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VOL. 36, NO. 3

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CARLSBAD



# BUSINESS JOURNAL™

AN AWARD-WINNING, MONTHLY PUBLICATION OF THE CARLSBAD CHAMBER OF COMMERCE

MARCH 2019

INDUSTRY FOCUS

PAGES 8-18



*Fit for Life*



FROM THE CHAIRMAN

AHMED HAQUE

Chairman of the Board  
CARLSBAD CHAMBER OF COMMERCE

## Pushing the limits

Many of us have had the experience of traveling 184 mph on the ground. Sometimes only for a few seconds as a jetliner takes off a runway or maybe longer while riding on an overseas high-speed railway. But until 2018, no one had ever traveled that fast on a bicycle powered only by human movement. And until only a few years before, no woman dared try.



Mueller-Korenek

CEO of **Rancho Santa Fe Security Systems**, Denise Mueller-Korenek has never been one to shy away from a challenge. Last September she claimed the title of the fastest cyclist on earth by propelling a specially geared bicycle behind a pace car at Utah's Bonneville Salt Flats. The mother of three not only broke the mark she set in 2016 as the fastest female cyclist, but bested by 17 mph the record set 23 years before by a male cyclist.

Towed by the pace car to about 90 mph, Mueller-Korenek released her tether and pedaled to accelerate while remaining within a narrow

SEE LIMITS, Page 4

BY CAROLINA ALBAN-STOUGHTON  
COMMUNICATIONS MANAGER  
Carlsbad Chamber of Commerce

As a Group Exercise Instructor for more than 10 years, I have seen many workout formats come and go. Some of them rise in popularity quickly, only to fade just as fast due to changing demographics, new research available in fitness and competitive formats in an industry that's constantly evolving.

When I realized **Jazzercise, Inc.** is

celebrating 50 years in 2019, I was determined to find out who was behind such a successful, long-standing and solid enterprise. I needed to know the secret behind the fact that Jazzercise's international business franchise currently boasts over 8,200 franchisees teaching more than 32,000 classes a week in 32 countries and has an annual revenue around \$96M.

I was ecstatic to learn I didn't have to look very far. Founder and CEO of Jazzercise and fitness icon, Judi Sheppard Missett,

is a Carlsbad local and has been a member of the Carlsbad Chamber of Commerce for 33 years. "We started in a small office at 800 Grand Avenue in Carlsbad. That building has since been demolished: I should have taken a picture of it! We moved over to Roosevelt Street and that included offices and a studio," says Sheppard Missett, who now operates out of an office located less than a mile away from the Chamber.

"One of the reasons we moved here from Chicago, is that my husband has family here. We like Carlsbad because it's family oriented. That's why we didn't move the headquarters to LA,

SEE JAZZERCISE, Page 5

When people tell me Jazzercise is their 'happy place,' it fuels my motivation to keep making it better and better."

Judi Sheppard Missett  
Founder and CEO of Jazzercise



Judi Sheppard Missett will be the keynote speaker at the #CBADAwards Luncheon on Thursday, April 4, presenting "Sustainability - Overcoming Challenges and Experiencing Joy". Get your tickets to listen to her live at [www.carlsbad.org/cbadawards2019](http://www.carlsbad.org/cbadawards2019)

Photo Courtesy of Lancaster Photographics

## BUSINESS SPOTLIGHT

# LIGHT Helmets arrive in Carlsbad

On September 1, 2018, Safer Sports, LLC acquired the assets of SG Helmets, the 5th largest manufacturer of football helmets in the world and a longtime leader in sports helmet safety technology. Safer Sports, LLC has rebranded itself as "LIGHT Helmets." **LIGHT Helmets'** first product will be a completely redesigned football helmet (the LS1) using much lighter, yet stronger materials for both the outer shell, liner, and face mask from technology and manufacturing techniques used by the military as well as the aviation and auto racing industries. It is set for release in the Spring of 2019.

"Football and other contact sports are being heavily scrutinized today - by worried parents, players at all levels, and anxious league executives - over player safety and concussion concerns," said Nick Esayian, CEO of LIGHT Helmets. "By significantly cutting helmet weight while exceeding



**LIGHT Helmets (formerly SG Helmets) produces lighter, safer, more performance-oriented helmets for football and other contact sports.**

professional league safety standards, LIGHT Helmets is able to provide key performance and safety advantages to football players of all ages and abilities. Our goal is to build the safest football helmet available on the market while allowing the athlete on the field to perform better by

carrying significantly less weight. We are excited to be based out of a vibrant business community like Carlsbad that is the home to so many other reputed sports related companies."

"We know that traditional helmets continue to get heavier and heavier as they are designed to

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pass the tests," said Dr. Tal David, Former Head Physician of the San Diego Chargers and Light Helmet's Advisory Board Member. "But, we also see the number of concussions has not significantly declined."

LIGHT Helmet's vision is to revolutionize football helmet technology by focusing on the use of materials the aviation, military, and auto racing industries have pioneered. These innovations amount to a significant reduction

SEE SPOTLIGHT, Page 6

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*Judi Sheppard Missett*

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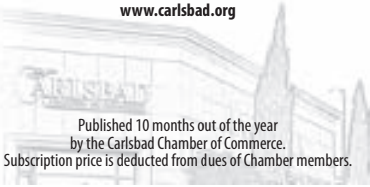
"The Carlsbad Chamber of Commerce promotes business through member services, educational programs, cooperative partnerships and legislative advocacy that balances economic prosperity with the quality of life."

CHAMBER VISION

"The Carlsbad Chamber of Commerce is the business organization recognized as a leader influencing the direction and future of Carlsbad to enhance the quality of the community."

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

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# Team approach helps businesses

Six years ago the five North County cities that cluster along state Route 78 decided that banding together as an economic force was preferable to battling each other, and launched an economic initiative called **Innovate78**. It was based on the simple concept that the five cities – Carlsbad, Escondido, Oceanside, San Marcos and Vista – would serve their residents and businesses better through collaboration instead of competition.

North San Diego County is home to a wide array of businesses that specialize in high tech, life sciences, action sports, manufacturing and other core industries, and the region has grown into its own as a vibrant economic engine. Cooperating to expand and nurture these industries helps attract new businesses and retain existing ones. Competing could drive businesses away and ignores the fact that while a business may be located in one city, their employees, customers, vendors and suppliers are regionally based.

The five cities have collaborated on several fronts, such as helping a business that outgrows its space and cannot find adequate space in its home city. When that happens, we put that firm in contact our neighbors in Innovate78 to see if one of them can accommodate them. None of us likes to lose a business, but keeping the company and its jobs along the 78 Corridor is preferable to seeing them leave North County for Orange County or Los Angeles.

Another way the cities work as a team is by filing a joint response with the Governor's Office of Economic Development to present the region as an attractive place to do business. Typically cities file individually. Speaking with one voice has helped raise the profile of North County. We also work together to help businesses obtain *California Competes* tax credits to add new jobs. In 2018, our Innovate78 efforts helped four companies



From left to right: Michelle Geller, Economic Development Manager for Escondido, Kevin Ham, Economic Development Director for Vista, Tess Sangster, Economic Development Manager for San Marcos, Joe Stewart, Management Analyst for Carlsbad, Jennifer Schoeneck, Analyst for Vista.



Christie Marcella  
Economic Development Manager  
CITY OF CARLSBAD

win \$1 million in tax credits, which will add 44 jobs to the region over the next five years.

"Traditionally in San Diego, anything north of state Route 56 was like another galaxy to a lot of people in San Diego," recalled Michelle Geller, the City of Escondido Economic Development Manager. "It was very far away."

Geller said that in its early days Innovate78 focused on developing a brand and raising the region's profile, and has progressed through the years. Now the focus is attracting and supporting business startups to spur job growth.

This collaborative attitude came into play recently when the Brewers Supply Group was seeking to locate a warehouse in San Diego County. San Diego County is a leader in the craft beer industry, and BSG, as it is known, wanted a San Diego location. It contacted one of the cities and soon it was in touch with three of us, all willing

to help the firm find the best place in North County. The firm selected Oceanside, and the county's entire craft brewing industry, from Oceanside to Imperial Beach, has benefited.

San Marcos Economic Development Manager Tess Sangster noted that one unseen advantage of the Innovate78 partnership is that the five managers meet and exchange ideas on how to help businesses with specific problems, which would not happen in a competitive situation.

"It's nice on an attraction and retention basis as well, because I can say to a firm that this a region where we're all working together and we want you in North County," Sangster said. "It's less about the individual cities. This is an area with a strong economy for all five cities and we have the numbers to prove it. We're way stronger together than individually, and it's really positive."

There's the saying "one for all and all for one," and Innovate78 demonstrates that. By working together we have raised our region's profile collectively, which in turn has raised each city's profile individually.

For information on ways Innovate78 can help your business, consult our website, [www.Innovate78.com](http://www.Innovate78.com), which contains a wealth of information.



Bret Schanzenbach  
President & CEO  
CARLSBAD CHAMBER OF COMMERCE

## Celebrating our green

One the best outcomes of the current wet winter we are experiencing is the green rolling hills that surround us on all sides as we travel to and fro. Our business community has a similar vibrancy, and it is that vibrancy that we want to celebrate and acknowledge with our upcoming events.

### Green Business Expo

On Wednesday, April 17, we will host our annual **Green Business Expo** at **The Flower Fields at Carlsbad Ranch**. Many of our local green businesses will be showcasing their goods, products, and services from 3:00 p.m. to 7:00 p.m. This event will be a great asset to each and everyone of us as we all seek out more ecologically friendly ways of doing business and living. The Expo will be combined with our **April Happy Hour 2.0** and will allow you to mix and mingle with hundreds of local businesses. On display will be everything from tips to help you "Reduce Your Use" to a showcase of the latest in electric cars. We will also have two panels to discuss the social and economic impacts of going green in our community. The first panel will begin at 4:00 p.m. and will focus on how businesses can help educate the future generation of green leaders. The second panel starts at 5:00 p.m. and will cover the City of Carlsbad's Climate Action Plan and how it will help businesses go green. We encourage everyone to join us for food samples, beverages, raffle prizes, merchant bingo, and much more. The cost to attend the Expo is only a \$10 donation to The Flower Fields Foundation.

### CBAD Awards

Next month, we will also celebrate our **2019 CBAD Awards Luncheon** on Thursday, April 4. The #cbadawards acknowledge all businesses, large and small, that make an impact in Carlsbad and North County. One of the categories for 2019 is the "Community Footprint Award". This award is to acknowledge those companies that are making a difference through their philanthropy, mission, or environmental stewardship. We are excited to honor these companies here locally. We have several other great categories as well: "Beat the Odds" award for small businesses and start-ups that thrived beyond their first 24-36 months of existence; "The Risk Taker" award for entrepreneurs who have succeeded in starting new ventures or taking a risk within a company to take it to new levels; "Women Championing Women" award for those female business professionals who are championing the next generation of female leaders; and "Best Place to Work in Carlsbad" for both small and large businesses.

As usual, there are many great ways for you to get involved and promote your business. The Chamber loves convening all our community stake holders at events like these. We hope you join us.

## CHAIRMAN'S CIRCLE

THANKS FOR YOUR CONTINUED SUPPORT

The Chairman's Circle was created to give prominent recognition to the companies whose steadfast support has helped the Chamber remain a proven collaborative force that brings business and community together, energized by a shared vision and passion to transform our future.

### BENEFITS

In addition to visibility in the Carlsbad Business Journal, marketing materials and event programs, Chairman's Circle members enjoy a range of benefits

tailored to their specific needs. Chairman's Circle members also receive priority seating at chamber events and invitations to special Chairman's Circle Members-Only receptions. We invite all chamber member companies who are committed to the success, growth and prominence of the Carlsbad Chamber of Commerce and the region as a whole to arrange for a visit to discuss the benefits and privileges of The Chairman's Circle. To learn how you can join Chairman's Circle please contact Toni Padron at **760-931-8400**.





» LIMITS

Continued from Page 1

slipstream created by the pace car. Failure to have kept up with the pace car would have meant catastrophe. She would have been knocked off the bike by the wind with only a motorcycle helmet and leather/lycra suit to protect her.

World record in hand, Mueller-Korenek isn't ready to hang up the bike just yet. "Anyone that pushes limits always has the curiosity for the edge." Mueller-Korenek feels, however, that she found that edge in her record setting ride. So this year she will chase a different type of record - 75mph without the slipstream provided by a pace car and on a recumbent bicycle with its own unique challenges because of the reclined riding position.

A CEO at age 20, Mueller-Korenek is a life-long business woman. She recalls "I started at age four by emptying out the wastebaskets" of her family's security business. Mueller-Korenek was a national champion cyclist in her youth but stepped away from racing at age 18 as she focused on building

“Anyone that pushes limits always has the curiosity for the edge.”

Denise Mueller-Korenek  
World record holder and CEO of Rancho Santa Fe Security

the business and raising her sons. Ten years later, and motivated to become active again she purchased a gym membership at a silent auction and later satisfied her competitive streak by competing in marathons. However, she realized she had "unfinished business" on the bike. Mueller-Korenek's coach and record cyclist himself, John Howard, suggested she pursue a speed record that he once held. "Men had been setting records since 1899, but no woman had ever tried" she says.

Mueller-Korenek believes that parallels exist between sports and business. "Any activity with a competitive atmosphere that forces you to push your limits can help you in a business environment, whether it is facing a difficult conversation or setting higher goals for your business. I think you would find a high percentage

of CEOs who are active in some way," says Mueller-Korenek, who credits her cycling coach for motivating her and holding her accountable. "It's the same in business, whether you answer to a board of directors, an advisory board, or a business coach."

Her competitive spirit is a key advantage at a time when the traditional firms like Rancho Santa Fe Security are facing pressure from telecommunications providers as well as internet based-firms offering monitoring products. Mueller-Korenek finds great value in the relationships developed in-person like the ones she has built through the Chamber. "There will always be larger players in our industry, but there is benefit to being local. Customers want to do business with someone they know, especially when you're trusting someone with your security."

Denise Mueller-Korenek. Photo by Matt Ben Stone



Noting the security industry is male-dominated just like speed cycling, Mueller-Korenek says her upbringing instilled confidence. "I never let being a minority limit me. My father taught me to do what I wanted with no barriers and no shame". Women's empowerment to her means having the same opportunities as men - "just give me the ability to try".

While Mueller-Korenek's parents were both competitive athletes, she believes there is tremendous value in becoming

active at any age. "The investment of time that parents make in athletics has a double benefit - the health benefit along with the time spent together even while driving to a meet". For children and adults alike she advises "Explore your competitive spirit. Keep trying to find something you like and give yourself the ability to fail. Just because you find you're not good at something it doesn't mean there isn't value in the journey towards what you can excel in."

Using a pace car as a slipstream to cut through the air resistance, Mueller-Korenek achieved a top speed of 184 mph on a bicycle, setting a new world record. Photos by Matt Ben Stone



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» JAZZERCISE

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San Francisco or downtown San Diego. We like being here for that family atmosphere. There's also still a lot of nature here and that's rejuvenating. I love downtown Carlsbad – we have so many more restaurants and boutiques popping up. It's just a nice place to live – not to mention the weather is great. You're only a couple of hours from the desert and the mountains. It's like living and working in vacationland."

Breaking barriers beat by beat

I asked Sheppard Missett to take me back to her beginnings in the late 60s, when there was not really a fitness industry as we know today, and just a few women venturing into business within the field. Sheppard Missett was teaching a Jazz Dance class in Chicago back then when she noticed her students were not staying in her class. "It bugged me. I wondered what I was doing wrong. I thought the best way to find out was to ask. That was a little bit scary because it is possible you may not like the answer. They told me the class was too difficult and that they didn't want to be a professional dancer. They just wanted to look like one."

With that information, Sheppard Missett knew she had to make changes. "I made it fun and easy to follow, turned them away from the mirror, and gave them lots of positive encouragement." Soon enough those adjustments worked out. "After the second class I did see the potential for bigger classes. The first class I had 15 people, the second class I had 30, and the next I had 60. However, I didn't think of it as a business at that time, just an opportunity for more people to experience dance."

Following her passion and better weather, in 1977 Sheppard Smith opened her first corporate Jazzercise office right here in Carlsbad. It was then that right before her eyes the company's growth exploded. "It never dawned on me that 'wow this is big' until maybe the late 70s, early 80s. I was sitting in



Judi Sheppard Missett's new book "Building a Business with a Beat" talks about the passion that fueled the growth of her groundbreaking fitness program, which has sustained large crowds for five decades. The undated photo above shows Sheppard Missett leading an early Jazzercise class.



my office and (then COO) Margaret Stanton came in and said, 'we have to look at something here and figure out what to do with it. You have about \$800,000 in the bank and we have to know where we're going to allot that.' I looked at her and said 'WHAT?? That's almost a million dollars!' When she told me that it was surplus, I thought 'Hey, we're doing pretty well!' And then we just kept going from there."

The evolution

Through all these years, with her positive attitude intact and her adventurous approach to life in full swing, this Carlsbad trailblazer has always been able to adjust to all the challenges of time and relevance. "Every decade there's been something major that we've done where we needed to make a change. But I have to say, it's FUN. A lot of people look at things and think 'It's getting harder,' but I think 'Hey, this is a new adventure.'" Some of those adventures have included getting on VHS in the 80s, starting a rebate program for top earners in the 90s to



Judi Sheppard Missett on the Pickler & Ben Show set with Emily Murphy, Kellie Pickler, Ben Aaron, and Emily Tyson, January 2019 Courtesy of The Pickler & Ben Show | Photo by George Burns, Jr.

invigorate more participation form Jazzercise's franchisees and embracing new technology such as creating their website.

"In the first decade of the new millennium, we instituted new business plans. In this decade we are developing more program ideas, facility options, and new ways to think of instructors, and create different points of entry for people of all backgrounds.

There are always cues telling you what next steps are needed. And then you decide how you want to handle them. And it's fun. It's exciting. I have incredible people around me. I feel like all I have to do is say 'let's do this' and let them run with it. My daughter (Shanna Missett Nelson) is an incredible leader in the company as well. She's very creative. The idea is to keep being proactive and moving forward."

Keeping on moving

I asked Sheppard Missett what her vision is for the company in the next few years, her answer summarized in three words: "To keep going!". With customers who are loyal fans and have been Jazzercising 20, 30, 40 years, Sheppard Missett knows she needs to continue to fulfill their needs, while at the same time attract a new audience. Sheppard Missett also has the commitment to lift up other women who want to start their own franchise or business. "We'll continue to come up with new class programs and unique ways of communication. We're working on video on demand which will reach a different group of people, but also provide a new experience for our current customers. We're also looking at new ways to work with our instructor base. Jazzercise has always been a scalable business. We strive to be there for more women who want to be to be a part of our program either as an instructor or as a business owner."

Endurance

As someone who has dedicated her life to health and wellness, it is only fitting that Sheppard Missett shares some tips on how to live a healthy life. "I think what you're talking about here is sustainability. How do you sustain yourself as a human being? That, in

body fit by exercising and eating properly, getting check-ups, and paying attention to your wellbeing. And...

3. You have to feed your spirit – keep joy in your life. Give back. Three ways to do that are through volunteering, mentoring, and philanthropy. When you give back, and put joy in your life, you will feel better, look better, age better, and have a better quality of life."

After 50 years, there's something this successful woman entrepreneur carries with her wherever she goes that energizes her. "The memories I cherish the most are the relationships and the comments I get from people who have been touched by Jazzercise in one way or another. Maybe it's just helped them to feel better. But there's more to our program than just fitness. There's a community. I get letters from people from around the globe who are so grateful for that sense of community, who wake up and look forward to going to their 'happy place'. When people tell me Jazzercise is their 'happy place,' it fuels my motivation to keep making it better and better."

Lifting other women up

At a time when women are feeling even more empowered to start businesses Sheppard Missett is a living example that success can be long lasting. "The first piece of advice I'd give any woman is to do something you're passionate about. Passion enables you to work really hard because you will need a great work ethic as well as patience, perseverance, and courage. Passion helps you listen to your gut. It also helps you to be okay with being different because that means you are unique and special. Secondly – don't be afraid to change. Lastly – nurture and feed your inner self by working on that balance between mind, body and spirit."



The first Jazzercise Instructor's International Convention at Mira Costa College in Oceanside, August 1982.

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**LIGHT Helmets empowers players at all levels to maximize their potential and enjoyment of the game by equipping them with the most innovative helmets available on the market.**

» **SPOTLIGHT**  
Continued from Page 1

in helmet weight, up to 60 percent compared to some competitive helmets. While the majority of football helmets used today weigh between four-to-six pounds, LIGHT Helmets’ football helmet will weigh just over two-and-a-half pounds depending on how they are configured. Light weight is a factor in safety and performance on field. “The more weight you put into impact, the more kinetic energy is generated and the more potentially dangerous those impacts become,” said Justin Bert, COO at LIGHT Helmets. “Our focus on reduced weight will not only improve player performance, but also reduce fatigue and injury. Football deserves this helmet and

in the coming months we will be transitioning this same technology to other contact sport helmets.” LIGHT Helmets has a diverse advisory board – including Dr. Shawn Evans, Chief of Staff from Scripps and Dr. Tal David, former head physician of the Chargers. LIGHT Helmets is fully engaged with the NFL and other safety entities. After an initial focus on lightweight football helmets, LIGHT Helmets will expand in the hockey, lacrosse and baseball markets. LIGHT Helmets also has plans to revolutionize helmets for a wide range of professional industries. LIGHT Helmets’ first helmet, the LS1, will be released in the spring of 2019. For more information about LIGHT Helmets go to [lighthelmets.com](http://lighthelmets.com).

# Haynes reflective at final report to community

**Cal State San Marcos** President Karen Haynes reflected on her long, distinguished tenure and highlighted the university’s growth and accomplishments over the years during her 15th and final Report to the Community address on Feb. 7. As part of the annual event on campus, it was revealed that CSUSM raised \$55,035,210 in its first comprehensive fund-raising campaign, *Forward Together*, blowing past its goal of \$50 million. Haynes initiated the Report to the Community address in 2005, and it has become an annual tradition in which she spotlights CSUSM’s achievements to a broad cross section of regional business, non-profit, education and government leadership. The sold-out event this year featured more than 600 attendees. Haynes, the longest-serving president in the California State University system, announced last fall that she will be retiring at the end of June along with her husband, Jim Mickelson, the director of ACE Scholars Services, CSUSM’s cutting-edge program for former foster youth. “While there have been many beginnings for us during these 15 years, as our retirement approaches, farewells are less common,” Haynes said. “However,



**President Karen Haynes reacts to the crowd after being introduced during her final Report to the Community address. Photo by Andrew Reed**



**DR. PATRICIA L. PRADO-OLMOS**  
Vice President of Community Engagement  
CALIFORNIA STATE UNIVERSITY  
SAN MARCOS

what remains for us, in our crystal-clear vision, is our optimism for the future of this very special place. The teamwork within our university, the partnerships with external entities. These provide us with a great source of satisfaction, but more importantly, they support our certainty that the successful trajectory of this campus is assured.” Haynes told the story of how she and Mickelson first visited CSUSM in the

summer of 2003 after she had been nominated for the presidency. She said they examined regional demographics, traveled to North County to explore the area, and walked the campus incognito. “What we discovered was a place full of opportunities and potential,” Haynes said. “I knew that my preferred leadership style was not to be a maintenance leader and hoped that my predilection for visioning and growing organizations might be a fit. So I threw my fuchsia suit into the pool of nominees and, well, 15½ years later, I can say to you that I was right. “Not only did my leadership style fit this young campus, but this campus and this community were ready and willing to embrace the challenges, opportunities and changes

**// This campus and this community were ready and willing to embrace the challenges, opportunities and changes to move us to where we are today.”**

**Karen Haynes**  
President  
*Cal State San Marcos*

to move us to where we are today.” A big part of the legacy of Haynes will be the undertaking and success of *Forward Together*. Under Haynes’ leadership, CSUSM not only reached its \$50 million goal, it exceeded it by more than 10 percent. “What President Haynes and I both knew was that we could pull together a great campaign, that non-alumni would contribute, and that everyone would want to be on this winning team,” Jack Raymond, the chair of the CSUSM Foundation Board, said before announcing the final *Forward Together* total. Raymond also announced that the campaign featured 9,290 unique donors and 6,629 first-time donors.



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Students from Carlsbad High School and Sage Creek High School competed in the Women's Hackathon held at Cal State University San Marcos last October.

## Carlsbad Unified's STEAM girls

As more opportunities arise for women to pursue careers in Science, Technology, Engineering, the Arts, and Mathematics (STEAM), Carlsbad Unified School District takes pride in its new generation of STEAM Girls. Some of these talented young women are demonstrating their skills in programs such as the *Women's Hackathon* and the *Project Lead The Way* (PLTW) Engineering pathway. Other girls are learning coding, electronics, design, and science in classrooms across the district.

In October, six students from Carlsbad High School (CHS) and Sage Creek High School (SCHS) competed in the *Women's Hackathon* held at Cal State University San Marcos. In the *Hackathon*, high school girls and college women work in teams to create technology solutions for selected nonprofit organizations, with the assistance of professionals from local industries who serve as mentors or judges.

Teams from Carlsbad Unified won two of the top awards in the competition. Claire Perhach, Kendall Schubert, and Margaret Yao from SCHS—and Hannah Ghassemian, Hanna Hong, and Kayla Choi from CHS—used their analytical and coding skills to solve a problem for a nonprofit organization, and then did a presentation on their solution to a team of judges.

The Foundation for Animal Care and Education, a nonprofit that



Superintendent  
CARLSBAD UNIFIED SCHOOL DISTRICT

provides grants for people unable to afford emergency or critical care for their pets, wanted to establish a forum on its website to give those people information about pet services in their area. Claire Perhach, Margaret Yao, Hannah Ghassemian, Hanna Hong, and Kayla Choi, through brainstorming and with some guidance from their mentors, were able to use Facebook Artificial Intelligence (AI) technology to set up a "chat bot" that could provide location access information to users based on keywords.

Kendall Schubert's team, made up of students from CSUSM and other high schools, also won in its category. The team took on a challenge for Hera Labs, a nonprofit that helps women launch and scale their businesses. The team's project was to create a small website to help keep Hera Lab's clients on track.

Dr. Saied Moezzi, who teaches AP Computer Science at CHS and Computer Science Principles at SCHS, says, "These students deserve to be recognized for their successes in the *Hackathon*. They are hardworking students who excelled in a field of

top students from across the county."

Physics and Engineering teacher James Fieberg is proud of the girls in his 4th year Project Lead The Way Engineering class. There, groups of students are creating innovative solutions to well-researched problems. For example, Bonnie Brasher and Zyra Kingston are working with other students to design a cheaper version of noise canceling headphones. As Bonnie says, "The best part of PLTW is that what we learn is applicable to getting jobs and being ready for college. There are lots of interesting internships and field trips." Bonnie wants to study aerospace and mechanical engineering in college. Zyra is interested in mechanical, architectural, or civil engineering.

Kirsten Steele and Keely Hsieh's group is designing a hydration monitor that fits on your arm and, using bioelectrical impedance analysis, measures how much water is in your fat/skin. The monitor transmits through bluetooth, so you can read the results on a smartphone app. A runner or a laborer who works in the hot sun would be warned if they became seriously dehydrated. Kirsten would like to study mechanical engineering. Keely is interested in mechanical and computer engineering and wants to be involved in design.

At Carlsbad Unified, the Future is Now—and our girls are up for the challenge.

## Springtime at the Farmers' Market

Whether you are trying to be healthier by eating the color of the rainbow this year, or you've just always been drawn to fresh-from-the-farm produce, the State Street Farmers' Market has your back.

The State Street Farmers' Market, also known as the Carlsbad Farmers' Market, has been in operation since 1994. It celebrates the heartbeat of Carlsbad by being right downtown, every Wednesday, amongst the boutiques, art galleries, and restaurants that make the Village thrive. Visitors can enjoy lunch at a curb café on State Street and watch the market come alive before shopping for produce, artisan foods, and one-of-a-kind handmade delicacies. Or, after a long day at work, visitors can drop by for a bite to eat at one of the unique artisan food vendors at the market, such as Masala Cottage, Thai Style, or Nomad Vegan, before grabbing some delicious organic produce.

The State Street Farmers' Market offers over 20 farmers' booths specializing in fresh, locally-grown citrus, tomatoes, avocados, mushrooms, greens and more. Gorgeous flowers, succulents, and bedding plants can also be found. Even nuts and local raw honey can be found at the market.

In addition to its 20 farmers' booths, the market also offers over 30 booths covering everything from



Executive Director  
CARLSBAD VILLAGE ASSOCIATION



cheesecake in a cup, to organic kombucha, to artisan loaf breads, to crunchy, vegan croutons. Hand-crafted items such as soaps, body butters, knit caps and jewelry make perfect gifts and round out all the wonderful food vendors.

With an increasing emphasis on what goes into our bodies these days, we are pleased to say that our market offers a wide variety of gluten-free and vegan options, in addition to its certified organic produce.



Spring is here and so are extended hours for the Farmers' Market. Starting on March 13, the market will open at 3pm and close at 7pm.

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## INDUSTRY FOCUS

# Fit for Life

**M**aintaining wellness is a journey. Beyond eating right and staying active, the path starts with a decision. A decision to take control of the challenges ahead of you. Whatever the obstacles you have to overcome, it is important to remind yourself that you don't

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Fit for Life

Healing from the root

What do you think of when you hear the words “doctor’s appointment”? Perhaps you envision a brief meeting with an individual in a white lab coat – someone who cares for you and your health, but due to various factors may only have a small window of time for your visit. Well, that isn’t the picture that Juergen Winkler, MD, founder of Quantum Functional Medicine and Carlsbad Integrative Medical Center wants for his patients. His desire is that each patient experience patient-empowered care originating from a Functional Integrative approach to health care. An approach that takes the time to look back in order to locate and remove root causes, in addition to treating the current condition.

Let’s take a quick look at how Dr. Winkler’s Functional approach to medicine evolved. Dr. Winkler earned his Doctor of Medicine degree from University of Maryland Baltimore. He completed his Residency in Family Practice at the San Bernardino County Medical Center and is licensed by the state of CA. Dr. Winkler served as an Air Force physician,



Dr. Juergen Winkler, MD is the founder of Quantum Functional Medicine in Carlsbad and Carlsbad Integrative Medical Center.

followed by years of private practice, as well as being a staff physician and Medical Director in home healthcare. When asked why he chose to devote his life to the healing arts, he replied, “originally I was inspired to become a practitioner because of my interest in finding the root cause of disease and the desire to alleviate suffering. However, my mother-in-law’s suffering with pancreatic cancer served as an incentive to get even more serious about helping patients with chronic debilitating health conditions. I began deeper research into the philosophy, methods and outcomes of integrative

and functional health care practices. It is my desire to offer treatments designed to specifically deal with each individual’s need. Our clinics exist to provide the community with health, hope and relief of suffering through in-depth, individually based care, drawing from a vast diversity of treatment options, addressing genetics, environmental exposures, lifestyle, and emotional/physical makeup, each of which is an influence in chronic disease.”

For information about Quantum Functional Medicine and Carlsbad Integrative Medical Center visit online: [QFMED.com](http://QFMED.com) and [carlsbadimc.com](http://carlsbadimc.com)



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Juergen Winkler, MD, ABIHM, ABOIM

*Functional medicine is a systems oriented approach specific to each individual. It involves a partnership of the patient and practitioner to address underlying causes of disease. It addresses the whole person with regard to their individual genetics, environmental exposures, lifestyle factors, spiritual, emotional and physical makeup. Each of these factors is an influence in chronic disease and our goal is to address each one in order to bring about health and vitality.*

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# Fit for Life

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Naturopathic medicine is a distinct primary health care profession, emphasizing prevention, treatment and optimal health through the use of therapeutic methods which encourage the person's inherent self-healing process.

Located in Carlsbad, **Orian Wellness** is a place where people are empowered to understand their health concerns and inspired to be proactive in their journey toward optimal health.

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We use Prolotherapy and PRP (platelet rich plasma) for the treatment of damaged connective tissue leading to acute and chronic joint pain. When ligaments and/or tendons are damaged, joints can become hyper-mobile leading to degenerative changes such as osteoarthritis. Prolotherapy involves the injection of a mixture of dextrose, saline and lidocaine into the joint spaces. The solution initiates an immune response that includes an increased blood supply to the area and an increase in fibro-blast activity which results in new collagen

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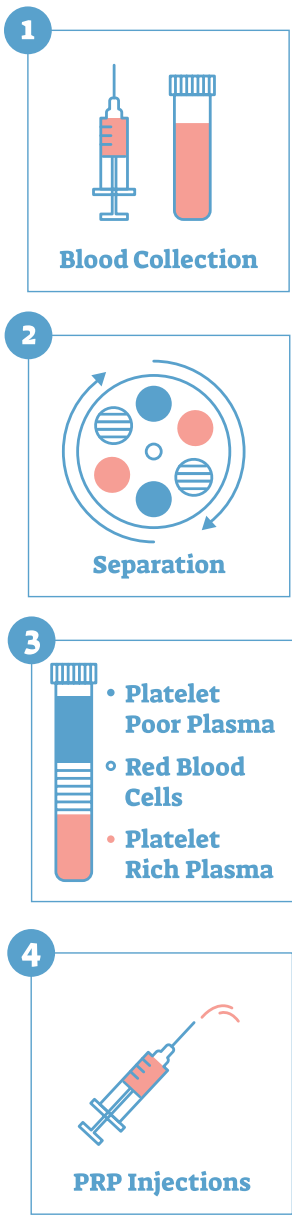
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Sharon Ewing can be reached at 760-310-0331 or [sharonlewing@gmail.com](mailto:sharonlewing@gmail.com)



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**Rio Dickens-Celestin, MD**  
an internist at Scripps Clinic, Carmel Valley.

**Try these simple ways to jumpstart your spring.**

**1. Shake up your fitness routine**  
Take advantage of a warm weekend to rethink your attitude toward exercise.  
"Instead of dreading it, think of exercise not as a workout,

**2. Rethink your diet**  
"It's important to make sure you're getting a balance of nutrients. Keep your food choices simple," Dr. Dickens-Celestin says.

# Fit for Life

## Four top tips for a healthy spring



Take advantage of a warm weekend to rethink your attitude toward exercise.

but as a chance to play and have fun," Dr. Dickens-Celestin says. "Get back to basics and re-discover activities or sports you used to enjoy, but haven't done in a while."

"Most nutrition experts agree that choosing whole, unprocessed foods, and reducing added sugars and portion sizes will improve your nutrition."

To reduce sugars, scan ingredients on packaged foods and choose those with little or no sweeteners, including corn syrup, evaporated cane sugar, dextrose and fructose. Bolster your

meals and snacks with more raw foods. An easy way to make sure you are loading up on fiber, vitamins and other nutrients is to enjoy spring's bounty of colorful fruits and vegetables.

### 3. Schedule time for yourself

Time alone helps you recharge and replenish. Schedule "me" time every day and make it a priority.

What you choose to do doesn't have to be complicated. Try soaking in the tub, enjoying a morning cup of coffee or taking a walk.

### 4. Do a digital detox

Don't let phones, laptops and tablets distract you from living your life. Rather than trawling social media, check out new activities or hobbies that might interest you, whether that is a new sport or volunteering. Time away from technology can help you feel more productive and boost your mood.

For more health and wellness tips, visit our website: [www.scripps.org/health-and-wellness](http://www.scripps.org/health-and-wellness).

## A place for turning grief into growth

### Expanded summer camp program for grieving children and teens



Camp Spero offers kids, ages 7 to 17, a weekend filled with traditional camp fun and grief-related activities.

other kids who are facing similar challenges. Newcomer Camp: May 31 - June 2; Alumni Camp (for kids who previously attended bereavement camp): July 26 - 28. Applications are available

online at [www.elizabethhospice.org/campspero](http://www.elizabethhospice.org/campspero). For more information, call 760.796.3705.

Caring for the community's children is a key element of the mission at The Elizabeth

Hospice. The organization offers the most comprehensive range of children's bereavement services in San Diego County and Southwest Riverside County. Their highly trained, compassionate professionals and volunteers support children through their grief and loss and help them rediscover hope for the future. School-based grief support groups, evening grief support groups, and summer bereavement camps are free of charge and open to the community, including those who do not have a patient affiliation.

To learn more, visit [www.elizabethhospice.org](http://www.elizabethhospice.org). Follow them on Instagram @CampSpero

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Elizabeth Hospice patient Carmin, at home with her family.

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## Andrew & Carol Worthington Explorers of life

With a fondness for kayaking and sunset-watching, Andrew and Carol are routinely found pursuing their creative and varied interests in coastal North County San Diego.

After decades on the east coast, they headed out west and arrived somewhat unexpectedly upon Carlsbad By The Sea. Discovering such a warm community—both literally and figuratively—was fortuitous.



They have taken root on the west coast. They explore the galleries and cafés in the village, they hit the beach and the surrounding trails, and the sunrises and sunsets bookend their full days here.

With so much to do, it's hard to settle down, but they're glad they didn't wait too long. This is the perfect time and the perfect place to land. And there's still plenty to explore. After all, retirement is the age of discovery.

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# Fit for Life

## A health partner during an emergency

**Urgent Care 3D** is the most accessible and innovative provider for urgent and primary care needs of adults, pediatric and senior patients in Carlsbad and surrounding North County San Diego. Their board certified medical directors and family medicine certified providers have extensive emergency and family care experience.

Urgent Care 3D offers a wide-range of medical services including onsite X-rays, laceration repairs, treatment of acute illnesses and injuries. They also offer Primary Care services with appointments available seven days a week and convenient evening, weekend and holiday hours.

Urgent Care 3D enjoys providing personalized care to their patients. To ensure you are provided with the best customer service and medical care possible, patients are



**Urgent Care 3D offers a wide-range of medical services including onsite X-rays, laceration repairs, treatment of acute illnesses and injuries. They also offer Primary Care services with appointments available seven days a week and convenient evening, weekend and holiday hours.**

seen in our state of the art Urgent Care facility along with telemedicine services, when requested. Their wide range of services and extensive operating hours make Urgent Care 3D a leading medical provider in Carlsbad and surrounding areas.

Most insurances are accepted with no appointments necessary, walk-ins are always welcome and appointments as well as same day appointments are also available. Our

primary care services include annual physicals, sports physicals, and chronic conditions. Urgent Care 3D believes in a proactive approach to healthcare through routine check-ups and continuous care.

*Urgent Care 3D offers exceptional customer service in a warm, welcoming and stress-free environment. Visit them online at [www.urgentcare3d.com](http://www.urgentcare3d.com) or call 760-544-8233 for your next appointment.*



A few steps from the beach, Carlsbad By the Sea provides plenty of opportunities to enjoy retirement.

## Oceanview sunsets in the village

For centuries the ocean has been revered for its healing properties. At **Carlsbad By The Sea Retirement Community** the beach is in your backyard, a quaint village is next door and a sense of wellbeing is all around you. Some call it a natural paradise, some call it a resort, but our residents are fortunate enough to call it home.

Spending your time doing the things that mean the most to you -- that's what living at Carlsbad By The Sea is all about.

We are a continuing care retirement community with amenities that you might expect in a resort community. Our residents enjoy bicycling as well as aqua aerobics in our heated pool while others enjoy a "spa day," taking a morning beach walk, or reading a novel from our library.

Many life enrichment opportunities give you the chance to learn and improve your wood working, painting, bridge, billiards and dancing. Or perhaps you have a passion you would like to share with your new friends? And don't forget our social hour, one of the best attended events.

Perhaps most importantly, you will have the time to savor all that



**Enjoy resort style amenities at a retirement community that is truly 'by the sea'.**

living our community has to offer, thanks to our courteous staff who will take care of your weekly housekeeping, all indoor and outdoor maintenance, and the preparation of delicious menus in our beautiful bistro and dining room or ocean view patio.

Carlsbad By The Sea is an intimate community with fewer than 160 residences, including six premier oceanfront apartments built right into the bluff. Choose from more than 20 floor plans, with styles ranging from studios to penthouses. Patios or balconies expand your living space to take in the beautiful vistas and fresh ocean breezes.

Because we are a licensed continuing care retirement community, Carlsbad By The Sea offers additional care as you need it.

Truly Yours is custom designed assisted living and personal service delivered

to the privacy of your home at Carlsbad By The Sea. A personal care assistant provides everything from escort service to medication management to specialized treatments, all in the comfort of your home.

Carlsbad By The Sea Care Center offers many private, ocean view rooms, around the clock professional nursing, rehabilitative therapies like physical, occupational and speech therapy, specialized restorative nursing programs and wound care.

Carlsbad By The Sea Retirement Community celebrates its roots as a famous seaside resort by continuing to offer resort-like services in one of Southern California's most beautiful settings.

*For more information and to schedule a tour, visit [carlsbadbythesea.org](http://carlsbadbythesea.org) or call 760-720-4580.*

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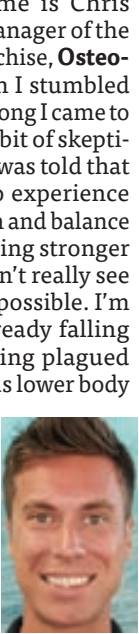
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# Fit for Life

## Be strong and pain free

Hi, my name is Chris and I'm the manager of the new local franchise, **OsteoStrong**. When I stumbled upon OsteoStrong I came to it with quite a bit of skepticism. When I was told that I was going to experience better strength and balance through building stronger bones, I couldn't really see how that was possible. I'm 31 and I'm already falling apart after being plagued with numerous lower body injuries in my eventful youth. I love to work out and had been working out routinely, but unfortunately, it had gotten to the point where I suffered from so much knee and hip pain that I had to quit altogether. I wasn't confident anymore and it truly left me in a slump. Nevertheless, my fitness goals, or more my inability to confidently achieve them, led me to pursue anything that could help.

After my first session at OsteoStrong I was left in a bit of awe. The session only lasted 10 minutes. How could something this quick and painless be so effective? After just 3 sessions I noticed



CHRIS CUNNINGHAM

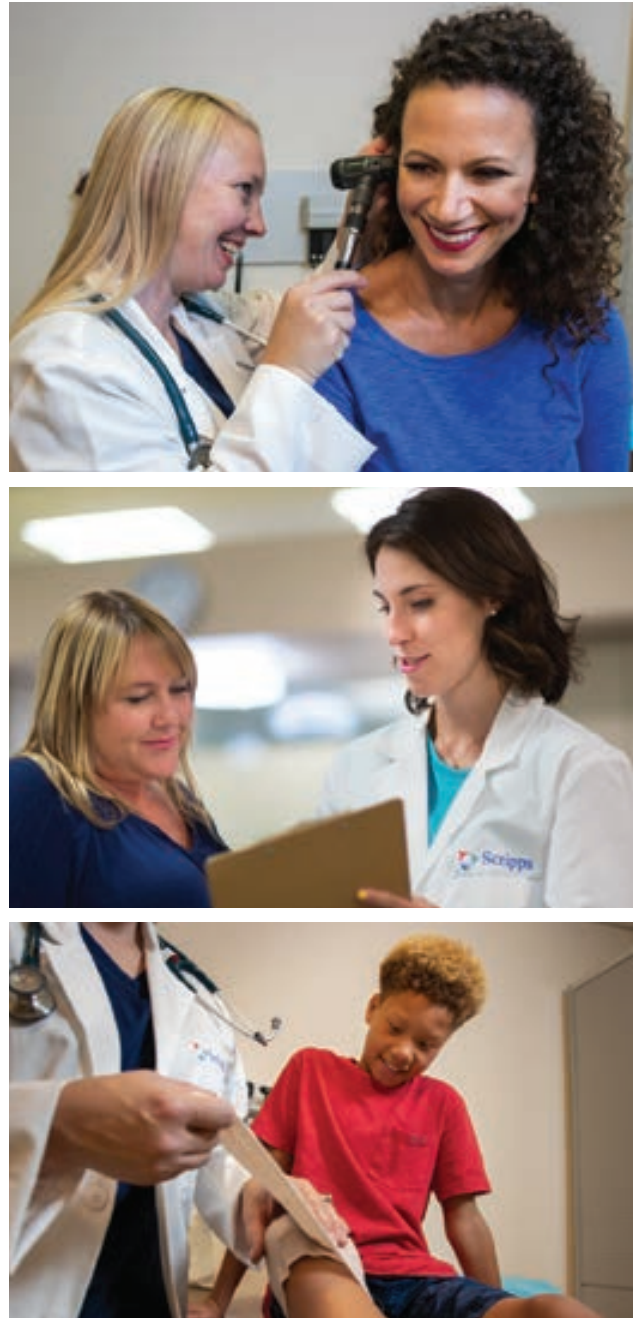


After his personal journey to find lasting pain relief took him to OsteoStrong, Chris Cunningham became the manager of OsteoStrong in Carlsbad.

an incredible difference in my balance and noticed an absence of my pains. So, I decided to get back to the workout grind. My runs were easy! My lifts were stronger, and my endurance was longer. The best part was that I did not experience that miserable hip and knee pain I would normally get. Seriously, no pain!

Now, without the pain holding me back, I am hoping to push myself a little farther than before and compete in a physique competition. The training requires heavy lifting which puts strain on the joints and before OsteoStrong this would not have been an option. OsteoStrong has truly given me my youth back. I would love for you to experience the same results. Because this may all seem too good to be true, I'd love to offer you your first session for FREE.

Please call 760-607-6968 to take advantage of this opportunity.



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Walk in, call 858-554-7439 or visit [Scripps.org/HereForYou](http://Scripps.org/HereForYou) to view online wait times and hold your place in line.



# Fit for Life

## Stairlifts: Bringing sexy back

I first met Millie at Bingo Night in a local retirement community. Millie moved into the retirement community fourteen years ago, when she could no longer navigate the stairs in her home. We talked about kids, grandkids, what she liked most about the community, and what she missed most about the home she'd left.

As the bingo caller stepped up to the table, Millie turned to leave, and I caught a glimpse of the bumper sticker on the back of her scooter: "There Goes Sexy".

I started to think about the limitations that brought Sexy Millie here. Stairs – just a few planks of wood – had forced her from her beloved home and the memories it held. I couldn't help but think that a simple stairlift solution



Stairlifts can offer the freedom to stay safe and independent, rather than being uprooted from the comfort and familiarity of home with a stressful move.

might have allowed her to remain at home longer, and safer.

Stairlifts are motorized chairs that carry users

up and down the path of a staircase. For folks like Sexy Millie, stairlifts can offer the freedom to stay safe and independent, rather than being uprooted from the comfort and familiarity of home with a stressful move.

**101 Mobility of San Diego** offers a range of stairlifts to fit any situation. Our consultative approach with a Certified Aging in Place Specialist helps assure that customers can safely navigate their stairs, allowing them to stay in the homes they love.

Millie is staying put in her retirement community for now, but there's always a chance that a stairlift could be bringing sexy back home.

For more information go to [sandiego.101mobility.com](http://sandiego.101mobility.com)

## Learn 5 simple ways to take better care of your heart

Sometimes it seems like research around the science of heart health is contradictory. Is dark chocolate heart-healthy or not? What about wine? What are the latest findings about meat and dairy with regard to heart health?

Poulina Uddin, MD, a cardiologist at **Scripps Clinic**, helps you cut through the confusion with time-honored advice to keep your heart healthy.

**1 Lose excess weight**  
"The more extra weight you carry around, the harder your heart has to work just to get you through the day," says Dr. Uddin. Plus, excess weight increases the risk of high blood pressure, high cholesterol and type 2 diabetes, none of which bode well for your heart. For many people, just a few changes in eating and activity can result in significant weight loss. Others may need the structure and support of medical weight loss supervision, but the effort is worth it. Lose excess weight, and you'll not only generally look and feel better, you'll also have a healthier heart.

**2 Eat (and drink) smart**  
The smarter you are about what you eat and drink, the easier it will be to maintain a healthy weight — and a healthy heart. Build most of your meals around fresh, whole foods, such as vegetables and fruits. Many of these are high in antioxidants that help promote a healthy heart. "Antioxidants are the reason dark chocolate and red wine come in to play; these also contain antioxidants that can benefit your heart," says Dr. Uddin, although she's also quick to note that too much of either do more



It is always a good time to check your heart's health.

harm than good. Round out your meals with whole grains, low-fat or nonfat dairy products, and protein sources, such as fish, poultry, lean meats, legumes and beans. Minimize your intake of saturated fats, processed foods and "empty" calories — candy, cookies, chips, pastries and soft drinks that offer little by way of nutrition and lots of fat, sugar and salt.

**3 Check your cholesterol**  
There are two kinds of blood cholesterol: LDL ("bad" cholesterol) and HDL ("good" cholesterol). A build-up of LDL cholesterol can clog your arteries, which increases your risk of heart attack or stroke. "Good" HDL cholesterol carries "bad" cholesterol away. Ask your doctor how often you should have your cholesterol levels checked. A low-fat diet and regular exercise can help keep your cholesterol levels where they should be. In some cases, if your cholesterol is elevated, your doctor may also prescribe cholesterol-management medication.

**4 Be active**  
Your heart is a muscle. Like any muscle, exercise will make it stronger. "One of the best things you can do for your heart

is to commit to getting in at least 30 minutes of physical activity almost every day," says Dr. Uddin. Choose something you enjoy, such as walking, biking or swimming. If you like to watch TV in the evening, try walking in place or jumping jacks instead of sitting on the couch. If time is an issue, try exercising in smaller "chunks" of time, such as 10 minutes two to three times a day.

**5 Quit smoking**  
"Smoking is a very important risk factor in the development of cardiovascular disease, and it's the most preventable," says Dr. Uddin. Quit smoking, and your risk starts to drop within days. Secondhand smoke can also harm your cardiovascular system, so avoid smokers and smoky places, too.

**Talk to your doctor**  
In addition to making lifestyle choices that benefit your heart, talk to your doctor about other risk factors that may influence your heart's health; for example, a family history of heart problems. Together, you and your doctor can assess your risk and determine a plan for optimal health. It may even include a few bites of chocolate and a glass of red wine.

## Be together, independently.

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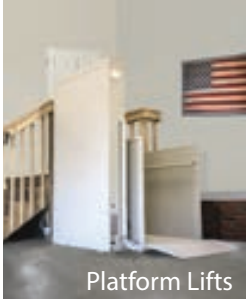
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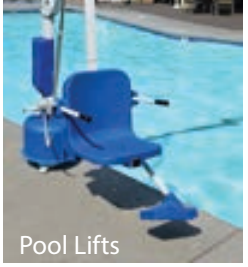
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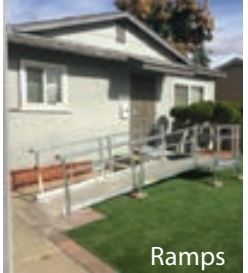
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Darryl Reitmeyer | Director of Sales & Marketing | 760.931.8400 | darrylr@carlsbad.org

# Fit for Life

## The Joint Chiropractic opens first chiropractic office in Carlsbad

The **Joint Chiropractic – Carlsbad** has opened its doors. The new chiropractic office is located at 6965 El Camino Real Suite D-104, where local residents can easily and affordably access routine chiropractic care.

Led by Dr. Scott M. Lund, D.C. and Dr. Kayla Biewer, D.C., The Joint is sure to “adjust” the accessibility and ease of chiropractic care for Carlsbad patients with its no-appointment, no insurance and no-hassle business, as well as a team of experienced local chiropractic care experts. The Joint’s unique membership model allows patients to conveniently seek pain relief and prevention. With more than 425 clinics nationwide and nearly 5 million patient visits annually, The Joint is a leader in the chiropractic profession. This is The Joint’s first location in Carlsbad. “We are eager to educate the community about the health benefits of chiropractic care,” said Dr. Lund. “At The Joint, we are very passionate about meeting each patient’s specific needs. Customizing each adjustment to

The Joint’s unique membership model allows patients to conveniently seek pain relief and prevention from experienced local chiropractic care experts.

the individual’s spine and other joints in the body is an effective way to relieve pain and promote overall wellness.”

“Chiropractic care is an important aspect of overall holistic health. Everyday activities such as sitting at a desk or looking down to check our phones take a toll on our bodies, especially our spine health. A key to preventing and managing pain is routine chiropractic adjustments,” said Eric Simon, Vice President of Franchise Sales and Development at The Joint.

For more information on The Joint Chiropractic, visit, [www.thejoint.com/california/carlsbad/carlsbad-31187](http://www.thejoint.com/california/carlsbad/carlsbad-31187)

**Business Structure**  
The Joint Corp. is a franchisor of clinics and an operator of clinics in certain states. The Joint Corp. and its franchisees provide management services to affiliated professional chiropractic practices. This clinic is owned and operated by Harkins Chiropractic Corp of Southern California PC and managed by The Joint Corp.

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RECOVERY  
WELLNESS®

NEW PATIENT SPECIAL

\$29\*

Consultation | Exam | Adjustment

———— \$39 Value ————

No Appointments | No Insurance Needed | Open Evenings & Weekends

Make this summer a season for living life on your terms. Licensed chiropractors at The Joint help provide pain relief and preventative care, so you can live life to the fullest. Chiropractic can help with back and neck pain, joint discomfort, allergies, migraines and more. **Stop by a clinic today!**

**Carlsbad - NOW OPEN**  
(760) 448-6355 | [thejoint.com](http://thejoint.com)  
6965 El Camino Real Suite D-104  
Carlsbad, CA 92009

\*Offer valued at \$39. Valid for new patients only. See clinic for chiropractor(s)' name and license info. Clinics managed and/or owned by franchisee or Prof. Corps. Restrictions may apply to Medicare eligible patients. Individual results may vary. © 2019 The Joint Corp. All Rights Reserved.



# MEMBER DIGEST

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- > First Friday
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- > Chamberpl8tes
- > New Members

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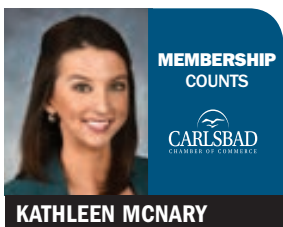
VOL. 36, NO. 3

AN AWARD-WINNING, MONTHLY PUBLICATION OF THE CARLSBAD CHAMBER OF COMMERCE

MARCH 2019

# Make someone like you in 17 seconds

On Thursday, March 14, 2019 from 11:30am - 1pm the Chamber will host the **17-Second Commercial workshop**. Brought to you by the **Business Resource Committee**, this event teaches members how to connect with their business prospect's needs and wants efficiently. Our Chamber offers multiple opportunities to use the skills learned in the workshop and connect with others. Some of them are large events, such as the **Happy Hour 2.0** and



KATHLEEN MCNARY  
Director of Corporate and Member Relations  
CARLSBAD CHAMBER OF COMMERCE

the **First Friday Breakfast**. Others are more intimate such as **Coffee Connection** and **Chamberpl8tes**. For those of you who have not

experienced the Coffee Connection, this event is FREE for all members but it's limited to only 25 people, so RSVPing is a must! Coffee Connection this month is on Friday, March 15, conveniently the following day after the 17-second commercial workshop, so you can put your newly learned skills into practice. Chamberpl8tes is a more intimate networking opportunity. Organized by fellow Chamber members this event is limited to

eight professionals, who meet for breakfast, lunch or Happy Hour at a local Chamber member restaurant. Chamberpl8tes is an extension of the regular First Friday Breakfast program's facilitated networking. Each facilitator has completed a training class and participants only pay for their meal.

The best way to be prepared to any of these opportunities is coming to the 17-Second-Commercial workshop, which covers

the following:

1. How to instantly trigger interest in your business.
2. How to quickly and simply state what you do.
3. How to, in a matter of seconds, identify what services you can offer and how your business prospect will benefit.

If you'd like to sign up for this workshop, please email Kevin Monson at [kmonson@carlsbad.org](mailto:kmonson@carlsbad.org), or call 760-931-8400.



## Ignite Bistro & Wine Spot "Your Neighborhood Spot"

**Ignite Bistro & Wine Spot** is a casual, fun neighborhood spot with a lively atmosphere, great food specials, handcrafted cocktails, local beers on tap, and a wide selection of wines. Their menu offers everything from steaks to seafood, pasta and handcrafted pizzas. Try the award winning signature appetizer, *Man Candy*, a sweet & spicy bacon that will leave you wanting for more. With a happy hour seven days a week, weekend brunch with bottomless mimosas and live music Sundays, whether you are meeting family, friends, clients, or just popping in for a quick stop, there is always a friendly face and a great seat inside with a view of the lush patio. Ignite Bistro



The casual atmosphere of the patio at Ignite Bistro & Wine Spot is the perfect place for a meeting with family, friends, or clients.

is excited to host Chamber members for the Happy Hour 2.0 this month!

Go to [carlsbad.org](http://carlsbad.org) to register or call 760-931-8400  
Online registration - \$10  
Day of and at the door - \$15 cash.

**WEDNESDAY  
MAR 20  
5-7 PM 2019**

**ignite bistro**  
*Your Neighborhood Spot*  
6996 El Camino Real  
Carlsbad, CA 92009

## Why every CEO or founder should have a coach

Join us Friday, May 3 for our monthly First Friday Breakfast from 7-9 a.m. at the **Westin Carlsbad Resort and Spa**.

This signature facilitated networking opportunity, is one of the most popular and well attended Carlsbad Chamber events. Each attendee is assigned to a table of eight business professionals from all different industries. A trained facilitator guides the networking conversation which allows for more intimate relationship building and optimal efficiency.

### FEATURED SPEAKER

Jim Minarik, as a CEO, has an exceptional 25-year record of growing, managing and ultimately realizing value from U.S. and foreign public, private and private equity owned consumer technology businesses. Jim's successes include DEI Holdings Inc., where he and his team built a \$100 million single product category company into a \$430 million diversified consumer electronics manufacturer. During his tenure as chief executive officer of DEI from 2000 to 2016, Jim consistently demonstrated his ability to recognize opportunity to create hundreds of millions of dollars of shareholder value. He navigated the great recession by implementing a rapid "right sizing" that reduced staff from 625 to 400 and operating expenses by \$35 million.



JIM MINARIK



Jim will explain "Why every CEO or Founder should have a Coach."

### You will learn:

- Why coaches aren't just for sports.
- How you can win big with an effective coach.
- How to find a coach that's right for you.

Come find out how you can help your business grow!

The cost is \$34 for Chamber members who register before Friday, April 26. Afterward, the cost is \$55 for preregistration and \$60 at the door. To register, visit [carlsbad.org](http://carlsbad.org). Prospective members must contact the Chamber at (760) 931-8400.



## NAVIGATE CARLSBAD

with the 2019 Carlsbad Business Directory and Area Map

**Reserve your ad space today!** Reservation deadline April 22

Darryl Reitmeyer | Director of Sales & Marketing | 760.931.8400 | [darrylr@carlsbad.org](mailto:darrylr@carlsbad.org)



MEMBER RENEWALS

Callaway Golf
Carlsbad Auto Service, Inc.
Carlsbad Coastal Dental, Michael Thylin, D.D.S
Carlsbad Premium Outlets
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Chick-fil-A at Quarry Creek
Diamond Environmental Services
Elevated
Faith Community Church
Felix’s Creative Flavors Catering & Events
Fortis Fitness and Strength Training & YOGALUX
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Procopio, Cory, Hargreaves & Savitch, LLP
San Diego Leadership Institute
San Diego Orthobiologics Medical Group
San Diego Tenant Advisory, Inc.
Seagate Condominium
Sheraton Carlsbad Resort & Spa
The Elizabeth Hospice
Tinleaf Fresh Kitchen
TSC Accounts Receivable Solutions
Walters Management

MEMBERS ON THE MOVE

JOYCE NOVAK NAMED BRANCH MANAGER OF FAIRWAY INDEPENDENT MORTGAGE CORPORATION



NOVAK

**Fairway Independent Mortgage Corporation**, ranked as one of the top five mortgage companies in America, is pleased to announce that Joyce Novak has been named branch manager of the office located at 2386 Faraday Avenue, Carlsbad. Joyce has more than 20 years of experience in the home mortgage industry. She joined Fairway in Carlsbad in 2018.

WELCOME NEW BOARD MEMBERS

The Carlsbad Chamber of Commerce is excited to announce its new board members for 2019: Aaron Byzak - Tri-City Medical Center, JR Phillips - The JR Phillips Group Inc., Don Sando - Strategic Results Group and Liz Sheahan - The Jacobs and Cushman San Diego Food Bank. Welcome to our Board of Directors and thank you for your dedication to our Chamber!



BYZAK



PHILLIPS



SANDO



SHEAHAN

NEW MEMBERS

Attorneys

**Law Office of Thomas E. Ladegaard**  
Thomas Ladegaard  
5927 Balfour Court, Ste. 202  
Carlsbad, CA 92008  
(858)699-2461  
ladegaardlaw.com  
Thomas is a business attorney in his 16th year of practice. He focuses on litigation, entity formation, contracts and trademark registrations.

Beauty Salons & Day Spas

**Sherry DeJong Hair Stylist & Colorist**  
Sherry DeJong  
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Leucadia, CA 92024  
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I specialize in color, cutting, highlighting, men’s gray color blending, and hair smoothing treatments. All personalized to your hair, your styling skills and lifestyle.

Business Consultants & Services

**Lugo & Associates, LLC**  
Larry Lugo  
Carlsbad, CA 92009  
(760)237-0148  
We add our expertise to help you develop the regulatory and quality systems pathways needed to bring your medical device products to market.

Chiropractors

**The Joint Chiropractic Carlsbad**  
Brittany Olenick  
6965 El Camino Real, Ste. 104  
Carlsbad, CA 92009  
(760)919-4901  
thejoint.com/Carlsbad  
Welcome to The Joint Chiropractic Carlsbad. Our mission is to improve quality of life through routine and affordable chiropractic care. Our commitment to you includes no appointments, no insurance hassles, open 7 days a week including evenings and quality care from licensed professionals.

Education - Colleges & Universities

**Grand Canyon University**  
Andrew Desnick  
3300 West Camelback Rd.  
Phoenix, AZ 85017  
(619)481-8234  
gcu.edu  
Grand Canyon University is Arizona’s premier, nonprofit, private Christian university committed to delivering affordable, transformative higher education. Find your purpose at gcu.edu.

Gifts & Collectibles

**ILY Nature’s Light, LLC**  
Ugis Godigs  
San Diego, CA 92130  
(619)560-2110  
ilysoycandles.com  
ILY Nature’s Light LLC specializes in manufacturing candles from certified, environment friendly, renewable, biodegradable, nontoxic materials and production methods. We offer candle making workshops for corporate events and other.

Health & Wellness

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Annemarie Alf  
1281 Liberty Way, Ste. A  
Vista, CA 92081  
(760)231-0224  
olympusmovement.com  
We offer a unique holistic approach that gets to the root cause of your problems. We focus on improving your pain, hormone imbalance, fatigue, weight gain, and/or decreased sports performance.

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Santee, CA 92071  
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socialbuilds.com  
Remodeling & Additions, Kitchens, Bathrooms, ADA Accessibility, Design, Exterior Renovations, Hardscaping and Landscape Design.

Mortgage Lenders

**South Pacific Financial Corp**  
Stacy Hunjadi  
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Members of the NCYP participated in the NetWorkout on Jan. 29 at Fortis Fitness and Strength Training & YOGALUX.

North County Young Professionals

The North County Young Professionals (NCYP) is an organization founded to meet the social and networking needs of ambitious, young professionals in the North County region. Geared towards young professionals ages 21-39 or young at heart, the NCYP provides countless opportunities for professional development and making connections. In

January, members of the NCYP gathered at **Fortis Fitness and Strength Training & YOGALUX** for a “sweatworking” session - a boot-camp style class followed by drinks and appetizers. On Thursday, March 7, **Dave & Buster’s** in Carlsbad will host the NCYP for a teambuilding event filled with fun and games. *If you want to participate go to carlsbad.org or call 760-931-8400.*

  
**chamberpl8tes**  
chamberpl8tes provides an opportunity for 8 chamber members to meet for breakfast or lunch and learn more about each other’s businesses. A Carlsbad Chamber member plans and facilitates

  
at a local chamber member restaurant.  
*For more info call: (760) 931-8400 or visit carlsbad.org*  
*This program is open exclusively to Carlsbad Chamber members; and the only cost is the price of your meal. RSVP's are required by contacting the person listed next to the date.*

TUESDAY, MARCH 5, 2019  
11:30 am - 1pm  
**Nancy Jo Wright | 760-330-1344**

WEDNESDAY, MARCH 13, 2019  
11:30 - 1pm  
**Megan Schenck | 858-776-0427**

TUESDAY, MARCH 19, 2019  
8 - 9:30 am  
**Jani Jackson | 760-652-5060**



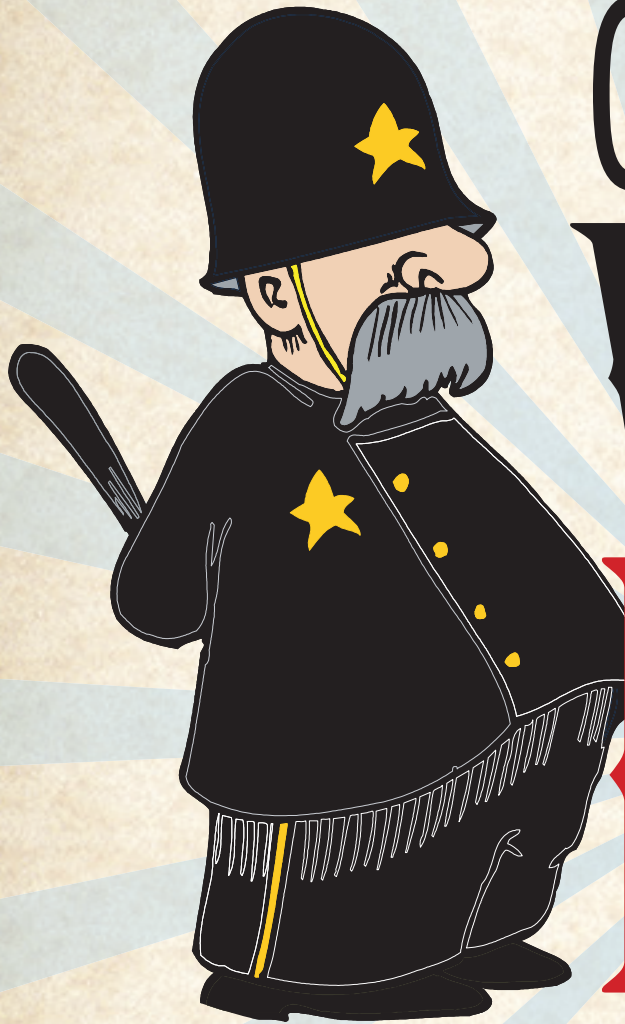
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# NAFTA 2.0 creates freer, fairer economic growth

SUSANNE T. STIRLING  
CalChamber

The United States-Mexico-Canada Agreement (USMCA) underscores a renewed understating among the USMCA parties on the importance of our mutual trading relationships.

The objectives of the USMCA are to eliminate barriers to trade, promote conditions of fair competition, increase investment opportunities, provide adequate protection of intellectual property rights, establish effective procedures for implementing and applying the agreements and resolving disputes, and to further trilateral, regional and multilateral cooperation.

With the support of the Consulates General of Canada of San Francisco and Los Angeles and the Consulate General of Mexico in Sacramento, experts convened at the CalChamber for a thorough update and discussion on the agreement with more than 100 attendees.

USMCA Background

The California Chamber of Commerce actively supported the creation of the North American Free Trade Agreement (NAFTA)



among the United States, Canada and Mexico, comprising 489.5 million people with combined annual trade with the United States being around \$1.139 trillion in 2017. In 2017, goods exports topped \$525.46 billion while goods imports totaled nearly \$614.02 billion.

President Donald J. Trump announced his intent to renegotiate NAFTA in May 2017. The negotiations started shortly thereafter, going through many rounds. In August 2018, the U.S. and Mexico reached a preliminary agreement, while the U.S. continued separate negotiations with Canada. In October, Canada and the U.S. came to an agreement right before a self-imposed deadline, reassuring the deal would remain trilateral. The pact was rebranded the United States-Mexico-Canada Agreement (USMCA).

Stability and Credibility

Consul General of Mexico in Sacramento, Ambassador Liliana Ferrer Silva told attendees that the USMCA provides stability and credibility for North American businesses and workers and will allow them to thrive and prosper.

“We are promoting, creating the best business environment possible for businesses to develop and grow in order to create and grow jobs,” Ferrer said. “Trade is fundamental, we are integrated to the world’s economy and Mexico has been able to grow in thanks to this integration.”

Mexico continues to be California’s No. 1 export market, purchasing 15.5 percent of all California exports. California exports

to Mexico amounted to \$26.7 billion in 2017, a slight increase from 2016.

Mexico has remained the United States’ second largest export market since 1995, with a total value of \$242 billion in 2017.

Building Things Together

Consul General Rana Sarkar provided a status update and insights about the approval process of the USMCA from a Canadian perspective.

“The point is not just that we have a joint economy, it’s not just that we sell to each other, but we build things together,” Sarkar said.

The United States and Canada enjoy the largest bilateral trade and investment relationship in the world. In 2017, two way trade in goods between Canada and the United

States topped \$582 billion. Exports to Canada were \$282.47 billion, making it the largest export destination for the U.S. According to the most recent figures, U.S. companies invested approximately \$353 billion into Canada and foreign direct investment from Canada into the U.S. was nearly \$453 billion in 2016. Canada has remained California’s second largest export market since 2006, with a total value of over \$16.7 billion in 2017 (9.7 percent of all California exports), as well as exporting \$9.2 billion in services to Canada. California imports \$28.7 billion from Canada.

The original NAFTA, which came into force in 1994, helped create an economically influential and competitive regional market of 480 million consumers and a combined gross domestic product (GDP) of \$21 Trillion (US). Nine new chapters have been incorporated into the USMCA—covering modern-day trade challenges including digital trade, regulatory cooperation, and North American competitiveness.

These represent some much needed updates to the original agreement, Sarkar expressed.

2018 Updates to the Agreement

The USMCA deal improves access to Canada’s dairy market for U.S. farmers, giving U.S. exporters an estimated additional 3.59% market share. It also provides for stronger intellectual property provisions, and tighter rules of origin for auto production according to the Trump administration.

The Chapter 19 dispute-settlement mechanism remains untouched, as Canada fought for, although the investor-state dispute settlement will be phased out for Canada and restricted to four areas for Mexico.

Canada also agreed to raise the threshold for applying duties to cross-border purchases, which was a key demand from the United States. The new de minimis level will be C\$150 (\$117 USD) for customs duties, up from C\$20 (\$15 USD).

Steel and aluminum tariffs imposed earlier in 2018 will remain in effect and are being dealt with separately. However, an agreement in the new pact increases by 800,000 the number of passenger vehicles that come across the border from Canada without being subject to a likely 25% duty.

MEMBER MARKETPLACE

Contact: Darryl Reitmeyer | Director of Sales & Marketing | 760.931.8400 | darrylr@carlsbad.org



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