



The CARLSBAD BUSINESS JOURNAL

SEE SPECIAL SECTION INSIDE!



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AWARD WINNING PUBLICATION

NOVEMBER/DECEMBER 2024

Bio-One, leading with compassion

As the Chair of the Board of Directors for the Carlsbad Chamber of Commerce, it is my distinct pleasure to extend heartfelt congratulations to **Bio-One**, the esteemed recipient of this year's Community Impact Award at the 2024 CBAD Awards. We are proud to honor a company that has made significant contributions to our community, demonstrating an unwavering commitment to service and support for those in need.



FROM THE CHAIR

JR PHILLIPS
CHAIR OF THE BOARD
PHILLIPS + CO
REAL ESTATE

Under the visionary leadership of Armand and Michele Amoranto, Bio-One has established itself as more than just a business; it is a pillar of empathy and resilience in the Oceanside area and beyond. Specializing in biohazard remediation and trauma scene cleaning, Armand and Michele's team work in emotionally challenging circumstances, providing compassionate care to families during some of their most difficult moments. It is this steadfast dedication to helping others that sets Bio-One apart and underpins its well-deserved recognition at the CBAD Awards.

In North County San Diego, we are fortunate to reside in a community that emphasizes giving back and uplifting one another. The spirit of collaboration and generosity is palpable, with numerous local businesses and organizations stepping up to make a positive difference. Awards such as the CBAD recognize those who exemplify this ethos and inspire others to follow suit. In celebrating Bio-One, we acknowledge not just its remarkable service but also the ripple

› **BIO-ONE**, page 3

50 Tastes of Carlsbad

Fall of 2019 I was completing my first year here in Carlsbad. As part of my introduction to the community, I wrote an article entitled 50 Tastes of Carlsbad. That was five years ago. It is amazing how much has happened and changed in five years. The pandemic had a severe impact on local restaurants. With our focus on Shop and Dine this month in our Business Journal, I thought I'd revisit my top 50 Tastes of Carlsbad.

BRESSI RANCH

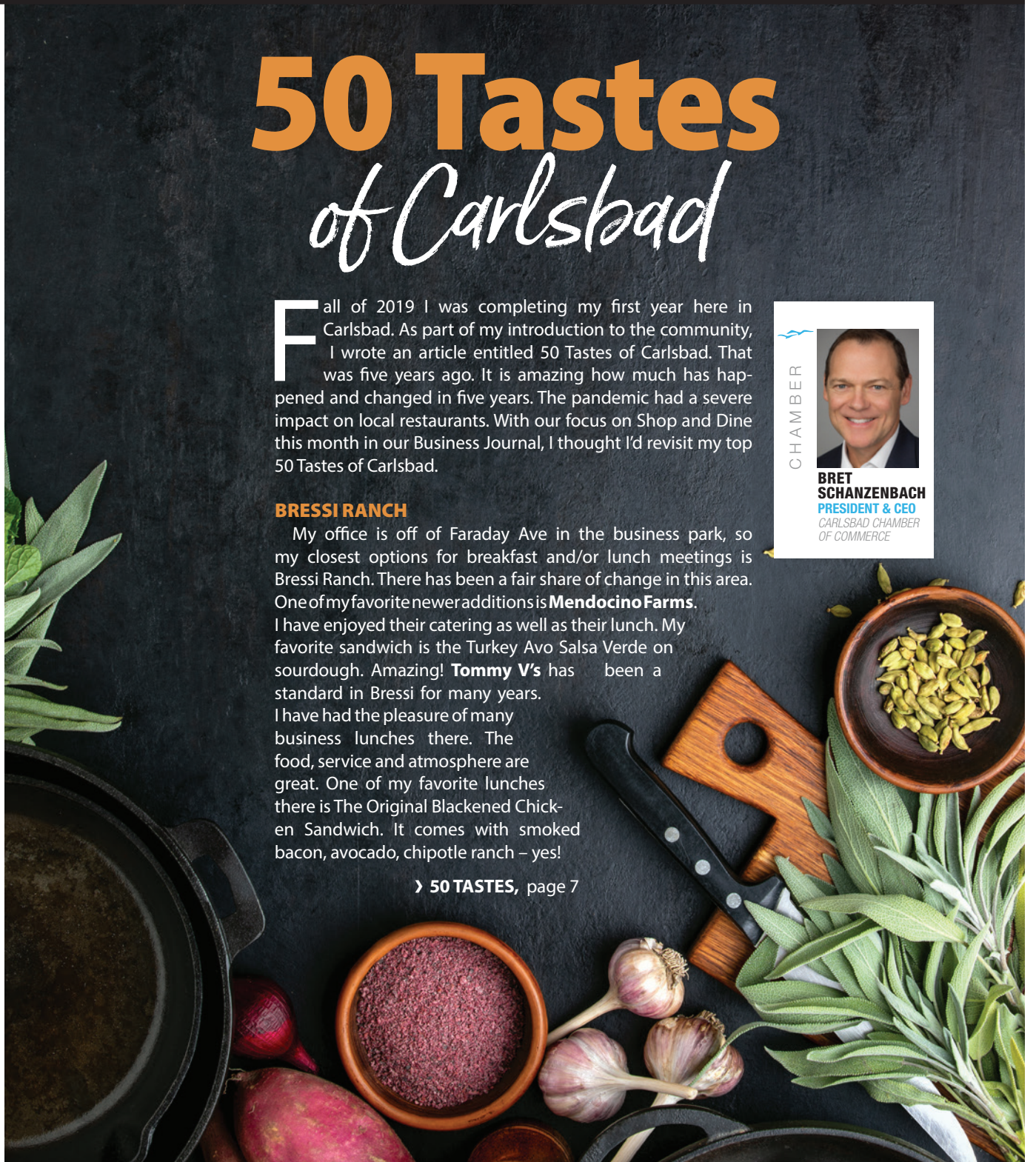
My office is off of Faraday Ave in the business park, so my closest options for breakfast and/or lunch meetings is Bressi Ranch. There has been a fair share of change in this area. One of my favorite newer additions is **Mendocino Farms**. I have enjoyed their catering as well as their lunch. My favorite sandwich is the Turkey Avo Salsa Verde on sourdough. Amazing! **Tommy V's** has been a standard in Bressi for many years. I have had the pleasure of many business lunches there. The food, service and atmosphere are great. One of my favorite lunches there is The Original Blackened Chicken Sandwich. It comes with smoked bacon, avocado, chipotle ranch – yes!

› **50 TASTES**, page 7



CHAMBER

BRET SCHANZBACH
PRESIDENT & CEO
CARLSBAD CHAMBER OF COMMERCE



BUSINESS SPOTLIGHT

Children's Paradise to open in Carlsbad in early 2025

Children's Paradise Preschool and Infant Centers is excited to announce the opening of a new location at 3375 Marron Road, set to serve the littlest residents of the Carlsbad, Oceanside, and surrounding communities by early 2025. This new facility will provide high-quality, imaginative early childhood education and care for children from three months to five years old, helping prepare them for elementary school and beyond.

The center will also offer after-school care, tutoring, and summer camps through The Clubhouse, designed for children ages five to twelve. Hours of operations will be extended at this location, if needed, to serve essential workers at **Tri-City Medical Center** and emergency occupations. Additionally, the Carlsbad location will host special family events and birthday parties during off-hours.

Founder and Chief Executive Officer of Children's Paradise Centers, Julie Lowen, is a game changer, a visionary who continues to



Children's Paradise Preschool & Infant Centers will open in Carlsbad in early 2025. Wait List forming now with priority given based on need and registration date. For more information or to join the waitlist, please call 800-650-CARE or visit childrensparadise.com.

› **PARADISE**, page 14

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BMW of Carlsbad



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2023 BMW

330i
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. \$4739 cash or trade equity plus taxes, tags, registration fees, government fees, emission testing charge, and electronic filing fee due at signing. Includes \$1500 Lease Credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 12/31/2024.

2023 BMW

X3
sDrive30i
\$509



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

530i
Sedan
\$599



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. \$6149 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 and \$1000 National Credit from BMW. Lessee responsible for mileage over 30,000 at 25¢ per mile. Offer expires 12/31/2024.



BMW of Carlsbad

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

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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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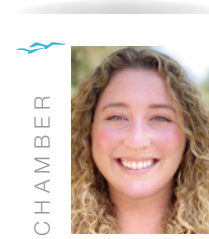
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Shop 24 local holiday gifts

Which ever holidays you celebrate, Carlsbad is bursting with opportunities to support our local businesses while finding the perfect gifts for loved ones. Our top 24 holiday gift guide highlights the unique offerings from our vibrant community, ensuring



CHAMBER

JESS LEVY
MARKETING & COMMUNICATIONS MANAGER
CARLSBAD CHAMBER OF COMMERCE

your holiday shopping is not only thoughtful but also impactful. Now more than ever, local businesses need your support over bigger corporations. And don't forget, Small Business Saturday is November 30th.

These options feature a range of local Carlsbad businesses, providing unique and diverse products for all tastes:

Barrio Glassworks – Give the gift of art with hand-blown glass pieces that make a stunning addition to any home or office.

Bitchin' Sauce – A local favorite, their almond-based dips make a perfect holiday gift for foodies who love unique, healthy options.

California Wear – Outfit your loved ones in stylish and comfortable apparel that embodies California's laid-back vibe.

Carlsbad Cookie Company – Gift artisanal, handcrafted cookies made with locally sourced ingredients for a sweet and thoughtful holiday treat.

Carlsbad Village Music – Perfect for the musician in your life, offering instruments, lessons, and music accessories.

Chrome Dome, LLC – Grab innovative gear for peak performance for the triathlete, swimmer, cyclist or runner in your life.

Chuo Chocolatier – Indulge in decadent, handcrafted chocolates made with love and creativity, perfect for holiday gifting.

Columbia Sportswear – Keep your loved ones warm and ready for adventure with high-performance outdoor apparel and gear.

Dancin' Soul Boutique – Dancewear and activewear that will inspire movement and passion in your favorite dancer.

DefenAge – Gift advanced skincare with revolutionary products that help rejuvenate and protect the skin.

Elegant Embrace Inc. – A local boutique



offering luxury lingerie and lounge attire for that special holiday gift.

Escapology – Tickets to make for an exciting and interactive holiday gift. This is a perfect choice for adventure seekers and puzzle enthusiasts.

Flowers Forever – Bring cheer to any occasion with beautifully preserved flowers that last for years.

Gold District Jewelers – Add some sparkle to the holidays with luxury jewelry pieces from a trusted local jeweler.

Mary Kay Cosmetics – This holiday season, support your favorite trusted local Mary Kay consultant, carol, and give the gift of beauty and confidence!

Nothing Bundt Cakes – Sweeten the season with beautifully packaged Bundt cakes, which make perfect gifts for dessert lovers.

OOLY, LLC – Inspire creativity with high-quality art supplies that are perfect for budding artists of all ages.

Park Lane Jewelry – Elegant and affordable jewelry that adds a touch of sparkle to any holiday outfit.

Rinjanie Batik & Accessories – Unique, handcrafted batik clothing and accessories that make a statement of style and craftsmanship.

Roshambo Eyewear – Stylish, durable eye-



wear that's perfect for anyone who loves to look cool while protecting their eyes.

San Diego Hat Company – Top off your gift list with fashionable hats and accessories for all seasons.

Skylar's Home & Patio – Deck out home spaces with stylish, comfortable furniture and decor that fit every lifestyle.

Vuori – Gift performance apparel that blends style and sustainability for the active lifestyle enthusiast.

Wild Birds Unlimited – Perfect for nature lovers, offering bird feeders and supplies to bring the beauty of wildlife to any backyard.

These are just a few highlights, but Carlsbad's Chamber members offer a wealth of products and services that are sure to make your holiday gifting special!

And don't forget, mark your calendar for Small Business Saturday, on November 30th. The Carlsbad Village Association has tons of prizes for those shopping local.

BIO-ONE

Continued from Page 1

effect of kindness and support that spreads throughout our region.

The impact of community-minded companies like Bio-One extends far beyond their core services. They engage in outreach programs, support local charities, and empower employees to participate in volunteer opportunities, creating a culture of giving that makes a tangible difference. This commitment is vital, especially in a time when many individuals and families face unprecedented challenges. Bio-One's initiatives resonate deeply in our community, reminding us all of the importance of compassion and support.

Furthermore, the collaboration among businesses in North County amplifies the overall impact on our neighborhoods. Many local companies partner together to address community needs, pooling resources for events such as food drives, fundraisers, and educational programs. It is heartwarming to witness the camaraderie that exists among these organizations, all driven by a shared passion for upliftment.

As we move forward into 2025, let us take a moment to reflect on the meaningful con-



Honoring BIO-ONE for their outstanding community service and unwavering compassion at the 2024 CBAD Awards.

tributions that businesses like Bio-One continue to make to our community. Their work not only resolves pressing issues but also instills hope and fosters resilience in the lives of those they serve.

I implore all of our members and community partners to take inspiration from Armand and Michele's team at Bio-One. Together, we can strengthen our commitment to service, cultivate a spirit of generosity, and continue making North County San Diego a shining example of how businesses can im-

pact lives positively.

In closing, I extend my warmest congratulations to Bio-One once again. Thank you for embodying the values that we hold dear in our community and for your ongoing dedication to making a difference. To all the nominees and participants in this year's CBAD Awards, let us celebrate your efforts in lifting up our community; your hard work and dedication do not go unnoticed. Here's to another year of creating impactful change together!

Shopping local matters more than ever this holiday season

It may be hard to believe, but the holiday season is fast approaching, and Carlsbad is already beginning to show signs of festive cheer. Our streets will soon be adorned with

twinkling lights, decorations, and festive holiday banners. Storefronts will have vibrant holiday displays, and there will be that unmistakable hum of excitement in the air. All these things make Carlsbad such a wonderful place to close

out the year.

While the convenience of online shopping and the attraction of large retailers are undeniable, keep in mind the holidays are a wonderful opportunity to support the backbone of our community—our local businesses.

In Carlsbad, every dollar spent locally has a ripple effect. When you shop at a local store or dine at a neighborhood restaurant, you're doing more than just purchasing a product or service. You're reinvesting in the community, directly impacting the local economy in ways that extend far beyond the immediate transaction. These business owners live in our community and often source their goods and services from other nearby providers, which has a multiplier effect that strengthens our entire economic ecosystem. By supporting one local business, you are potentially supporting several.

Carlsbad's small businesses are the lifeblood of our community. With roughly 98% of businesses in the city classified as small



Every dollar spent locally has a ripple effect. Every purchase from a local business is an investment in the vibrancy, resilience, and prosperity in Carlsbad.

businesses, the personalized experiences, unique offerings, and community spirit they bring are truly irreplaceable. Whether it's a boutique offering handcrafted goods, a family-owned café with the best coffee in town, or a service provider who knows your needs better than any large corporation ever could, these businesses give Carlsbad its distinct character and charm.

Carlsbad businesses also understand the pulse of city, our neighborhoods, and our residents, which often results in a level of service and attention that's simply unmatched by larger chains. Whether it's the

care that goes into wrapping a gift or the personal recommendation based on your preferences, the experience you get is one that speaks directly to what makes this community special. Beyond the personal touch, local businesses collectively employ the majority of workers in Carlsbad. By supporting them, you help sustain jobs and create new opportunities for growth.

This year, supporting our local businesses takes on an even greater significance. As we look towards the future, it's vital to recognize the challenges our business community has faced in recent years and help them thrive in

the months ahead.

So as you begin crafting your holiday shopping list this season, take a moment to reflect on how your choices impact the community we all cherish. Every purchase from a local business is an investment in the vibrancy, resilience, and prosperity of Carlsbad. Let's come together as a community to support the businesses that make Carlsbad so unique and ensure that they continue to thrive in the years to come.

Here's to a wonderful holiday season filled with community spirit, local love, and prosperity for all.



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Questions to ask when choosing a commercial bank

One of the most important decisions every business makes is choosing a bank. Whether you're just starting a business or evaluating options as your business matures, your bank should be part of your success. Here are four questions to ask when making this essential decision.

1. How will I access services? In today's digitally focused world, your bank should let you open accounts and conduct business online – while also excelling offline.

2. Who will my banker be? When challenges arise, you'll want to reach someone who can help. Ask whether you'll have a single point of contact and how to contact them. Also, consider office locations for in-person support.

3. How will the bank support my business as it grows? Your banking relationship should evolve alongside your business.

Make sure your bank has the necessary expertise and capabilities, including access to capital and essential fraud prevention tools. If you are changing banks, ask about that process. Your bank should make it easy for you.

4. Do you have set services for businesses like mine, or will you tailor solutions to my company? While many banks bundle services like ACH transfers, wire services and cash management, your business may not need all of these at every stage. Ideally, your bank can tailor offerings to fit your specific needs.

Choosing the right commercial bank should be easy, not intimidating. To experience our highly personalized, relationship-focused approach to banking, contact a Torrey Pines Bank team member today. **Torrey Pines Bank** is a division of Western Alliance Bank, Member FDIC.

The official way to shop local

Small Business Saturday reminds us of the prime shopping opportunities right in our own backyard. Not only do the small businesses where we work, live, and play offer numerous gift-giving possibilities, they are hands-on and ready to complete our shopping list with quality, thoughtful gifts.



CHRISTINE DAVIS
EXECUTIVE DIRECTOR
CARLSBAD VILLAGE ASSOCIATION

Every year on the Saturday after Thanksgiving, the Shop Small movement energizes small business owners to prepare for customers in every way possible. That

means business owners are ready for you to shop at their stores!

Fivestars, the nation's largest rewards program for local business, posed a question years ago that has stuck with me to this day.

"Imagine your neighborhood or city without any of its small, local businesses. Coffee shops, hair and nail salons, corner stores, spas, boutique clothing stores, consignment shops, restaurants, craft stores, bars, gift shops, pet stores, and more – all gone. What would be left? What would the streets look like?"

Small businesses are important. According to data from the U.S. Small Business Administration, there are 33.3 million small businesses across the country, making up 99.9% of total U.S. firms. These figures also show that there are 61.6 million people who work at a small business, making up 45.9% of all U.S. employees as of 2023.



So why support small businesses, especially for the 15th Small Business Saturday on November 30th? First, it feels good. Yes, it is easy to tickle the keyboard and place an order from an unknown source that will arrive at your door in an unmarked brown cardboard box. But meeting a store owner who spent time and thought curating unique and wonderful products, and knowing your purchase made a difference to that person's business, family, and future, has so much more meaning and impact.

If that is not enough motivation to shop small, think of the community benefits you are providing. According to Fivestars, tax money generated by local sales is used to support public schools, parks, roads, and sidewalks, as well as fund public service workers, like firefighters and police. Your local purchase is an investment in your very own community. Furthermore, when you

shop locally, most of the money generated will be recirculated locally. That is a win-win situation.

Small Business Saturday is serious business for the **Carlsbad Village Association**. Supporting downtown Carlsbad's brick-and-mortar businesses is what we do every day. But on this day, we celebrate! Please join us in Carlsbad Village on Saturday, November 30th from 11am to 4pm for live music, shopping and dining discounts, and dozens of chances to win big. And we mean big! The Carlsbad Village Association will be giving away \$2,000 worth of restaurant gift cards to lucky winners, as well as gift baskets and fun experiences too. You could walk away with a \$100 gift card to **Nick's on State** (voted the "Best of" Taste of Carlsbad Village 2024 by event attendees), or free ice cream at **Handel's Ice Cream**, or enough to treat the entire family to pizza at the iconic Pizza Port

"Imagine your neighborhood or city without any of its small, local businesses. Coffee shops, hair and nail salons, corner stores, spas, boutique clothing stores, consignment shops, restaurants, craft stores, bars, gift shops, pet stores, and more – all gone. What would be left? What would the streets look like?"

downtown. There will be so much winning!

And, if that is not enough, we are adding a fun retail-oriented scavenger hunt this year to introduce you to downtown businesses that you might not already know. Those who complete the scavenger hunt will have an additional opportunity to enter the Grand Prize drawing. One of the "grand prizes" is a complimentary Moke Golf Cart rental to tool around town in style.

If you shop small in downtown Carlsbad, we would like to thank you! If you do not, please spend the day with us on November 30th and help us celebrate the strength, resiliency, and creativity of the small businesses that call Carlsbad Village home. We hope you will fall so in love with Carlsbad's downtown business community that you will shop small year-round! Visit carlsbad-village.com for more details. #shopsmall #smallbizaturday

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SANTIANNA

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Reimagining workforce development

The role of Community Colleges in building the future workforce

HIGHER LEARNING



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

Community colleges are essential drivers of economic mobility, providing accessible education and career pathways that meet the needs of both students and employers. As technology transforms industries, workforce development

must adapt. At **MiraCosta College**, we take a "Futures" approach—preparing students for tomorrow's jobs while addressing workforce gaps, particularly in underserved communities.

MiraCosta College has secured over \$7.8 million in grants to expand apprenticeship programs in high-demand fields, focusing on underrepresented groups. This includes a \$1.5 million grant to launch IT apprenticeship programs in digital marketing, software development, IT helpdesk, data analysis, and cybersecurity. In partnership with **Open-Classrooms**, we aim to place 150 apprentices over three years, offering fully online, competency-based education with expert mentors. These efforts address the 7,338 new IT jobs projected in Oceanside by 2028.

A \$1.5 million Digital Marketing Apprenticeship Program grant provides additional training for market research analysts, opening pathways to high-wage jobs across San Diego County. Collaborating with Clear Digital Labs, this initiative offers mentoring, credentialing, and job placement support, while another \$4.1 million supports those seeking life science and biotech careers.

Apprenticeships, supported by strong industry partnerships, are crucial for aligning education with labor market demands. Ac-



At MiraCosta College, we take a "Futures" approach—preparing students for tomorrow's jobs while addressing workforce gaps, particularly in underserved communities.

ording to Jobs for the Future (JFF), healthcare, technology, and advanced manufacturing employers need help finding local talent with the right skills. Apprenticeships offer a sustainable solution, creating talent pipelines to meet current and future workforce needs. State and federal incentives also help industries remain competitive by filling key positions.

MiraCosta College's workforce development efforts align skills with employer needs, preparing graduates for high-demand IT, biomanufacturing, and healthcare jobs. By strengthening partnerships with industry leaders, we bridge the gap between employer needs and workforce capabilities, addressing labor shortages and supporting

regional economic growth.

MiraCosta has also secured a \$120,000 grant to plan a noncredit pharmacy technician apprenticeship in partnership with CVS and the LAUNCH network. A \$500,000 pre-apprenticeship grant supports biomanufacturing training in clinical laboratory sciences, contributing to California's goal of developing 500,000 apprentices by 2029. This program builds infrastructure for clinical laboratory technologist training, creating innovative pathways to employment in the healthcare sector.

The Bioscience Workforce Development Hub at MiraCosta College is at the core of these efforts. This Hub aligns our training programs with the bioscience industry's

needs and provides experiential learning opportunities. We're building a talent pipeline ready to contribute to the bioscience industry by collaborating with 40 bioscience programs across California, dual enrollment, and articulated high school programs. These efforts help students succeed and strengthen California's broader economy.

By partnering with industry leaders, MiraCosta College creates talent pipelines connecting community members to high-wage, in-demand careers, supporting regional businesses, and driving economic growth. These initiatives are key to strengthening San Diego County's workforce, ensuring that local businesses and underserved populations thrive in an evolving economy.

Virtual Enterprise pathway to a career in business

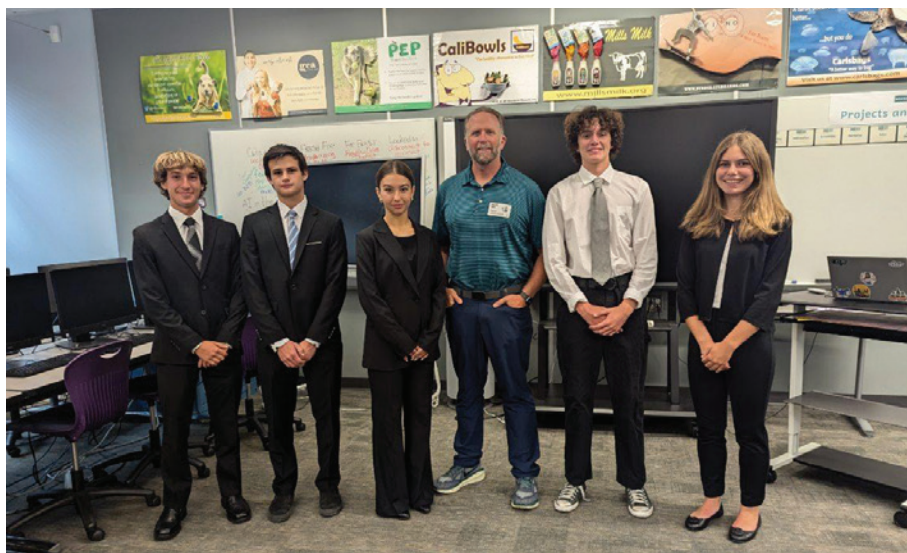
"So you want to be the CEO? What skills and experience do you bring to the table that would make you the best candidate for the job?"

Students in **Carlsbad High School**

teacher Carol King's Virtual Enterprise (VE) classes have already decided on the types of businesses their classmates will start. Now a group of students seeking the positions of CEO, COO, or CFO of these virtual businesses are under-

going interviews by volunteers from the Carlsbad business community and by student graduates of the program. The simulated real-world job interviews help prepare the students for their future careers.

For example, Matt applied to be hired as CEO for a proposed business called Lumina AI. "We envision a business that teaches the public how to use AI efficiently, effectively, and ethically, and how to control AI so that it doesn't do the things you don't want it to do," said Matt. "I would love to be an entrepreneur. I am interested in finance, management, and writing." Matt, who attended a summer program at Stanford, also participates in speech and debate and cross-country – so the CEO job would require him to



Aaron Byzak, Chief Strategist at Galvanized Strategies and a board member of the Carlsbad Chamber of Commerce conducts interviews with Carlsbad High School students, offering valuable insights into real-world leadership and business skills.

exercise excellent time management skills.

Ava, likewise, is interested in taking on the role of COO and managing all the departments. An organized leader, she runs the Robo Puffs, a Business League robotics team. She also has amassed database experience, and knows how to keep her team on task through effective communication.

Colton, from Utah, enjoys the outdoors. He wants to start a construction business in the future. He is excited about marketing, through posters and TikTok, a product that doesn't exist yet. He has learned some

QuickBooks and has earned a certification in coding.

Other students show similar enthusiasm. Preston is applying to be a CFO because he's interested in finance. Samuel wants to be a COO because he likes working with people and is looking forward to the fast pace of operations at Lumina AI.

Victoria would like to be the CEO of Outside, a company with an app that encourages young people to get more exercise. And Robert would like to be a CEO or VP of marketing. "I know what it is to be a leader

by watching my role models on the football team and observing how they motivate people," he says. "They listen to everyone. Anyone can have a good idea or a bad idea."

Once the leaders are selected, the whole class gets to work creating their businesses. Students take on tasks in marketing, financials, IT, sales, and HR. They hone their product, build their marketing plans and budgets, and devise their elevator pitches. They are excited about what they are learning.

Throughout the school year students will gain entrepreneurial, hands-on experience managing and operating their virtual companies. They will practice job interviewing and résumé building; and they will learn, while "on the job," the roles of CEOs and CFOs. Students even learn to take a look at their online presence—which do they see, SnapChat or LinkedIn? And, in the spring, the CHS students will compete with students across the state at a VE Trade Show competition in Bakersfield.

Local businessman Aaron Byzak, chief strategist for **Galvanized Strategies** and a board member of the Carlsbad Chamber of Commerce, volunteered to conduct some of the job interviews. He says, "These high school kids are rocking it. They show up for their interviews dressed appropriately. They ask for input and suggestions. They have good resumes—they have already accomplished a lot. I see an interesting mix of success in athletics and academics. They're awesome."

SCHOOL NEWS



DR. BEN CHURCHILL
SUPERINTENDENT
CARLSBAD UNIFIED
SCHOOL DISTRICT

➤ **50 TASTES**
Continued from Page 1

LA COSTA

La Costa is flush with a ton of great eateries. I have to start with **Beach Plum**. Beach Plum has become my wife and my favorite breakfast date spot. Quiet, relaxed atmosphere with delicious menu. Clean ingredients. We both love crafting our own omelets there. Their sister restaurant, **Tin Leaf**, is a great lunch spot. I really enjoy creating my own salad. The owners of Beach Plum and Tin Leaf also operate **Black Rail**. I have had many a fantastic dinner at Black Rail. My Board of Directors have had dinners there, I have brought out of town guests to eat there. I love their patio and live jazz music on the weekends. My favorite entrée is their salmon. Farther south in La Costa is The Beacon La Costa shopping mall. Several new eateries have opened there. **Pit Fire Pizza** La Costa is a great spot. I have had lunch there multiple times and am a huge fan of their margherita pizza. Also not to be missed in the Beacon is **The Lullabar**. While The Lullabar is much more than just a coffee shop, don't forget that it is also a coffee shop! This is a spot where family life and personal enjoyment merge – and their Café & Espresso Bar is a big part of it. On the very southern edge of La Costa is **Casa de Bandini**. They have a fun atmosphere, with great food and great people. And they have great accommodations for groups and parties. I am a big fan of many of their entrees, their guac and their margaritas. Lastly, out in the east end of La Costa, I absolutely love **Thai One On**. Post-pandemic they doubled their dining room and now have live music nightly. Great atmosphere. I go to a "7" on the spiciness scale, and everything I have there is great. Their duck is to die for. So delicious.

THE VILLAGE & BARRIO

The Village has a plethora of phenomenal dining (I had to get the word "plethora" in somewhere). **Vigilucci's Cucina Italiana** on State St. is excellent and a staple in Carlsbad. Great dining experience and I am partial to their Insalata Mediterranea. **Nick's on State** is one of the most amazing new additions to our Carlsbad dining pallet. I have enjoyed their Pan Seared Chilean Sea Bass and their Center Cut Filet. Both are top of the line. Another new(er) addition to the Village scene is **Le Papagayo**. You can't beat their great open-air vibe. And their Strawberry & Goat Cheese salad with Blackened Ahi is fantastic! The **Bluewater Grill** is a great seafood option in the Village. Their service is great, and their Mediterranean Ahi Salad is phenomenal and I'm a big fan of their clam chowder. **Gregorios Italian** is another great Village option. Not only do they have a soup named after our former mayor ("Mayor Matt's Chicken Soup" - it's good, I've tried it), but their House Potato Chips are addicting and their Rosemary Chicken salad is very good. **Hennessey's** is another Village hot spot. I have been there for both breakfast and lunch and enjoyed both. I highly recommend their Ahi Street Tacos and their Hennessey's Famous Fries (sweet potato fries with garlic & Parmesan...yup!). You can't truly experience the Village without hitting **Senor Grubby's!** It is the essence of home town ownership and atmosphere. And their Grubby's Famous Street Tacos are a Carlsbad must! Don't miss their cocktails! Love their Spicy Margarita! And what Senor Grubby's is to the Village, **Lola's 7-Up Mexican Market & Deli** is to the Barrio. Lola's has been an institution in the Barrio for multiple generations. I am a big fan of their breakfast burritos and love their seasonal Tamales.

CARLSBAD BOULEVARD

264 Fresco is one of my wife and my favorite dinner spots in the Village. She loves the Salmon, I'm partial to the Braised Shortrib. And you can't beat their roof top deck! A sister restaurant to 264 Fresco is **Fresco Cocina**



on Carlsbad Blvd. It is a Latin inspired restaurant and I am partial to the Fish Tacos. **Norte Mexican Restaurant** has been in Carlsbad for a long time. I just had their Mahi Mahi Tacos for a staff lunch last week, delicious! **Prk 101** is a great place for groups, special occasions or a business lunch. Personally, I'm partial to their Beachy Cobb salad.

OUTLET MALL AREA

There are many fine dining and fast casual options near the Outlet Mall in Carlsbad. **P.F. Chang's** has a great atmosphere. They also have a great dining. I highly recommend their Mandarin Crunch Salad with salmon! **Chick-fil-A** opened its first Carlsbad location on Avenida Encinas. When our family is in a hurry, this is the only option they are interested in. Personally, I love their Southwest Chicken Salad and our whole family loves their Waffle Fries, just to name a couple items.

PALOMAR AIRPORT ROAD

I have enjoyed the catering from **Carlsbad Ranch Market** several times. Their promotion as a "healthy" place stop for breakfast, lunch or dinner is more than lip service. **The Canyons** restaurant at **The Crossings** has the most spectacular views in town. I have enjoyed both breakfast and lunch there and am partial to their Southwest Chop.

THE SHOPPES AT CARLSBAD

The Shoppes at Carlsbad is home to several excellent dining options. **The Yard House** is a beer lover's dream! With over 100 drafts on tap, they have all your interests covered. Their BBQ Chicken salad is a great lunch. **Mas Fuego** is one of the newer eateries to open here. They blend Latin flavors to other cultures to create delicious dining. I really enjoy their Ceviche and their Taco Plate. Another newcomer to this area is **The Red Chickz**. To say that Red Chickz is fire is an understatement! High quality ingredients, hand breaded chicken and spice! I love the chicken tenders at the "Bonfire" level (the spice level ranges from "Cool" to "Inferno"). **Grubby's Poke & Fish Market** is another go-to for my wife and me. When my phone rings (do phones actually ring anymore?) at 5:00pm and it is my wife calling, it is frequently her saying, "Can you stop by and grab Grubby's Poke to bring home?" They have healthy, high-quality ingredients. We sometimes split the four-protein bowl, or each get our own two-protein bowls. Love it. Just past the Shoppes, heading west, you can find **BKK Thai Kitchen**. I have only had a chance to eat there once, but the flavor was excellent. Across from the Shoppes at Carlsbad is the Von's shopping Center. One of Carlsbad's newer options in that space is **MOOYAH Burgers, Fries & Shakes**. MOOYAHs has 100% Certified Angus Beef burgers that are fantastic. I am partial to the Bacon Cheeseburger.

RESORTS

We have so many phenomenal resorts in Carlsbad, it is almost unfair to the rest of the county (who said life was fair?). They all have great eateries and I have had the chance to try breakfast or lunch or both in most of them. You have to try **20|TWENTY Grill** at the **Westin**. Their omelets are all good, but I am partial to their homemade Steel Cut Oats. **Bob's Steak and Chop House** at the

Omni La Costa Resort & Spa is excellent. Their Chophouse Salad and Spinach Salad are both on the top of my list. The **Park Hyatt Aviara's Ponto Lago** is a must as well. Their Baja Seafood Cocktail is something you must try. **Chandler's Ocean Front Dining at Cape Rey** is beautiful and delicious. They have sunsets on the beach and an explosion of flavor for our mouth!

DESSERTS

Although desserts can be served at restaurants, we have many great dessert options in Carlsbad. **Handel's** and **Gelatolove** are both in the Village. Handel's opened my first year here and they claim to have the best ice cream in the world (I'm a believer)! Their ice cream is made fresh daily onsite. My favorite is Peanut Butter, but I'm not too picky! Gelatolove is truly divine. They claim to have every flavor under the sun, but my sights are firmly set on Salted Carmel, but the options are limitless! **The Strawberry Shack** is also located in the Village. Majority of products are made with fresh California strawberries (you had me at "strawberries"). Their shakes are a great guilty pleasure, their shortcakes are yum...it's all good! **Nothing Bundt Cakes** is out near Costco. My staff treated me recently for "Boss's Day" with

these devilishly delicious creations. I tried to share...no I really did...seriously (Don't judge! Their Bundtlets may stretch your ability to share too!). **Get 'N Go Donuts** is part dessert, part art, part staple! Out in the La Costa area, these donuts are one of a kind with their design, their appeal and their taste. I've had too many to single one out, but you have to see their designs, amazing.

OTHERS

Leucadia Pizza is on Tamarack Ave. Great pizza. We have had this for many workshops and office meetings.

CARLSBAD ADJACENT

Carlsbad's dining culture is very rich. We have some great chamber members in the surrounding areas too. **Bread & Cheese Eatery** is a fantastic caterer. I am addicted to their Classic and Cali Gold grilled cheese sandwiches. In addition to their catering, they have a location on Coast Highway in Oceanside and at the Moonlight Amphitheater in Vista. **Little Cakes Kitchen** has been known by Carlsbadians for its amazing cupcakes for years. Formerly found in **Gelson's** and previously with a retail shop in Carlsbad, these cupcakes never disappoint. Currently located in Vista, these are great for any festive gathering like an office gathering (many times) to a wedding reception (yep, have done that too).

MORE SPOTS TO TRY

Lola 55 is a Michelin restaurant from downtown San Diego that just opened a new location in Carlsbad in the Beacon. **Poki Poki Boba & Brewski** down on Carlsbad Boulevard is soon to open. **Mainstream Bar & Grill** off Palomar Airport Road just got bought by new owners. **Kai Ola Sushi** recently opened in the Village. **Surf Up Chicken** is the newest spot on Palmer Way in the Business Park.

So, who's up to meet for lunch?

CARLSBAD CHAMBER OF COMMERCE | **THE CBAD AWARDS**

Unmasking
CARLSBAD'S BEST

FRIDAY, MARCH 14, 2025
THE WESTIN CARLSBAD RESORT & SPA

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YOUNG PROFESSIONAL OF THE YEAR | BUSINESS PROFESSIONAL OF THE YEAR
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KIND COMPANY OF THE YEAR | PEOPLE'S CHOICE

FOR MORE DETAILS: CARLSBAD.ORG

Navigating holiday stress

Expert tips for a joyful season

The holiday season is often portrayed as a time of joy and togetherness. However, it can also bring a host of stressors that impact our wellbeing. Understanding and addressing these stressors can help us navigate the season to be healthier and happier.

TO YOUR HEALTH



CYNTHIA MARESSO, M.D.
FAMILY MEDICINE
KAISER PERMANENTE

Family gatherings, while a source of joy, can also be stressful. Differences in opinions, unresolved conflicts and the pressure to meet family expectations can create tension. It's important to set realistic expectations and boundaries. Recognizing your feelings and needs can help alleviate some of this stress. Remember, it's okay to say no to certain events or traditions if they cause more stress than joy.

The financial burden of the holidays can be significant. From buying gifts to hosting parties, the expenses add up quickly. Creating a budget and sticking to it can help manage financial stress. Consider giving handmade gifts or spending time together as alternatives to expensive presents. It's the thought and effort that count more than the price tag.

In today's polarized climate, political discussions can quickly become heated, especially during family gatherings. It's wise to avoid contentious topics if they are likely to



The abundance of food during the holidays can lead to overeating, especially as a way to cope with stress. Mindful eating practices can help manage this.

cause conflict. If such discussions do arise, try to listen actively and respectfully. Knowing when to disengage can help maintain peace.

The abundance of food during the holidays can lead to overeating, especially as a way to cope with stress. Mindful eating practices can help manage this. Pay attention to your hunger cues, eat slowly and savor each bite. This not only helps in controlling portions, but also enhances the enjoyment of food.

The holiday season can amplify feelings of responsibility and the need to make everything perfect. It's crucial to remember that you cannot solve all problems or make everyone happy. Focus on what you can control and let go of the rest. Practicing self-compassion and setting realistic goals

can reduce feelings of overwhelm.

Gratitude has been shown to improve mental health and wellbeing. Take time each day to reflect on what you're thankful for. This can be as simple as appreciating a warm cup of coffee or the company of loved ones. Sharing your gratitude with others can also enhance your relationships and spread positivity.

Physical activity is a powerful stress reliever, as well. Even during the busy holiday season, try to incorporate some form of exercise into your routine. This could be a brisk walk, a yoga session, or even a fun, family activity like ice skating. Exercise helps in releasing endorphins, which improve mood and reduce stress.

Ultimately, your happiness is within your

control. While external factors can influence your mood, you have the power to decide how you respond. Engage in activities that bring you joy, whether it's diving into an enjoyable book, watching a beloved movie, or spending quality time with friends. Make self-care a priority and carve out time for yourself amidst the holiday rush.

By recognizing and addressing these stressors, you can create a more balanced and enjoyable holiday season. Remember, the goal isn't perfection, but finding joy and peace in the moments that matter most. Embrace the holidays with confidence, knowing that **Kaiser Permanente** is here to support your health and well-being, helping you stay stress-free and happy.

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At Warrior Sports Fitness, we help clients develop the body type they desire in the comfort of their homes or at beautiful public parks, as well as group training sessions, fostering a sense of community and motivation.

Empowering your fitness journey anywhere

At **Warrior Sports Fitness**, we understand that fitness is not just a destination; it's a lifestyle that should align with your individual goals. As a dedicated personal trainer, my mission is to help clients develop the body type they desire in the comfort of their homes or at beautiful public parks. I also offer dynamic group training sessions, fostering a sense of community and motivation.

What sets me apart is my personalized approach to training, combining expertise and passion to create tailored programs that address each client's unique needs. Whether you're looking to lose weight, build muscle, or enhance your athletic performance, I am committed to guiding you on your fitness journey. Together, we'll develop strategies to keep you motivated and accountable.

As Bruce Lee once said, "The successful warrior is the average man, with laser-like focus." I believe that with the right approach and determination, anyone can achieve their fitness goals.

I strive to create a community that fosters support and encouragement, whether in individual sessions or group training formats, ensuring you never feel alone on your path to health.

Join me today and discover the difference that personalized and group training can make in your life. Sign up for a free trial session, and let's kick-start your journey right at your doorstep or in a local park.

Make the commitment today—your warrior spirit awaits! Visit my website at www.warriorsportsfitness.com to learn more about my services and available training options!

The impact of Giving Tuesday

In recent years, the conversation around corporate social responsibility has gained momentum. Businesses are increasingly recognizing the importance of giving back to their communities. One standout event that encapsulates this spirit is Giving Tuesday, a global day dedicated to charitable giving that follows Black Friday and Cyber Monday.



KATHLEEN MCNARY
VP OF MEMBER RELATIONS
CARLSBAD CHAMBER OF COMMERCE

Giving Tuesday began in 2012 as a response to the consumerism of the holiday season. It encourages individuals, businesses, and organizations to give back through donations, volunteering, and acts of kindness. Celebrated on the Tuesday after Thanksgiving, it has grown into a worldwide movement, inspiring millions to contribute to causes they care about.

The Chamber has nearly 100 nonprofit members and local businesses can play a crucial role in amplifying the impact of Giving Tuesday.

MATCHING DONATIONS

Many companies offer to match employee contributions to charities

VOLUNTEER DAYS

Organize volunteer days where employees can take time off to work on community projects.

PROMOTING CAUSES

Use platforms to raise awareness for specific charities including social media campaigns, emails, and in-store promotions.

DONATION DRIVES

Host drives to collect goods, from food to clothing.

Engaging in charitable activities on Giving Tuesday has numerous benefits for businesses:

BRAND LOYALTY

Consumers are increasingly supporting brands that align with their values.

EMPLOYEE ENGAGEMENT

Participating in charitable initiatives can boost employee morale and foster a positive workplace culture.

COMMUNITY IMPACT

Businesses that give back contribute to the well-being of their communities, helping to address local issues and improve the quality of life for residents.

ENHANCED VISIBILITY

Companies involved in charitable giving can gain media attention, showcasing their commitment to social responsibility and po-

tentially attracting new customers.

Giving Tuesday is more than just a day of giving; it's an opportunity for businesses to demonstrate their commitment to social responsibility. As we approach this year's Giving Tuesday, let's inspire more businesses to participate and give back, creating a ripple effect of kindness and generosity.

Your donations will help Chamber nonprofits in amplifying the impact of Giving Tuesday:

Check out your incredible local nonprofits below:

+BOX

plus-box.org

Agua Hedionda Lagoon Foundation - Discovery Center

aguahedionda.org

Alzheimer's Association San Diego/Imperial Chapter

alz.org/sandiego

Assistance League of North Coast

alnc.org

Blue Water Film Festival

bluewaterfilmfestival.org

Body & Brain Wellness Foundation San Diego County

bodynbrain.com/Wellness-At-Work

Boys & Girls Clubs of Carlsbad

bgccarlsbad.org

Cake4Kids

cake4kids.org

Carlsbad Chamber Community Foundation

impactcarlsbad.com

Carlsbad Charitable Foundation

sdfoundation.org/community-impact/regional-affiliates/carlsbad-charitable-foundation/

Carlsbad Christmas Bureau Adopt-A-Family Project

christmasbureau.org

Carlsbad Community Gardens Collaborative

carlsbadcommunitygardens.org

Carlsbad Community Theatre

carlsbadcommunitytheatre.com

Carlsbad Educational Foundation

CarlsbadEd.org

Carlsbad Friends of the Arts

carlsbadfriendsofthearts.org

Carlsbad Library and Arts Foundation

carlsbadlibraryartsfoundation.org

Carlsbad Police Officers' Foundation

carlsbadpoliceofficersfoundation.org

Carlsbad Village Association

carlsbad-village.com

Community Resource Center

www.crcncc.org

Dea Huston New Village Arts Theatre

NewVillageArts.org

ElderHelp of San Diego

elderhelpofsandiego.org

Elizabeth Hospice

elizabethhospice.org

Environmental Innovations, Inc

environmentalin.com

For Their Thoughts

fortheirthoughts.org

Free Wheelchair Mission

freewheelchairmission.org

Front Porch Gallery

frontporchgallery.org

Girl Scouts San Diego

sdgirlscouts.org

GreenDreamsWomen

greendreamswomen.org

Hospice of the North Coast

hospicenorthcoast.org

I Love A Clean San Diego

cleanSD.org

Interfaith Community Services

interfaithservices.org

Jacobs & Cushman San Diego Food Bank/North County Food Bank

northcountyfoodbank.org

Kids For Peace

kidsforpeaceglobal.org

LabRats San Diego

sdlabrats.org

Lifeline Community Services

lifelines.org

Living Success Center

livingsuccesscenter.org

Magdalena Ecke Family YMCA - Gymnastics Center

ymcasd.org

MANA de North County San Diego

manadenorthcountysd.org

Milestone House

milestonehouse.org

Military Outreach Ministry

facebook.com/MOM4USAORG/

Mitchell Thorp Foundation

mitchellthorp.org

Museum of Making Music

museumofmakingmusic.org

North County African American Women's Association

ncaawa.org

North County Philanthropy Council

ncphilanthropy.org

Operation HOPE-North County

operationhopeshelter.org

Pathway Health Clinic

pathway-healthclinic.com

Plastic Beach

plastic-beach.com

Rancho Coastal Humane Society

rhumanesociety.org

San Diego Botanic Garden

sdbg.org

SHORE (Senior Housing Relief for Elders)

seniorhousingrelief.org

Smiles by Angels Foundation

smilesbyangels.org

Solutions for Change, Inc.

solutionsforchange.org

TERI Campus of Life

campusoflife.org

The Nowell Family Foundation

thenowellfamilyfoundation.org

The Rory Graham Jr. Foundation

facebook.com/Rory-Graham-Jr-Foundation-563186433831684

Tri-City Hospital Foundation

tricityhospitalfoundation.org

USO Camp Pendleton

sandiego.uso.org/camppendleton

Veterans Association of North County (VANC)

vanc.me

Woman's Club of Carlsbad

WomansClubofCarlsbad.org

Women's Resource Center

www.wrcsd.org

Wounded Warrior Homes

woundedwarriorhomes.org

YMCA (Magdalena Ecke Family)

ymcasd.org/locations/magdalena-ecke-family-ymca

CARLSBAD CHAMBER OF COMMERCE | **LUNCH MOB** | **Chick-fil-A**

NETWORKING LUNCH
LUNCH MOB
Friday, Nov 8, 2024 | 11:30 am - 1 pm

WHERE
Chick-fil-A Carlsbad West
5848 Avenida Encinas
Carlsbad, CA 92008

WHAT
Networking, Connections,
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Your only cost is what you order

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CARLSBAD CHAMBER OF COMMERCE | **CCCF** | **greenbusiness COMMITTEE** | **BURGEON BEER COMPANY**

EXPLORE SUSTAINABILITY & SIP AWARD-WINNING BREWS
ECO-TOUR
at Burgeon Beer Co.
Tuesday, Nov. 12, 2024 | 3 pm

WHAT
• Explore Burgeon Beer's sustainability efforts.
• Learn about their "Ocean+Positive" program.
• Join us for an eco-tour and beer tasting.

WHERE
Burgeon Beer Company
6350 Yarrow Drive,
Carlsbad, CA 92011

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE

Journey Through Time:
The Ancient Silk Road Unveiled!
Tuesday, Nov 12, 2024 | 5 - 7:30 pm

WHAT
• Experience artwork by Uzbekistan's Davlat Toshev
• Discover the Silk Road's impact on Western Civilization
• Enjoy an evening of art, history, and community!

WHERE
Carlsbad Chamber
5934 Priestly Dr.
Carlsbad, CA 92008

web.carlsbad.org/events

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

ACCOUNTING & TAX SERVICES

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Carlsbad, CA 92008
abatatxplanning.com
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Kevin Dowell
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Carlsbad, CA 92009
(951) 375-9895
At Edward Jones, we offer comprehensive financial planning and investment management services designed to meet unique goals. Our services include retirement planning, tax strategies, portfolio management, and sustainable investing.

HOTELS & MOTELS

Ayres Hotel Vista/Carlsbad

Carl Holmes
2100 Radiance Way
Vista, CA 92081
ayreshotels.com/ayres-hotel-vista-carlsbad
(760) 335-0035
Ayres Hotel Vista Carlsbad, pet friendly near



Carlsbad State Beach, outdoor patio firepits, expansive fitness room, complimentary breakfast, on-site bar. This handcrafted hotel features 103 spacious guest rooms, all equipped with first-class amenities and our signature Ayres hospitality.

INTERNET SERVICES

ClientPoint

Jennifer Meyer
6790 Embarcadero Ln., Ste.100
Carlsbad, CA 92011
clientpoint.net
(910) 661-3979
Join for free at ClientPoint.me and experience the world's first AI-powered ecosystem simplifying B2B relationships to foster authentic connections, even in remote settings.

MARKETING & CONSULTING

illuminous Marketing

Gwen Beren
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Carlsbad, CA 92008
illuminousmarketing.com
(858) 232-1661
We are the SEO-First digital marketing agency focused on driving new revenue for our clients through data-driven marketing strategies.

NONPROFIT ORGANIZATIONS

Woman's Club of Carlsbad

Edith Broyles
3320 Monroe St.
Carlsbad, CA 92008
WomansClubofCarlsbad.org
(858) 735-9446
Celebrating our 100th year, we are a philanthropic women's group dedicated to strengthening our community and enhancing the lives of others and ourselves through volunteer service.

PAINTING CONTRACTORS

Next Generation

Travis Avey
nextgenerationelitepainting.com

(760) 500-5657
At Next Generation Elite Painting, our mission is to enhance and transform spaces in North San Diego County with exceptional painting services. We are dedicated to delivering unparalleled craftsmanship, using the highest quality materials, and providing a customer experience that fosters long-lasting relationships.

SECURITY CONSULTANT

Sentir Global, Inc.

Lee Wakefield
Oceanside, CA 92057
sentirglobalus.com
(760) 803-8266

RESTAURANTS

Sizzler

Shannon Murdaugh
3805 Plaza Dr.
Oceanside, CA 92056
sizzler.com/locations/sizzler-oceanside
(760) 630-1551
Sizzle is the magic that you get when we take the time to invest in the little things. And that's still what we do today, from the perfect sear on our hand-cut steaks to the crispy Parmesan smothered cheese toast with every meal.

VACATION RENTALS (MONTHLY & WEEKLY)

Casago North County

Dave Carter
825 College Blvd, Ste. 102-301
Oceanside, CA 92057

Casago.com

From lavish vacation rental properties to our outstanding property management services, we have what it takes to make your ideal getaway a reality. When it comes to vacation homes, we have short-term rentals that are situated right where you want them to be, so you can create memories that will surely last a lifetime.

JOIN THE 2025 CBAD Happy Hour Club

Join the 2025 Happy Hour Club and automatically be registered for all the 2025 Happy Hours. You will also receive 4 Guest Passes, up to a \$120 value if you bring a non-member and a reusable chamber name tag with your name and the company name on the tag.

Includes: All Happy Hours in 2025 | 4 Guest Passes | Reusable Name tag

JOIN NOW!
web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | **THE CASSARA** | **SOLUTIONS FOR CHANGE**

CBAD HOLIDAY HAPPY HOUR
Cassara Carlsbad

Wed. Nov 20, 2024 | 5 pm - 7 pm

PLACE: Cassara Carlsbad, Tapestry Collection by Hilton, 5805 Armada Dr. Carlsbad, CA 92008

WHAT: Admission is unwrapped toys and gifts for our kids, teens and parents, as well as gift wrap and gift bags.

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE | **TEAMPRIYA BHAT-PATEL** | **the lullabar**

CHAMBER WORKSHOP

WORKPLACE WELLNESS Mixer

Thursday, Nov 21, 2024 | 5:30 - 7 pm

WHAT: Focused on advocating for family-friendly work incentives and exploring how we can create a wellness-centered approach to work-life balance

COST: \$25 (includes one drink of your choice from the café or wine, plus a charcuterie cup)

WHERE: The Lullabar, 7750 El Camino Real Suite M, Carlsbad, CA 92009

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE

FREE NETWORKING EVENT

Coffee CONNECTION

Friday, Nov. 22, 2024 | 8 - 9 am

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

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

web.carlsbad.org/events

CARLSBAD CHAMBER OF COMMERCE

JINGLE AND MINGLE

Friday, Dec. 20, 2024
8:30 am - 10:30 am

- Wear festive attire
- Gourmet coffee & tea
- Bret's home-brewed Chai
- Schanzbach entertainers
- and more!.....

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

CARLSBAD CHAMBER OF COMMERCE

HONORING OUR 2024 VOLUNTEERS

Volunteer Recognition Reception

WEDNESDAY, DECEMBER 11, 2024
5 - 7 PM

web.carlsbad.org/events

MEMBER RENEWALS

- Alternative Energy Systems Consulting Inc.
- Au Technology Solutions
- Audeo Charter School II
- Avacen Inc.
- Beach Terrace Inn
- Bread & Cheese Eatery
- Buddha Teas
- BW Research Partnership, Inc.
- C3SD Inc.
- Carlsbad Charitable Foundation
- Charter Oak Preserving Company
- Corporate Technologies
- Dynamic Space Solutions, Inc.
- E&E Industries
- El Pollo Loco
- Elan Sandcastle Shores Apartment Homes (Property West Residential)
- Fairfield Inn & Suites by Marriott San Diego /Carlsbad
- Famulare Jewelers
- First Citizens Bank
- Flynn Real Estate Group
- Freedom Window Cleaning
- Gig Talent
- GoBeRewarded Marketing Agency
- Hampton Inn Carlsbad/North San Diego County
- Hera Hub Carlsbad
- Ideal Building Maintenance
- John Stevenson Plumbing, Heating & Air Conditioning
- JohnSanders.com
- Leucadia Pizza Carlsbad
- Logicopy
- Milton's Baking Company
- Mitchell Thorp Foundation
- Opelon LLP
- Pacific Western Bank
- Parker & Hart, LLP
- Retirement Solutions, Inc.
- Silver Linings Transitions
- StreicherTeam Home Loans, C2Financial
- The Blair Group Luxury Homes
- The Coast News Group
- The Red Chickz
- Ticor Title and Escrow
- Tinleaf Fresh Kitchen
- TrueCare
- Warrior Sports Fitness
- Wealth Management Group
- Yoga Your Way



CCCCF
Carlsbad Chamber Community Foundation

Congratulations

TO OUR OCTOBER RISING STARS OF THE MONTH:



Congrats to our Rising Stars of the month! From left to right: Grace Elliott, La Costa Canyon High School; Skye Miller, Sage Creek High School; Sanjay Swaroop, Army & Navy Academy; Ava Byrnes, Carlsbad High School; Jade Haggerty, Carlsbad Village Academy.



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JOIN TODAY!



Become a member today to be listed in our 2025 Business Resource Guide!

The Carlsbad Chamber annual Business Resource Guide is going to press soon so now is your chance to, besides having a listing on the Chamber's award winning website, be included in a publication that is distributed to over a 1,000 businesses and throughout our community.

If you join the Carlsbad Chamber by December 15th, we will waive the \$50.00 processing fee and you will be included in both Directories. Chamber memberships start at \$479.00 – go to carlsbad.org and click on the "JOIN" tab at the top for the different levels and benefits.



Let's Connect!

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2025 AI productivity tipping point

Why your organizations transformation can't wait

We've reached a critical moment in the AI revolution - one that isn't about future possibilities, but about real, immediate productivity gains. While many organizations are still waiting for the "next big breakthrough" in AI technology, the truth is that the productivity tipping point is already here.

The challenge isn't about the technology anymore. It's about implementation and adoption. Recent case studies are showing remarkable results:

- A partnership director completing complex pitches, pricing, and project plans in one-tenth of the usual time
- A program facilitator reducing 50 hours of resume review work to just one hour
- A legal partner cutting regulatory research time from hours to minutes

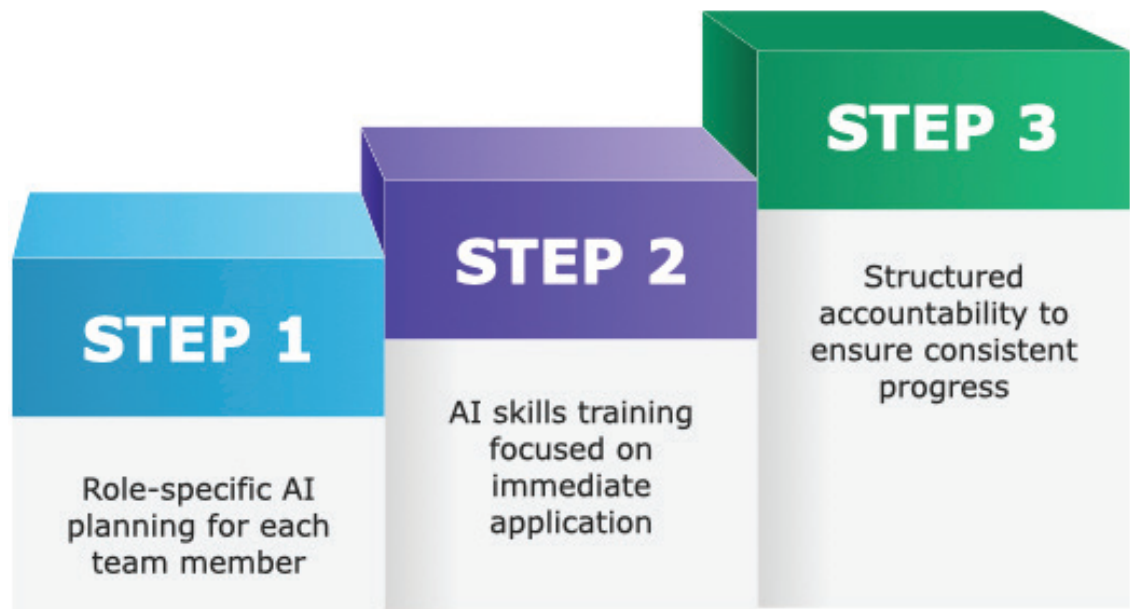
What's different now? The focus has shifted from tools and technical capabilities to role-specific implementation. When AI training is aligned with actual job responsibilities and deliverables, the transformation happens immediately - not in some distant future.

THE KEY INSIGHT IS THIS

AI adoption succeeds when it starts with the individual's role and specific deliverables. Instead of generic AI training, effective programs now map AI capabilities directly to each team member's responsibilities. This approach guarantees productivity gains in the first hour of training, not after months of theoretical learning.

For leaders, this presents a once-in-a-career opportunity. Someone in your organization will champion this transformation.

3-Step Process



We've reached a critical moment in the AI revolution. At SPAARK.ai, the choice is clear: adapt and innovate or risk becoming obsolete.

The question is: Will you lead this change, or will you follow someone else's lead?

The most successful implementations share three critical steps:

1. Role-specific AI planning for each team member
2. AI skills training focused on immediate application
3. Structured accountability to ensure consistent progress

Most importantly, when teams under-

stand that AI is about augmenting their capabilities rather than replacing them, resistance transforms into enthusiasm. Workers aren't opposed to becoming more efficient - they're opposed to being replaced.

The AI productivity tipping point isn't coming - it's here. The organizations that recognize and act on this reality today will create an insurmountable competitive advantage tomorrow.

The choice is clear: adapt and innovate or risk becoming obsolete.

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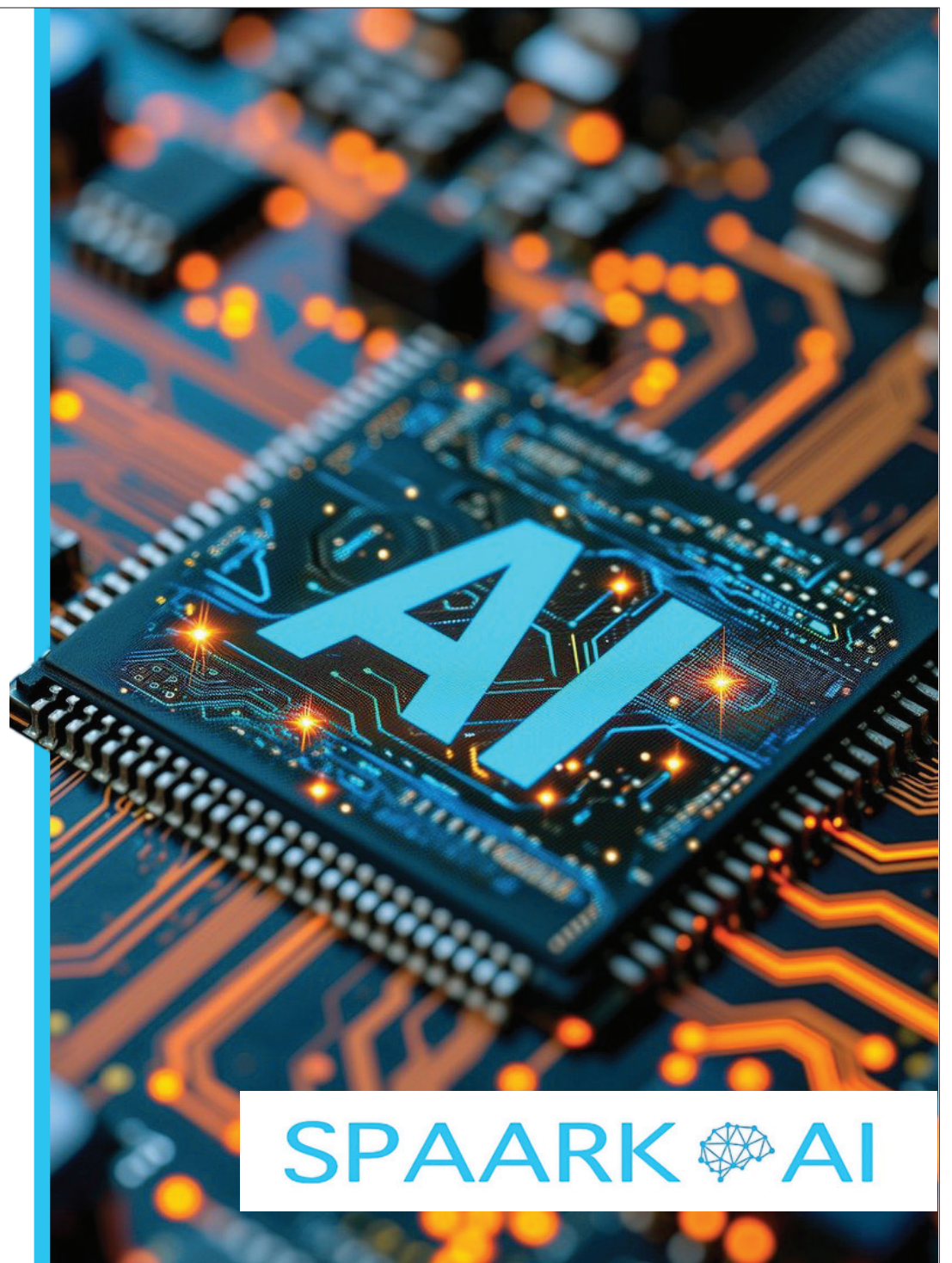
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SPAARK AI

PARADISE

Continued from Page 1

create and implement new approaches to early education. Lowen's innovative Learning Centers stand apart from any other. Children's Paradise facilities are welcoming, spacious and state-of-the-art, which sets the stage for exceptional learning. Children's Paradise ranks among the highest for quality early care and education in California.

The new 13,000-square-foot early learning center will accommodate up to 198 children by offering infant, toddler, preschool, and kindergarten readiness programs. Classrooms are designed with warm color palettes, ample natural light, and age-appropriate toys and games. Sustainable materials such as natural woods and environmentally friendly products will also be used throughout the center. Outdoors, a spacious 20,000-square-foot play yard will feature park-like equipment, allowing children to exercise, explore, and engage in creative adventures that foster growth and development.

Lowen, shared her excitement about the new center, "Carlsbad is our latest crown jewel. With over 30 years of experience in early education, we've thoughtfully designed every square inch of this site to make learning both super fun and imaginatively engaging. We've stocked each room with age-appropriate teaching tools and toys, while creating warm, cozy spaces that make children feel safe when away from their parents. The outdoor play areas are equally impressive, filled with equipment that encourages physical activity and motor skills development. We can't wait to see the rooms filled with happy, curious children!"

The Carlsbad center is committed to hiring the most highly qualified teachers to nurture and support children. These teach-



The new Children's Paradise will offer fresh learning tools, activity centers, and age-appropriate developmental toys every few weeks to keep the classrooms dynamic and inspiring.



The new Children's Paradise will provide high-quality, imaginative early childhood education and care for children from three months to five years old, helping prepare them for elementary school and beyond.

ers will receive ongoing support from a corporate education team and will be provided with fresh learning tools, activity centers, and developmental toys every few weeks to keep the classrooms dynamic and inspiring. With low teacher-to-student ratios, each

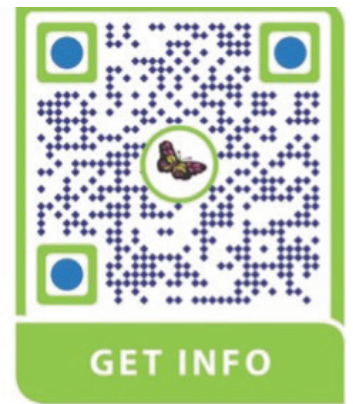
child will receive individualized attention and care. Teachers will work in partnership with parents using developmental evaluation tools and meeting regularly to ensure that everyone involved in the child's journey is engaged. Additional support, including

individual education plans and a mental health support team, will be available for children who need extra assistance. The ultimate goal is to ensure that every child is fully prepared for kindergarten and able to succeed in elementary school.

Lisa Wellcome, Director of the Carlsbad center, added "At Children's Paradise, we believe that every child deserves the best possible start to their educational journey. We're creating an environment where children feel empowered to explore, learn, and grow. Our dedicated team of teachers is passionate about nurturing each child's unique strengths and helping them develop the confidence and skills they'll need for the future. We are thrilled to welcome families to our center and to be a part of this wonderful community."

A waitlist is already forming for the Carlsbad location, which will have 198 spots available. Due to high demand, spaces are expected to fill quickly. Tuition assistance will be available for qualifying low to middle-income families, with priority given based on need and registration date. For more information or to join the waitlist, please call 800-650-CARE or visit childrensparadise.com.

Early childhood educators interested in joining a top-tier program are also encouraged to contact Children's Paradise through the employment section of their website.



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