARN ABOUT:

- Modular Aquaponics Response Kit
- Aquaponics In Action
- Monarch Butterfly

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | 100 Years | BURGEON BEER COMPANY

CBAD NETWORKING & REFRESHMENTS HAPPY HOUR

Burgeon Beer

Wed. Nov 15, 2023 | 5 pm - 7 pm

WHAT: Come Make New Connections, develop your referral channels, and have fun!

PLACE: Burgeon Beer Company
6350 Yarrow Dr., Ste. C
Carlsbad, CA 92011

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | 100 Years | FIRST FRIDAY BREAKFAST

MARKETING FOR A CAUSE

Giving Back

Friday, Dec. 1, 2023 | 7 am - 9 am

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

WHAT: Come learn about marketing for a cause, how it can help your business grow and benefit the community at the same time.

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | 100 Years

HONORING OUR 2023 VOLUNTEERS

VOLUNTEER Recognition Reception

Tue. Dec 5, 2023 | 5 pm - 7 pm

JOIN US: honoring our members, committees and volunteers for 2023

WHAT: Good food, beverages, conversation, committee awards and much more

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

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | 100 Years | CYP CARLSBAD YOUNG PROFESSIONALS | BOYS & GIRLS CLUBS OF CARLSBAD

CARLSBAD YOUNG PROFESSIONALS

HOLIDAY Volunteer Event

Monday, Dec. 18, 2023 | 5:30 pm

PLACE: Village Clubhouse
3115 Roosevelt Street
Carlsbad, CA 92008

WHAT: Join us as we wrap toys and gifts for donation. Please bring gift wrapping paper, bags and tissue

web.carlsbad.org/events

MEMBERSHIP COUNTS

KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

CARLSBAD CHAMBER OF COMMERCE | 100 Years

ROARING 20'S CENTENNIAL Gala



Carlton and Sandy Lund



Ashley Jacobs



TaylorMade Golf



Loftin | Bedell



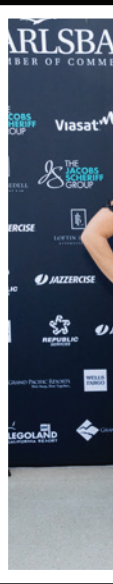
Carlsbad Chamber 2023 Bo



Carolyn Reinmiller, Shane Neir and Pam Lewko



Phyllis and Matt Hall, Greg and Barbie Nelson



Laura Pitts, M



Miguel de Jesus and Margie Malek



Brad and Beth Thorp



Tom Storer, Kurt Stocks, a



Team Jazzercise



DeeDee Trejo, Justin Jachura, and Natalie Hamman



Erin Scheriff, Shoshannah Hart and Adam Jacobs



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San Diego Brass and Electric



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Rachel Ivanovich



Kolan and Lupe Hairston, Daniel Obodovski, Christina Peterson, Blanca and Ernest Rincon, Andreina Leal-Carrillo and Council Member Teresa Acosta



and Bret Schanzenbach



Julie and Paul Nygard



Troy Williams, Jake and Valerie Olson

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HAIR SALONS

Twig Hair Lounge

Tricia Gray
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Carlsbad, CA 92009

twighair.com

(760) 431-8989

Twig Hair Lounge is a Beauty Organization that is dedicated to helping each one of our guests achieve confidence and self-love through beauty. In a post Covid world we need all the self-love and confidence we can get. The world doesn't work the same way it did pre-2020. The way we see things has been shaken. Self-care & mental wellness is more important now than ever before!

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Oceanside, CA 92056

thebeachgenie.com

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Beach Genie is focused on you and fulfilling your ultimate beach day wishes. We provide everything you need for a completely pampered experience, including extra plush beach towels, handcrafted chairs (available in a variety of styles), side tables, high quality fiberglass umbrellas with over 7 feet of shading, and coolers stocked with local, alkaline waters.

SHOPPING CENTERS & MALLS

Carlsbad Village Plaza

Jonathan Frankel
1065 Carlsbad Village Dr.
Carlsbad, CA 92008

Our team has worked hard to design a thoughtful project that delivers needed affordable housing and creates opportunities for local retail businesses, including a neighborhood market. This property will serve as a model for sustainable, transit-oriented development and we look forward to continued dialogue with the City and Carlsbad community.

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

AT&T

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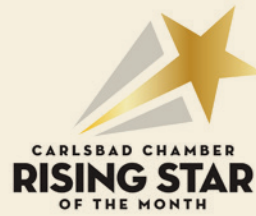


On October 17, 2023, **Hera Hub Carlsbad** memorialized moving into its brand new location on Priestly Drive next to the Carlsbad Chamber of Commerce with a Ribbon Cutting Ceremony. This move comes after 10 years in business, providing workspace, community, and entrepreneurial resources for women in North County San Diego. Owner Lisane Basquiat was joined by Community Director Tamina Madsen

and several members in commemorating their anniversary and new home. Hera Hub Carlsbad now has over 4500 sq. ft of coworking and event space, meeting and conference room, private offices, therapy and treatment rooms, and a recording studio.

Chamber members are welcome to stop by for a tour and 1 complimentary day of coworking!
Learn more at herahub.com/carlsbad

RISINGS STARS



Congratulations

TO OUR OCTOBER RISING STARS OF THE MONTH:



Congrats to our October Rising Stars of the Month: Sophie Hersh, Sage Creek High School; Nathan Torres, Army and Navy Academy; Morgan Doan, Carlsbad Village Academy; Caden Gluhak, La Costa Canyon High School. Amazing stories, amazing students.

MEMBER MARKETPLACE



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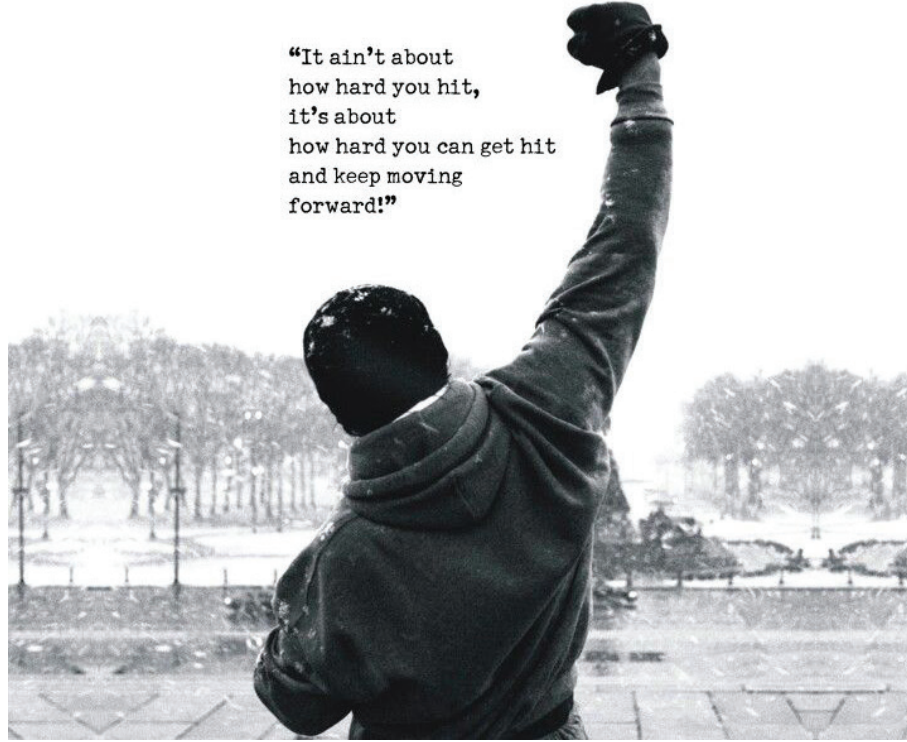


How do I know I can trust you to win?

"Rocky! Rocky! Rocky!" Quick, get in the fightin' mood with me, we don't have long!

Rocky's up against the ropes. He's getting pummeled by your choice of villain—Apollo Creed, "I'm gonna drop him like a bad habit!"— Clubber Lang, "I'm gonna crucify him!"—or even Ivan Drago, "I must break you!" We see Rocky—

"It ain't about how hard you hit, it's about how hard you can get hit and keep moving forward!"



Rest assured of that same victory as an investor—that you will always win even when the market lands blow after blow upon you. Invest for the sake of your Ideal Life and those you love and care most about in the world.

FINANCE
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 PEEK WEALTH

he's panting, eyes swollen, he's going down for good, and then...you know what happens. He grits his teeth, fires his fists, and he's victorious! All together now, "AAADRIAANNN!"

You never doubt-ed it, right? You've seen the movie

a thousand times, and the ending never changes. What if you could be assured of that same victory as an investor—that you will always win even when the market lands blow after blow upon you, as it is right now? What if I told you that it's no more difficult than memorizing a few numbers, applying them to your portfolio, and then developing the internal strength to never lose faith like Rocky?

12. 10. 6. 3. I said these numbers would be important back in July. I also said many are standing on a financial cliff edge, which I'm now changing to standing on the shore at South Ponto—my family's favorite beach. I also introduced the concept of 'margin of safety'—that if an impending tsunami were approaching Ponto, you would run away from the beach to increase your margin of safety.

Imagine the tsunami representing the ever-rising price of the things you need to buy for the rest of your life. Now, picture the

distance you create between you and the tsunami representing your ability to afford those goods and services. If you make it up into the hills of San Elijo, the tsunami isn't a threat. If you only make it to the Ponto parking lot, well, we're still looking for you.

Those numbers represent the following: 12% is the long-term average annual return of owning small-capitalized businesses (Russell 2000); 10% is that for large-capitalized businesses (S&P 500); 6% is that for lending money to these businesses (Barclay's Agg.); and 3% is that for lending money to your

bank (checking/savings account).

Let's subtract 3% (the annual average increase in your cost of living) from each to find out your real rate of return, or your distance from the tsunami. You now have: 9%/yr small, 7%/yr large, 3%/yr bond, and 0% cash long-term. Cash at 0% equals the Ponto parking lot—the death of your purchasing power long-term. Any combo of the 9, 7, and 3, represents some measure of distance or safety from the tsunami.

Did you know that investors like you across the country are holding the largest

amounts of cash on the sidelines in history? What does this suggest to you from the facts above? If you think I'm insinuating that your definition of risk as it relates to purchasing power might be backwards, i.e. cash is safe, you're right! If you think I'm suggesting that to stay ahead of the rising cost of the rest of your life, then you need to own the things that have always historically kept you ahead, you're right!

Yet I get it, if you were born before 1973, near the time of Rocky I, you're beat up as we've already lived through three episodes in which the broad U.S. stock market (S&P500) went down by roughly half. Apollo Creed nailed you for a -48% in '73-'74 BAM! Clubber Lang for a -49% in '00-'02 BAM! BAM! And Ivan Drago for a whopping -57% in '07-'09 BAM! BAM! BAM! Oh, plus that -34% in 33 days in 2020! That's like a sucker-punch.

Yet, you must pull through and invest for the sake of your Ideal Life and those you love and care most about in the world. The historical record is all we've got, and it's been 100% correct so far. Talk to your advisor and make sure your portfolio is exactly where it needs to be, not where you want it to be. Rocky's tough-loving coach and mentor, Mickey Goldmill, says it best, "You see, fear is a fighter's investor's best friend. You know, but it ain't nothing to be scared of. You gotta learn to use it!"

After 20 years of advising clients, I could not agree more with Mickey. Take what you've discussed today to your Financial Advisor and have one of the most important conversations you could ever have. As if it were Rocky asking Mickey, "Coach, how many of those 9s, 7s, and 3s do I have? And how many more do I need?"

Wishing you the happiest of Holidays, and hoping you watch a replay or two of Rocky!

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For all that the Chamber has accomplished in the past, our sole focus is on creating new opportunities for success today and a bright future tomorrow.

Discover new opportunities at carlsbad.org

CARLSBAD CHAMBER OF COMMERCE

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ENHANCING COMMUNITY WELLNESS:

A comprehensive look at Vista Community Clinic's specialized healthcare programs

Vista Community Clinic (VCC) is committed to community well-being and providing comprehensive healthcare services to all. VCC has twelve clinic sites that serve North San Diego, Riverside, and Orange counties. These sites stand as pillars of health and well-being in the communities we serve. Each clinic is a hub of compassionate care that provides a wide array of health and wellness services.



TO YOUR HEALTH

SARAH FATLAND, DO
CHIEF MEDICAL OFFICER
VISTA COMMUNITY CLINIC

Services include adult and family medicine, women's health, pediatrics, dental, behavioral health, cardiology, optometry, acupuncture, chiropractic care, senior care, cancer screenings, and much more. VCC also offers various community health education programs, which are free and open to all community residents. Additionally, programs like HIV Care, Hepatitis C treatment, Gender Affirming Care, and Medication-Assisted Treatment (MAT) are the cornerstones in delivering specialized care.

VCC's HIV Care combines medical intervention with a welcoming and stigma-free environment. Our dedicated team of healthcare professionals ensures that individuals living with HIV receive comprehensive primary medical care, laboratory services, dental care, and referrals to specialty care as needed. Furthermore, VCC offers counseling, case management, and support groups.

VCC also has an established HIV Prevention Program team that works closely with



Vista Community Clinic's whole-person approach to care is designed to meet the diverse needs of patients, including this Vista Community Clinic MAT patient.

our community partners to spread awareness and reduce stigma. In addition, they offer rapid HIV testing and preventative care like Pre-Exposure Prophylaxis (PrEP).

VCC's MAT program is a critical component in addressing the opioid epidemic and substance use disorders in our community. MAT works to control withdrawal or craving symp-

toms and is prescribed by our primary care clinicians. The VCC MAT program includes medication management, counseling, and social service referral support to help patients achieve and maintain recovery. By integrating medication with counseling this program provides a holistic approach to individuals seeking recovery from opioid addiction.

Vista Community Clinic's whole-person approach to care is designed to meet the diverse needs of patients. Our services and programs exemplify our commitment to offering specialized care, ensuring that every individual in our community has access to the support they need for a healthier and more fulfilling life.

› JSX Continued from Page 1

up to three complimentary checked bags. Once you're on board their spacious 30-seat jets, it's time to sit back, relax and stretch out with business-class legroom and added personal space. Forget the fear of being middle seat meat - onboard, you'll be met with aisle or window seats only! Thanks to their spacious seating style 2x1 Embraer 135 aircraft, or 1x1 Embraer 145 aircraft, every seat is the best seat in the air. Don't skip a beat with free high-speed Starlink Wi-Fi inflight, and plug in with power outlets at every seat. Whether you're streaming, gaming or taking a business meeting, JSX saves the day when it comes to work or play. While you're cloud surfing, you can delight in complimentary

drinks, snacks and cocktails onboard JSX, with a great view guaranteed!

It's true: with JSX, you can bring the entire crew. (Yes, pets, too!) They've eliminated the logistical stress of navigating your entire family through the airport. From pre-takeoff with easily checked bags, to post-touchdown with easy access to luggage, valet, GoRentals—and everything in between. Additionally, JSX is the world's first Autism-certified carrier through Autism Double-Checked. When it comes to your group's needs, they don't leave anything up in the air.

When flying from McClellan-Palomar Airport, Carlsbad travelers can relish the convenience of complimentary self-parking on swift trips to Las Vegas or Taos. Overpackers, rejoice! Your snow gear flies for free as part of your complimentary checked bags, including up to 3 bags weighing 50 pounds each. Revel in the delights of the desert or



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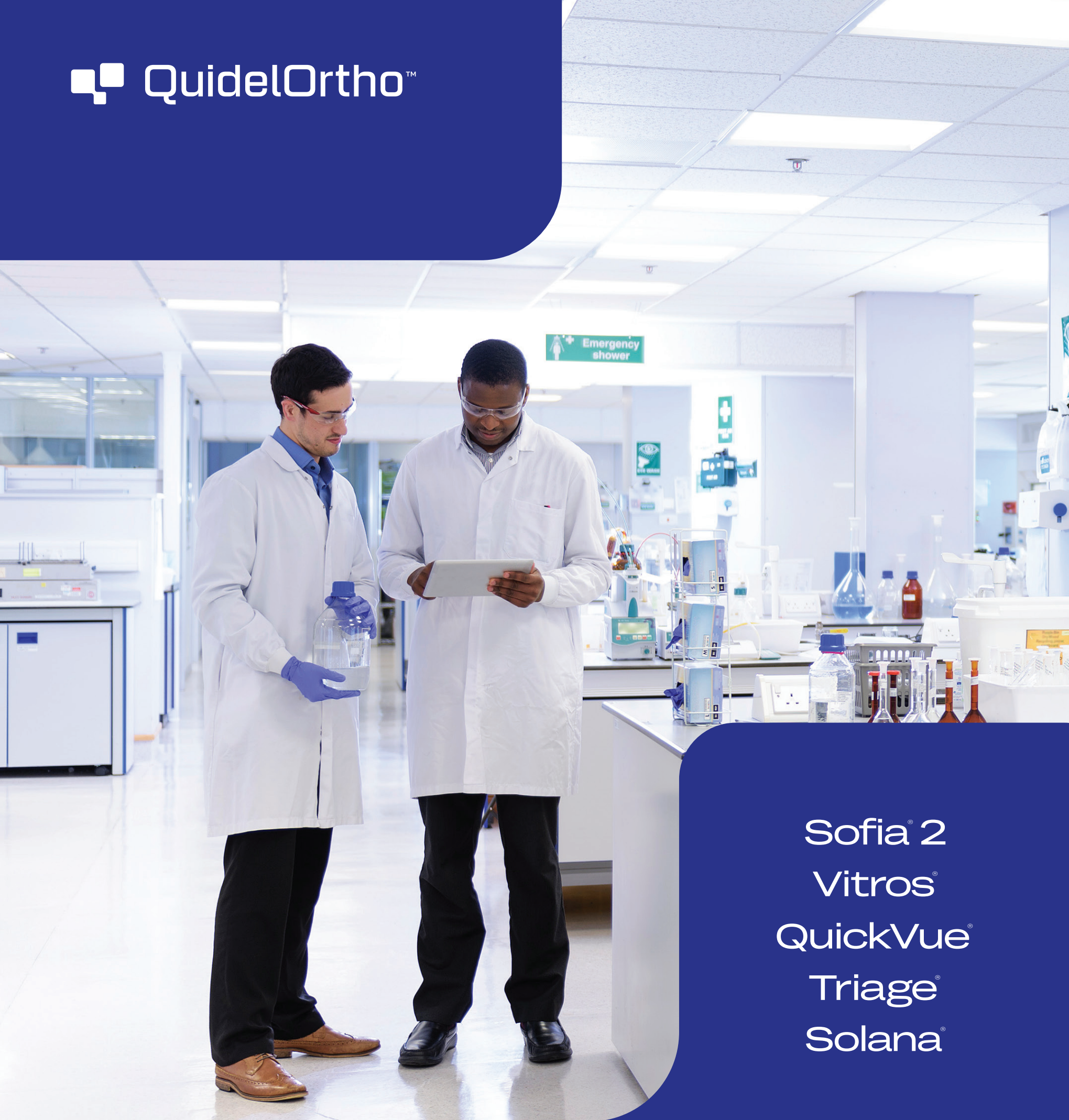
the mountains by making your flight part of your journey. Be it conquering New Mexico's snow capped slopes, or trying luck in Sin City, JSX is your safe bet.

JSX fares are comparable to commercial carriers, and there are no membership requirements or added fees for flying with them. Subscribing to JSX emails keep travelers up-to-date on special promos, fare sales, new routes and more.

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Celebrating the Arts this holiday season

Established in 1986, Cultural Arts, a division of the Library & Cultural Arts Department for the City of Carlsbad, strives to enhance vitality of the city and the quality of life for all residents by supporting an environment



where arts and cultural organizations thrive, and people of all ages enjoy opportunities for expression and lifelong learning.

Every year, the month of October is recognized nationally as Art & Humanities Month.

Art & Humanities Month promotes the idea that art and culture are not luxuries but essential elements that enhance our capacity as people to foster critical thinking, empathy and personal growth, while encouraging the critical investment in the arts and cultural locally to enhance the quality of life for all residents.

Cultural Arts views yearlong programming as an opportunity to acknowledge, appreciate, and celebrate the rich tapestry of human creativity, history, diversity and expression – with the motto “The Arts: Everyday Everywhere.”

Have any plans on Saturday night? We have a few suggestions for you! Cultural Arts is pleased to announce the 2023-24 performing arts season is underway. Every second and fourth Saturday of the month talented artists from across San Diego and here in Carlsbad, offer the best value in North County entertainment. Join us for a fun evening at the Schulman Auditorium,

Cultural Arts Presents:

CARO PIEROTTO

SHOWTIME AT THE SCHULMAN
SATURDAY, Dec. 9, 2023
Curtain At 7 p.m.
Schulman Auditorium
1775 Dove Lane

FREE ADMISSION

Every second and fourth Saturday of the month talented artists from across San Diego and here in Carlsbad, offer a fun evening at the Schulman Auditorium, where your seat is always FREE.

where your seat is always FREE.

Explore the latest exhibit, Dual Visions, which features abstracted works of art created by artists, Sijia Chen and Kelsey Overstreet in the William D. Cannon Art Gallery, located within the Carlsbad City Library complex on Dove Lane. This exhibit showcases artwork highlighting the artist’s personal narrative through their unique use of color, line and pattern to create movement, along with the juxtaposition of organic shapes and textural

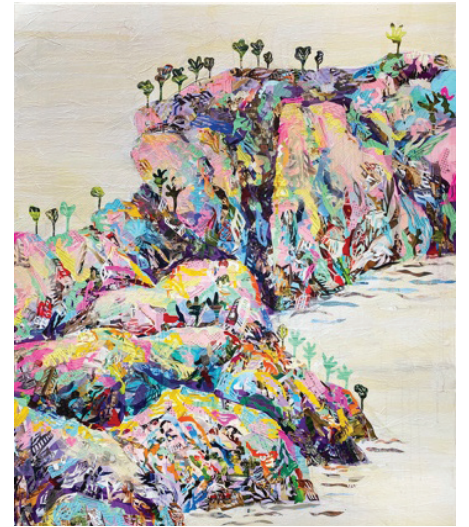
elements.

As a viewer you’re able to hone and look closely at the details of each work, however when you step back and look from a distance, you’re able to take in the whole composition that may take you into your own reflective journey. This stunning exhibit is on view now through December 16.

To see our full schedule of performers, or learn more about the most recent gallery exhibition, scan our QR code for more details.



Artist, Kelsey Overstreet’s work highlights the artist’s personal narrative.



You can find the work of artist, Sijia Chen in the William D. Cannon Art Gallery located within the Carlsbad City Library complex on Dove Lane.

CARLSBAD’S NEWEST MEMORY CARE COMMUNITY



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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

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Ready Carlsbad Business Alliance

The Carlsbad Chamber of Commerce is blessed to have one of the most unique and impactful committees in its membership: The Ready Carlsbad Business Alliance

(RCBA). While that might seem like a mouthful, it is a very powerful committee. The mission of the RCBA is to promote business emergency preparedness, continuity of operations and community recovery through services, educational programs and cooperative partnerships.



The Cliff Notes on that mission statement is that the RCBA is about emergency prep, response and recovery. Sounds simple...but if only it were.

The RCBA was formed in 2011, in large part motivated by the strategic framework presented in FEMA's "Whole Community Approach to Emergency Management". It was conceived and established by three Carlsbad Community Emergency Response Team (CERT) members. RCBA is a relationship between the Carlsbad Chamber of Commerce, local businesses and the City of Carlsbad.

The RCBA has hosted over 25 symposiums and workshops over the past 13 years. Those symposiums and workshops cover topics such as wildfire risks, first aid basics, active shooter drills, cybersecurity best practices, and much more.

The true value of the RCBA was felt in



2019 Ready Carlsbad Business Alliance symposium on the threat of wild fires.

2014 when the Poinsettia Fire ravaged homes and businesses in Carlsbad. The Chamber was able to utilize its 501c3 Foundation as the RCBA brought resources to families and businesses. Then, in 2020, the RCBA launched a Gift Carlsbad program that brought over \$100,000 of economic activity to our local businesses during the Covid-19 shutdown. And while those two high pro-

file disasters have had huge impacts on our community, there is always something looming on the horizon as our committee meets each month. Over the years we have discussed tsunami watches, oil spills in our ocean, earthquakes, Santa Ana winds, world pandemics, cybersecurity and much, much more.

If you, as a community member or as a lo-

cal business, would like to keep in the know as we discuss the latest threats on the horizon and plan our symposiums, please email me: ceo@carlsbad.org We meet the second Friday of the month at 7:30am at the Chamber Office. We have Zoom options for those who can't join us in person. Hope to see you soon. Stay safe Carlsbad!

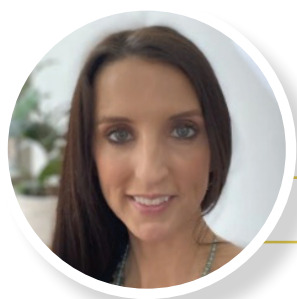


JOIN TODAY!

BECOME A MEMBER

Join today to be listed in our 2024 Business Resource Guide

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion. We promote business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.



Let's Connect!

KATHLEEN@CARLSBAD.ORG

CARLSBAD.ORG

We're Growing!



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

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



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Home of San Diego pitcher Joe Musgrove



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