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CARLSBAD



BUSINESS JOURNAL™

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

INDUSTRY FOCUS

Real Estate



See Pages
9-15

APRIL 2019



Over time, windows can lose their luster if they are not cleaned regularly.

Jump start your spring cleaning

CAROLINA ALBAN-STOUGHTON
Communications Manager
CARLSBAD CHAMBER OF COMMERCE

For many people April is the time to get their finances in order as the annual tax filing deadline approaches. For others, April and the spring season in general, is a time to get their houses and offices in order. However, many find this task daunting. To get some guidance on how to get started and make the process less dreadful, we reached out to one of our newest members, **Sparkle Freshness**, an eco-friendly commercial and moving house cleaning service in Carlsbad. CEO and Managing Partner, Stephanie Barneburg, says the best thing is to “do it over a weekend, a couple of days or two weekends in a row” that way the process won’t feel like it’s never ending. Barneburg also believes it is important to clean one room at a time. Avoid leaving a mess in one room and going into another room to clean.

Part of the spring cleaning challenge is also getting rid of things that have been collecting dust around your house and or office. “Declutter your closet.

SEE **CLEANING**, Page 6



A real connection

Step inside the Bressi Ranch office of **The Lund Team** and you soon realize that optimism is contagious.

Founder Carlton Lund’s perseverance is legendary. A former Chairman of the Chamber and 2007 Carlsbad Citizen of the Year with his wife Sandy, Carlton was an early champion of the once-controversial **LEGOLAND California Resort** project in the face of significant opposition. He later led a crusade to resurrect the historic Carlsbad sign in the Village, creating arguably the most recognizable landmark in the city.

After building their estate firm for over 37 years, Sandy and Carlton are gradually transitioning management to their sons Garrett and Tyson along with a 20 year veteran of the firm, Jeff Pashby. With energy matching his father’s, Tyson speaks to one of the reasons for the firm’s success. “A home is such a large purchase so people



AHMED HAQUE
Chairman of the Board
CARLSBAD CHAMBER OF COMMERCE

FROM THE
CHAIRMAN



are naturally fearful but we help them realize that challenges can be overcome. Dad makes an emotional connection with people. His enthusiasm is contagious” he says.

Garrett and Tyson have real estate in their blood. The Carlsbad natives grew up in numerous homes that their parents would fix and flip. “We grew up with talk of real estate at dinner and sitting in the car while my parents would drop off an offer” recalls Tyson.

Both held careers in other industries, Garrett in construction and Tyson in information

systems and staffing. Those backgrounds allow the brothers to provide skills complimentary to each other. Garrett’s strength is his knowledge of the physical product whereas Tyson excels in marketing. Garrett notes “It’s easy to get emotionally invested in a deal and that’s why I rely on Tyson to be a neutral party. There’s no my deal or his deal – instead we work as a team”. Carlton says of Sandy “When I married her I realized that one plus one equals three. She is the blood and soul of the business.”

Thriving for so long and remaining independent from a national brokerage, the Lund Team sets themselves apart from the competition by their deep experience and level of service. “We’re in the trust business. 60% of our business is from past clientele. A satisfied client is the most important weapon to protect your business. We have some customers that are

From left, Garrett Lund, Jeff Pashby, Sandy Lund, Carlton Lund, and Tyson Lund.

“We grew up with talk of real estate at dinner and sitting in the car while my parents would drop off an offer.”

Tyson Lund

SEE **CONNECTION**, Page 18

BUSINESS SPOTLIGHT

A printing partnership to serve North County

Two of San Diego North County’s longest standing and well-known commercial printers joined forces effective January 1, 2019. **ZUZA LLC**(formerly CPS Printing) and Golden State Graphics combine their respective decades of experience, talented teams and complimenting offerings to create the largest commercial printing company in San Diego North County. ZUZA has been known for years as one of the premier printing facilities in the County. ZUZA’s focus has been on both sheetfed and digital printing, as well as latest-generation software solutions that allow their clients to expand their reach by managing their marketing materials from anywhere in the world, 24/7. Golden State



ZUZA provides premier commercial printing services to the San Diego North County.



2304 Faraday Ave.
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zuzaMAM.com
(760) 438-9411

Graphics has built a loyal client following by bringing great value to their customers through sheetfed and digital printing as well as extensive post print fulfillment and large format graphics capabilities. Both companies focus on creating great client relationships

SEE **SPOTLIGHT**, Page 4

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Bret Schanzenbach
President & CEO
CARLSBAD CHAMBER OF COMMERCE

The state of commercial real estate

This issue of the Carlsbad Business Journal is focused on the real estate industry. And one of the most important sectors of the real estate industry is commercial real estate. Let’s take a look at how Carlsbad is doing in the commercial real estate sector today (thank you to Don Trapani from **San Diego Tenant Advisory, Inc.** for the latest statistics).

Anchoring the Ship

Carlsbad is the economic anchor of north San Diego County. The 78 corridor has approximately 57M square feet (sq. ft) of “industrial” space. Carlsbad is home to 15.5M sq. ft of that space, which is more than 27%. Carlsbad is also home to the most “office” space along Highway 78. With 15.3M total sq. ft of office space, Carlsbad accounts for almost half of that space with 7.4M sq. ft. The only sector that we don’t have the most space is the “retail” space. Carlsbad has 5.8M sq. ft of retail space, which is the third most among the five cities.

Vacancy Rates

Another key metric to follow to determine economic vitality is how well our property is being leased and/or occupied. Of the three commercial sectors mentioned, our strongest sector from an occupancy stand point is our retail sector. Our retail sector currently has only a 2.5% vacancy rate, lowest amongst the five cities along Highway 78. With a vacancy rate that low, it basically means that the moment something comes available, someone else is grabbing it.

However, our other two sectors have much higher vacancy rates. The overall vacancy rate for office space in the Innovate 78 corridor is approximately 13.9% with Carlsbad exceeding that at approximately 16.9%. That in and of itself is not a worrisome number as more and more workers are working remotely, mobile, or utilizing coworking spaces instead of leasing classic office space. The fact that we carry so much office space in Carlsbad and that our office vacancy rate isn’t higher is a testament to how strong our business climate is.

Industrial Vacancies

The surprising number is our industrial space which has an approximate 9.7% vacancy rate, the highest in our region. The rest of our neighbors are hovering between approximately 2% and 7.5%. Our industrial park is an economic driver for both Carlsbad and all of North County. That means that having a higher vacancy rate is something we need to keep tracking. However, it is not a number that raises too many red flags immediately. As with any “point in time” reporting, a variety of factors affects these percentages at any given moment. Over time we hope to see our vacancy rate parallel that of our neighbors. Here at the Chamber we are partnering with the City of Carlsbad and the San Diego North Economic Development Corporation to host some industrial “open houses” in the near future (first one in May). Keeping our industrial park humming is a top priority for both the city and the Chamber.

If you have any thoughts on efforts we can make to keep the Carlsbad business climate shining, please don’t hesitate to let us know.

Setting sight on solutions

The world is changing exponentially. Technology has altered the way we acquire information, how we share it, and what we do after we get it. It has changed how we conduct business in untold ways, and any business that fails to evolve is in danger of not just falling behind but closing its doors. The same holds true for cities. A city that fails to keep pace with expanding technology can lose contact with those it serves, ultimately failing to fulfill its mission.

There are countless ways in which the City of Carlsbad conducts business differently from 20, 10, even five years ago. Carlsbad has strived to be a leader in innovative solutions to civic problems, and continues its commitment to that goal.

Carlsbad recently hired its first ever chief innovation officer, David Graham, who most recently served as the City of San Diego’s deputy chief operating officer for smart and sustainable communities. Graham has extensive experience in implementing smart city solutions, helping create San Diego’s all-electric car fleet – a first for North America – and streamlining an open-data permitting platform.

Few cities have a chief innovation officer, and Graham said that Carlsbad is unique among cities its size, making it an ideal testing ground for civic innovation and solutions.

“You have an international tourist destination in LEGOLAND, the largest desal plant on the western side of the continent, global headquarters of companies like **Viasat**, seven miles of beaches, and you have a city with the second highest TOT (transient occupancy tax) in the entire region,” Graham said.

Combine those with good schools, a regional airport and forward-thinking industries, and Carlsbad has a lot to offer. But there are two sides to



Christie Marcella
Economic Development Manager
CITY OF CARLSBAD

every coin; with every advantage comes an accompanying challenge.

“As we approach buildout, the challenges of more people and less space become more palpable,” Graham observed. And one way to navigate such rocky waters is by employing technology to smooth the way.

“As I think about our position in the region and in the country, Carlsbad really has an opportunity to demonstrate why cities of 100,000 to 300,000 or even 500,000 people can be more nimble, agile and more connected to their residents in solving problems,” Graham said. “The key is using data to drive decision making. That is where to find the efficiencies, the improvements, the insights that will allow us to innovate – by creating a data platform that helps us understand processes and what our residents want and need, and finding solutions to those issues.”

Graham’s aim is to involve local businesses in helping solve problems that are typically seen as government

problems. The value is tapping into an extremely knowledgeable ready-made talent pool. Partnering with local businesses has the collateral benefit of keeping the business community engaged in civic affairs.

“Getting people and businesses to be a part of co-creating the city is a key part of deriving the insights the city can use to devise innovative solutions,” Graham said. “The more that people feel that their role is not just a seat at the table but a responsibility to the city that they’re in, the more likely we’ll be better able to find solutions that plague all of us.”

Graham hopes that in the future the city and its business community maintain a connection, and that local businesses will view the city as a laboratory for new ways to solve problems.

“I believe Carlsbad can be a sandbox for testing and trying new and different things and new and different ways of addressing civic challenges,” he said.

Sometimes keeping Carlsbad on the cutting edge of innovation is less complicated than it sounds. Graham jokes that he often hears people say they’d like to be the best city, or the smartest city, or the most connected city possible.

“How about just a more convenient city?” Graham responds. “Let’s shoot for that bar.”

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 Bret Schanzenbach at **760-931-8400**.



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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.”

CARLSBAD BUSINESS JOURNAL

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Make 'shop small' every day

Once a year on a day called Small Business Saturday, a Fall day sandwiched between Black Friday and Cyber Monday, we are reminded to celebrate small business in America. It is a day to applaud the entrepreneurs and solopreneurs who stepped out on their own to provide something amazing to the public. The goal of the **Carlsbad Village Association (CVA)** Carlsbad Village Association, however, is to make sure that we extoll the virtues of "shopping small" every day so that these small businesses continue to thrive.

To that end, the CVA is pleased to be hosting its *3rd Annual Spring Shop Hop* on Saturday, April 20, 2019 from 11:00 a.m. to 6:00 p.m. in Carlsbad Village. Check-in begins at 11:00 a.m. at the CVA welcome table located on the corner of State Street and Grand Avenue. The first 100 people to check-in will receive complimentary reusable shopping bags.

The event will feature shopping specials and discounts, merchant hospitality, light refreshments, food sampling, live music and a chance to win wonderful gifts from local Carlsbad Village businesses. Visit at least ten participating businesses listed on the Spring Shop Hop passport, have



The Carlsbad Village Association (CVA) will host its 3rd Annual Spring Shop Hop on Saturday, April 20, 2019 from 11:00 a.m. to 6:00 p.m.



CHRISTINE DAVIS

Executive Director
CARLSBAD VILLAGE ASSOCIATION



3RD ANNUAL SPRING SHOP HOP

WHEN: Saturday, April 20, 2019
11:00 a.m. to 6:00 p.m.

WHERE: Carlsbad Village.

INFO: Check-in begins at 11:00 a.m. at the CVA welcome table located on the corner of State Street and Grand Avenue. The first 100 people to check-in will receive complimentary reusable shopping bags.

hotels, salon and spa packages, dining and shopping certificates, entertainment tickets, and so much more!

This is a great opportunity to connect the community with the wonderful

small businesses in Carlsbad Village. It's a time to celebrate our Village as we welcome Spring to our downtown.

Small businesses make a major impact on our local economy. Because they are smaller, they can provide more hands-on customer service than larger stores, they provide greater access to product diversity, and they create a sense of community. Please join us for the Spring Shop Hop and celebrate the small businesses in Carlsbad Village.

For more information and updates about Carlsbad Village and Carlsbad Village Association events, please visit www.carlsbad-village.com.



The 2018 Ready Carlsbad Business Alliance Commitment to Preparedness Award was presented to Viasat. From left: Carlsbad Police Captain Neil Gallucci, Mary Brown, Environmental Health and Safety Manager at Viasat, Carlsbad Fire Captain Michael D. Calderwood and Ready Carlsbad Business Alliance Co-Chair and Board member, Josh Mazur (R).

Recognizing a "Commitment to Emergency Preparedness"

In a disaster, would your business evacuate or shelter-in-place – and how would you make that decision? Howdy, my name is Josh Mazur. As Co-Chair of the Ready Carlsbad Business Alliance (RCBA), I'd like to invite each of you to help us get the word out about being prepared for significant business and personal disruptions.



JOSH MAZUR

Strength in community stems from a desire to improve the quality of life for ourselves and our neighbors. But when disasters occur, not having a plan or being prepared, limits our ability to respond and recover collectively. Please take a moment to review

your Preparedness Plan and talk to those close to you about it. If you need more information on a preparedness plan you can start at carlsbadca.gov.

As a means to honor and provide examples of leaders in this area, the RCBA annually recognizes a company or organization with a "Commitment to Emergency Preparedness" award. The award is for demonstrated accomplishments and contributions that prepare employees, protect and continue business operations, and contribute to community recovery in the event of a large-scale disaster.

See page 16 for more details on how to nominate your business.

April in Bloom

SATURDAY, APRIL 27 - SUNDAY, MAY 5

You're invited to celebrate Spring with a Runway Fashion Show, a Live Butterfly Encounter, a Makers' Market, an Instagram Garden and Special Fashion Week Offers and Events at The Forum Carlsbad.

RUNWAY FASHION SHOW

Saturday, April 27, 1pm

Complimentary Lite Bites • Makers' Market • Runway Fashion Show
DJ • 200 Free Gift Bags (while supplies last)

APRIL IN BLOOM

Saturday, April 27 - Sunday, May 5, 10am-5pm

Live Butterfly Encounter by Butterfly Farms • Makers' Market
Free Make & Take Crafts • Instagram Garden
Fashion Week Store Offers and Events

Visit www.eventsforumcarlsbad.com
for full program details.



THE FORUM
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Komori presses at ZUZA are able to handle the most demanding print jobs.

» SPOTLIGHT

Continued from Page 1

by offering excellent customer service and delivering their customers an excellent print experience. Golden State Graphics owner, Alan Katz, and ZUZA president, Tom Hale, shared their thoughts on the merger. “We are very excited to join forces. This is an excellent opportunity to combine two great groups of employees and clients under one brand. It is also an excellent opportunity for both of our companies to bring our strengths together, to learn from each other, expand our offering and deliver our clients even more value than we have been able to offer independently. This merger will open new doors for us as a company, ensure a strong and growing future for our employees, and deliver an

enhanced offering to our clients.”

The newly formed ZUZA LLC leveraged its combined strength to continue to invest in the latest technology with a significant upgrade to their press lineup. Replacing presses that had been in service for years, they made the move to a new Komori GLX640C Press. This multimillion-dollar investment, coupled with ZUZA’s investment last year in some of the most advanced prepress and plating technology available to the industry, has positioned them as a technology leader in the San Diego print market. ZUZA Chief Operating Officer, Randy Brown, said, “After months of in-depth research and capabilities comparisons, we were impressed with Komori’s forward-looking approach. The speed, wide range of substrates, including up to a thickness of 40pt. and

sheet size up to 28x41, as well as production options like UV & HUV on this new press are unlike anything else we considered. With the investments we’ve made over the past year, we are confident that we will be delivering our customers the highest quality and greatest range of printed materials they can find anywhere.”

ZUZA LLC is an ISO 9001:2015 company. Their services include multi-channel marketing campaign services utilizing email, direct mail and custom landing pages as well as marketing asset management sites empowering companies to maintain brand & regulatory compliance and reduce obsolescence. Beyond those strategic services, ZUZA LLC offer the highest quality digital and sheetfed offset printing, as well as large format and complete bindery, and fulfillment services.




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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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A FAST way to identify early signs of a stroke

Anyone can be a hero merely by recognizing the F.A.S.T. warning signs of stroke so you're ready to take action! Learn as much as you can about signs, symptoms, and the science of what happens in your brain during a stroke.

Here are some crucial facts you should know about stroke.

1. Stroke can be prevented.

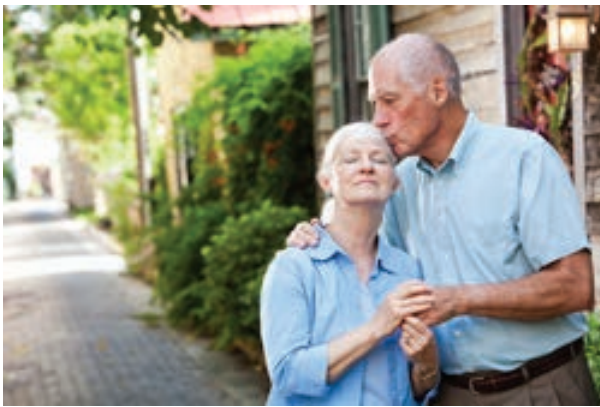
The major risk factors for stroke include high blood pressure, diabetes, elevated cholesterol, and smoking. In addition, being overweight, and sleep apnea are other common treatable factors.

2. Stroke is treatable.

Most strokes are caused by a blocked blood vessel in the brain, and with rapid treatment in the hospital, within the first few hours, effective interventions are available. Time is of the essence. Stroke is a brain attack, and every minute of untreated stroke can cause death of 2 million brain cells.

3. Stroke can be identified.

FAST is an acronym used as a mnemonic (a device used to assist in remembering something) to help detect and enhance responsiveness to stroke victim needs. The acronym stands for Facial drooping, Arm weakness, Speech difficulties and Time to call



The signs of a stroke are easy to identify. Once detected, call 911 immediately.



DR. JACK SCHIM

Neurologist
TRI CITY MEDICAL HEALTH

emergency services.

Facial drooping: A section of the face, usually only on one side, that is drooping and hard to move. This can be recognized by a crooked smile.

Arm weakness: The inability to raise one's arm fully.

Speech difficulties: An inability or difficulty to understand or produce speech.

Time: If any of the symptoms above are showing, time is of the essence;

FAST FACTS -

- 80% of all strokes are preventable
- Every 40 seconds someone in the U.S. has a stroke
- Nearly 2 Million brain cells die each minute a stroke goes untreated
- Stroke is a leading cause of long-term disability in the U.S.

When minutes matter stroke patients are seen immediately through Tri-City's accelerated "Pit Stop" program where emergency professionals meet the ambulance right at the emergency room doors.

call 911 or go to the hospital immediately.

To find out more about Dr. Jack Schim, or to make an appointment please call 855.222.8262 or visit tricitymed.org.

Testing the "contractor vs. employee" designation

CALCHAMBER

The California Supreme Court's April 2018 decision in *Dynamex Operations West, Inc. v. Superior Court of Los Angeles* completely changed the way in which an individual is classified as an independent contractor versus an employee in this state. In a recent edition of *The Workplace* podcast, CalChamber President and CEO Allan Zaremberg and Executive Vice President Jennifer Barrera review what the decision means for California employers and independent contractors.

As they point out, without a legislative fix, the *Dynamex* decision could jeopardize work opportunities and income potential for millions of independent contractors.

"The decision has made it less flexible and more restrictive on the ability for individuals to freelance and work as independent contractors," Barrera explains.

In *Dynamex*, the California Supreme Court abandoned a long-established balancing-of-factors test previously adopted by the court in a 1989 decision, *S.G. Borello & Sons, Inc. v. Dept. of Industrial Relations*



(48 Cal.3d 341). This previous approach weighed multiple factors in their totality to account for the variety of California industries and professions, as well as diversity of California's workers.

Dynamex jeopardizes freedom of choice for individuals and pushes them into a traditional employment model that lacks flexibility.

"As the decision stands right now, that is the concern. This one decision, that was dealing with the transportation wage order is now going to be applicable to independent contractors working in virtually every industry in California," Barrera explains.

Zaremberg says that the Legislature has an

opportunity to intervene and update California's outdated labor laws to reflect a modern economy.

The Wage Orders that were at issue in the *Dynamex* decision haven't been updated for over a decade; this was even before the smartphone was available, Barrera notes.

"Our laws have not reflected the modern economy and it certainly hasn't reflected the growing desire of individuals to have flexibility in their work, and wanting to have that flexibility is a big issue," she says.

The *Dynamex* decision is a great lesson about how the courts must deal with the facts in front of them. The Legislature is able to take testimony from all parties affected.

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www.MySDNC.com

DID YOU KNOW?



ALNC donated more than 4000 new books to local schools during the last fiscal year. In a collaborative event with *Barnes and Noble Book Store*, **ALNC** collected 2500 new books and individually wrapped them as gifts to students.

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WWW.ALNC.ORG

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10 a.m. to 3 p.m.

If you are interested in becoming a member or making a donation, visit www.alnc.org

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ALNC is an IRS 501(c)(3) corporation.

CLEANING

Continued from Page 1

During the next few cleanings declutter drawers and cabinets until you get to everything in your house”, advises Barneburg.

Freedom Window Cleaning owner, Lupe Hairston, emphasizes the importance of not neglecting your windows when you plan your spring cleaning. “Just like on any surface, dirt and the elements over time damage and lessen the luster of glass. It is also important for the functioning of the window itself, clean tracks are important for the long term proper functioning and proper movement of the window.

Think of a car that has never or very infrequently gets washed eventually the paint will loose its luster. That is what can happen to glass over time. Plus we live in Southern California where we pay a hefty sunshine tax so we might as well enjoy as much of it as possible.” Hairston believes that the best time to focus on cleaning the windows is “typically late March to early May so your windows will be beautiful for the spring and summer.”

If you don’t want to hire someone to come to your home or office, there are ways to do it yourself. “Get a bottle of dish soap, vinegar and bucket for water. The best way to apply the solution is with a strip

CLEANING SERVICES

Need some help with your spring cleaning? Professional help is only a phone call away.

Freedom Window Cleaning
(760) 598-5510

Naked Clean
(760) 720-3830

Scrub Doctors Home & Commercial Cleaning
(855) 332-0735

Sparkle Freshness Commercial Cleaning
(858) 352-9860

washer. Lastly, you need a good quality squeegee. An auto window squeegee won’t cut it. To clean the window apply the solution of 4 parts water, 4 drops of soap and a cap full of vinegar to the window with the strip washer. Scrub thoroughly . Squeegee dry to remove the solution and dirt. Voila!!! Clean windows.”

If you’d like to hire help for your spring cleaning, there are two additional members of the Chamber that can do that for you. **Naked Clean** offers fully customized, non-toxic, house cleaning. Their services are people, pet and planet friendly. If you need help with home and office cleaning, move outs, carpet cleaning, tile and grout, flooring cleaning, refinishing **Scrub Doctors Home & Commercial Cleaning** can also help.

Nordson’s ‘Tech Time Challenge’

What alternative energy source promises the most for our future? How does photosynthesis create an oxygen molecule — and then how does the molecule travel through the body when inhaled? Should we sell caffeine products in schools?

These are some of the real-world science questions that nearly 1,700 middle schoolers grappled with in March when they participated in **Nordson’s Tech Time Challenge** — a unique program offering students the opportunity to research, analyze, and create a project on a STEAM topic (Science, Technology, Engineering, Arts, and Mathematics). Nordson Corporation sponsors the Tech Time Challenge in partnership with the **Carlsbad Educational Foundation** and **Carlsbad Unified School District**.

Students from Calavera Hills, Valley, and Aviara Oaks Middle Schools submitted essays, marketing brochures, and posters showing their solutions to their STEAM challenges. Then a Nordson Tech Time School Challenge Assembly was held at each school to showcase the students’ work. The assemblies were fun and interactive, featuring a “game show” STEAM competition, music, and lots of prizes, including



Superintendent
CARLSBAD UNIFIED SCHOOL DISTRICT

t-shirts, tumblers, water bottles, sling bags, folders, gift cards, earbuds, and portable speakers. The culminating event was the announcement of the three grand prize winners, who each received an iPad as a prize.

The Calavera Hills students rose to the challenge with creative STEAM projects. Sixth grader Keenan wrote a script telling the story of an oxygen molecule

traveling through a human, turning into energy, and leaving the body. Anabella, in seventh grade, made a poster illustrating the effects of E-Waste pollution and the environmental threat posed by discarded electronics. And eighth grader Luke wrote that wind energy provides the most promise for our future because it is easy to use and cost-effective.

At Valley Middle School, the students’ entries were inventive and original. Francis, a sixth grader, wrote of a jacket that minimizes the transfer of body heat, keeping you warm in the cold weather. Jenna, in seventh grade, wrote about how the Earth will continue to sustain itself for future generations if we reduce

the amount of water we use. Eighth grader Kai created a hypothetical structure called a Dyson Sphere that would surround a star to produce massive amounts of energy for the future.

Aviara Oaks students displayed analytical prowess. Maria, in sixth grade, wrote a detailed brochure citing evidence of the pros and cons and concluding that schools should not allow caffeine. Seventh grader Jill proposed taking the trash and pollution that litters our oceans and converting it into eco-friendly, alternative forms of transportation. And Natalie, an eighth grader, suggested that we look to wind power and wind turbines as an affordable power source. An impressive 95% of Aviara Oaks students participated in the Tech Time Challenge, garnering the middle school a Participation Award of \$500 to be used for STEAM activities.

“Nordson Corporation has been an outstanding partner in our STEAM programs at Carlsbad Unified,” said Carlsbad Educational Foundation CEO Michelle Ginn. “They have dedicated their expertise, energy, and resources to guarantee that our students have a real world exposure to the world of high-tech and the careers of the future.”



Jenna and Francis, VMS 6th and 7th grade winners, with VMS Principal Nicole Johnston.



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Making history at MiraCosta College with biomanufacturing program

Twenty-two **MiraCosta College** students will make history this spring when they become the first to earn a bachelor's degree in biomanufacturing from our college, which is one of only 15 community colleges in California selected to host a groundbreaking baccalaureate degree program.

The impact on the 22 MiraCosta bachelor's degree holders will be profound. The degree program prepares students for work within the biotechnology industry in the unique environment of biological production where science thrives in partnership with quality and compliance.

"For those who were already working in the industry, you really need a bachelor's degree to move up, otherwise you hit a ceiling for career advancement," said Barbara Juncosa, Ph.D., chair of the MiraCosta College Biotechnology Department. Although some of the students are currently employed in the biotechnology sector when they started the program, as a result of the program, others have gained employment during their studies at MiraCosta College. For those who are not working in the industry, this is a program well aligned with industry needs and provides them with greater career opportunities.

That's because biomanufacturing is an increasingly complex field, as evidenced by a 2014 Talent Report on California Workforce Trends in the Life Science Industry noting that most positions in the biomanufacturing industry require a four-year degree.

No wonder, then, that several biotechnology companies in the region – including Genentech, Gilead Sciences, Inc., and **Thermo Fisher Scientific**, supported MiraCosta College's application to offer a bachelor's degree program.

Because most companies in this industry require a bachelor's degree, and because advanced education for a biomanufacturing degree was nowhere to be found before MiraCosta College launched its baccalaureate program,



Students completing the program are now set to work in the manufacturing sector of the biotechnology industry, which includes biotherapeutics, diagnostics, supplies and services, and industrial products.



DR. SUNITA ("SUNNY") COOKE
Superintendent/President
MIRACOSTA COLLEGE

companies had to carry the burden of providing extensive in-house, on-the-job training, taking time and resources away from their core business efforts. Students completing the program are now set to work in the manufacturing sector of the biotechnology industry, which includes biotherapeutics, diagnostics, supplies and services, and industrial products. The curriculum also prepares graduates for technical and quality assurance or quality control-related positions related to obtaining Federal Drug Administration (FDA) approval.

MiraCosta won approval from the California Community Colleges Board of Governors to offer a bachelor's degree program in 2015. The first cohort of 23 students enrolled as juniors in the fall of 2017 and will graduate this spring. The second cohort of 23 students will be graduating in spring 2020. The Class of 2021 has room for 30 students and applications will be accepted until the cohort is full. For more information, contact Barbara Juncosa, Ph.D. chair of the MiraCosta College Biotechnology Department at 760.757.2121 x6214.

Making the program especially attractive is

the cost: approximately \$10,000 total to cover all four years of the program.

"We know that many of these students are economically disadvantaged, so it's really wonderful to see them have an affordable career path," Juncosa said. "These are students who are parents, who are taking care of relatives, who are raising families. These are students who might not otherwise have a chance like this to earn a bachelor's degree." In other words, these are the very students that community colleges serve.

What's more, a December 2017 review of the state's Baccalaureate Degree Pilot Program by the Legislative Analyst's Office stated students who were interviewed never expected to pursue a bachelor's degree until their local community college began offering one, and the availability of a degree at a familiar, local institution encouraged them to raise their educational aspirations. This demonstrates the community college baccalaureate programs are also bringing more folks within reach of a four-year degree. Employers, meanwhile, reported the new degrees were providing students with the necessary skills needed.

This is a really exciting time for MiraCosta College and we appreciate the support from biotech industry partners, legislators and the community who supported us in expanding access to higher education and fulfilling job gaps in our region.

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McClellan-Palomar Airport in Carlsbad is a gateway to San Diego's North County. The new passenger terminal at the airport includes a restaurant, Wi-Fi access and rental car desks. Located at the core of San Diego County, Gillespie Field is a combination airport and business park with excellent accessibility, globally via air, locally by rail and regionally via multiple freeway collections.

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Real Estate

Weighing the benefits of leasing versus buying commercial real estate



Both leasing and buying have an abundance of benefits. Talk with an experienced commercial real estate lender at Torrey Pines Bank to help sort through your options.

Most businesses need some sort of physical area in which to operate. This essential requirement for space means company owners will need to decide whether to lease or buy commercial real estate. Both leasing and buying have an abundance of benefits that can make it challenging to determine what is best. Before making a decision, consider the pros both sides have to offer:

Top 3 Pros of Leasing

1 No down payment: This can be one of the biggest pros for leasing commercial property, especially for businesses seeking ways to be more resourceful with their working capital.

2 Repairs handled by landlord: If your property is leased, when something breaks, malfunctions or needs a repair, it's the landlord's or property manager's responsibility to fix the problem.

3 Short-term options available: If a business has its sights set on rapid scaling, the size of your

commercial space could quickly become too small to accommodate your growing operation.

Top 3 Benefits of Buying

1 Property is an investment: Real estate values tend to appreciate over time, making property a generally sound investment for your business over the long term.

2 Buying saves you money: Ownership of the property can give you the opportunity to finance the property with long-term fixed rate loans eliminating variable costs like a lease rate.

3 Offers flexibility: Whether it's painting the walls to match your branding efforts or expanding the space, not having a landlord can give your company greater flexibility to do what you want with your property.

While there are plenty of pros on both sides of the leasing versus buying commercial space debate, your company's unique situation should play a key role in the final decision. From your current cash flow to both your short and long term goals, it's important to consider all key factors before coming to a conclusion.

Talk with an experienced commercial real estate lender to help sort through your options by calling your local Carlsbad office of **Torrey Pines Bank**, a division of Western Alliance Bank, Member FDIC, at (760) 444-8400.

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This isn't just empty talk. Over nearly 70 years, we've evolved from serving military personnel to welcoming over 87,000 members worldwide, with 14 branch locations and international ATM access. Everyone living or working in San Diego, Riverside and

San Bernardino counties is now eligible to join. One thing that hasn't changed — not even a little — is our commitment to the financial success of our members. And their future. For banking, lending, saving, and planning. We're the place to get started, and the place to kick it into high gear.

So dream big. We got you. We're Frontwave Credit Union.



The highest value audience your business can reach

Did you know that new residents typically develop 72 new business relationships within one year of moving? In addition, since new movers have no loyalties established (yet!) in their new community, they are five times more likely to become loyal to your business if you are the **FIRST** to reach them. Studies also show that new movers spend more in their first six months than a typical consumer spends in three years! By targeting this high value audience, local businesses have the opportunity to see much higher response rates



Naila Sfeir, President of Welcomemat Services of North County San Diego



New residents are more loyal to the initial business connections they make when venturing into their new community.

than average. Founded in 2003, **Welcomemat Services** identified the benefits of connecting local businesses with a steady stream of fresh new customers each and every month and developed

a precisely-timed new mover marketing program. Tie in sophisticated patented technology, and small business owners can clearly see and measure results.

Welcomemat is dedicated to building a stronger local

community where small businesses thrive. Ideal for restaurants, car washes, salons, auto service centers, dry cleaners, fitness centers, pet service providers, and more, Welcomemat is an effective way to get your name out to your community. In addition to new mover marketing, Welcomemat offers other highly-targeted marketing solutions to reach your ideal client as well as social media management, email marketing, reputation management and other digital marketing services. Let us create a great local marketing plan for your business.

For more information, contact Welcomemat Services of North County San Diego at (619) 800-2010 or email nsfeir@welcomematservices.com



Leader in direct mail marketing expands reach into greater Carlsbad area

According to a recent study by eMarketer, print coupons are still king, as almost 80 percent of U.S. internet users who were polled said that they use paper coupons. As small businesses continue to seek out the most effective ways to drive brand awareness, bring in new customers and increase sales with existing customers, **Money Mailer of North County Coastal**, a leader in direct mail marketing, is eager to partner with local businesses in the Carlsbad and Oceanside area to help them boost their bottom line.

The new owner of Money Mailer of North County Coastal is Donna Holcombe. Holcombe is looking forward to sharing her knowledge in sales and marketing to fellow business owners in the North County area, and help them market their brands locally and nationwide.

Money Mailer offers local businesses a unique portfolio of marketing solutions to reach consumers in the mail, online and on their mobile phones. The Money Mailer mobile application, which is available for iPhone and Android users, allows consumers to access endless coupons in just two quick finger taps. Consumers can retrieve coupons that are available at their current location or

search for all coupons existing within a 25-mile radius. With mobile phone use on the rise, the Money Mailer App brings great value to small business owners and is a perfect complement to every direct mail campaign.

Money Mailer currently reaches over 18 million households across the country with its traditional coupon envelope and continues to grow each year.

About Money Mailer

Money Mailer is a leader in the U.S. direct marketing industry, has been certified for 11 consecutive years as a World-Class Franchise by the Franchise Research Institute and was Entrepreneur Magazine's #1 Business Services/Advertising Services franchise in 2016. Money Mailer delivers hyper-local savings to consumers through shared mail, mobile, online and social media, and helps businesses affordably and accurately reach these consumers.

For more information on Money Mailer of North County Coastal, please contact: Donna Holcombe, 949-285-3911 or dholcombe@moneymailer.com www.moneymailer.com

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Beaches, brews and booming business

BY JESSICA GREENE
Voit Real Estate Services

While Carlsbad boasts a fabulous stretch of beach and some of the best breweries in Southern California, they aren't the only things that differentiate the city. For employers seeking access to highly educated talent nearby, you can't get much better than Carlsbad. According to the City of Carlsbad, 34.1 percent of residents hold a bachelor's degree while 26.4 percent hold a graduate or professional degree.



JESSICA GREENE

In addition to top-notch quality of life and access to incredible talent, other benefits include:

Significant cost savings

The average asking rent for office space within the Carlsbad submarket in March 2019 is just \$2.55 per square foot, a whopping 36.6 percent less than the average for the submarkets immediately south in Encinitas to Del Mar Heights.

Amenity-rich facilities

Carlsbad landlords are



Carlsbad is poised to become San Diego County's hottest office submarket.

continually raising the bar. From coffee kiosks operated by **Carlsbad Ranch Market** and food trucks to plush outdoor collaboration areas featuring Wi-Fi and water features, it's clear that the tenant experience is at the forefront.

High-quality creative office

Gone are the days of dull,

uninspired space. Creative tenant improvements with a focus on exposed ducting, concrete floors, and understated luxury lead the way. Due to the affordability of Carlsbad, a company's budget can go a lot further in crafting a unique identity and building a sophisticated yet vibrant working environment to attract and retain talent.

As rents down south continue to rise, more businesses will begin to migrate to Carlsbad as a more affordable choice. Whether you're looking to expand, downsize into a more efficient layout, save money or appeal to the best and the brightest in the labor market, now is the time to explore the many exciting options available in Carlsbad.

With over a decade in the commercial real estate industry, Jessica Greene specializes in office and R&D properties at **Voit Real Estate Services** and serves as an expert and trusted advocate to businesses seeking space and investors looking to maximize returns through a comprehensive, data-driven approach resulting in strategies that lead to intelligent real estate decisions.

For more information or to obtain a complimentary assessment of your commercial real estate goals, contact Jessica at (858) 531-5361 / jgreene@voitco.com or visit jessgreene.com. Follow Jessica on Twitter and Instagram @jessgreene. DRE Lic. #01972284

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Estate



The perfect year-round temperature and an abundance of public parks and trails gives us every opportunity to capitalize on the great outdoors.

Top reasons to live & work in Carlsbad

You're not just buying a home, you're creating a lifestyle. Here are five reasons why I call Carlsbad home.

1 Education
We all want the best for our next generation and our highly sought after school district offers an extraordinary environment to learn and excel.

2 Outdoor Lifestyle
From the beautiful beaches, to the trails, parks, and lagoons, we have so many options to live a healthy lifestyle. The perfect year round temperature gives us every opportunity to capitalize

on the great outdoors.

3 Industry
Carlsbad provides a wide range of business opportunities such as life sciences, action sports manufacturing, clean technology, hospitality and information & communications technology (ICT).

4 Community Events
The City of Carlsbad, private organizations and local neighborhoods do a wonderful job at organizing community events. TGIF Concerts in the Park, LPGA Golf Tournament, Eggstravaganza, Taste of Bressi, and the Mitchell

Thorp 5k are just a few of the fun events that take place throughout the year.

5 The People
Besides all of these amazing attributes that make up our fine city, the people are hands down the heart of Carlsbad. Our community members care about one another and the place we call home. We all have a vested interest to see our city thrive and take great pride in Carlsbad.

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all senses. We cultivate the space and culture – so you can focus on your business. Companies and landlords choose CommonGrounds to solve their evolving workplace needs because of our desire to serve the individual, premium space design, and flexible terms. We believe that for companies to truly thrive, it's about the people. Providing the environments, technologies, communities, and everyday services that clear the way for productivity is at the core of CommonGrounds. CommonGrounds will expand its footprint to two million square feet across roughly 50 locations in the

next 24 months, allowing members access to every CommonGrounds workplace across the U.S. In addition to the 5 active locations, there are nine sites that are actively under construction across the U.S. and are slated to open in 2019, and another 35 locations in development across the U.S., with openings scheduled for late 2019 and 2020. CommonGrounds currently has locations open in Carlsbad, Denver, the Los Angeles area, San Jose, and Salt Lake City. Become a member today! To request a tour or find a location near you, visit www.cgworkspace.com.

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Affordable Homeownership Program at Kensington at the Square

Kensington at the Square is an exciting new residential enclave created by **Shea Homes** off Gateway Road in Bressi Ranch.

Part of Shea's commitment to the community is the availability of affordable-for-sale homes, interspersed throughout the neighborhood.

Through the Affordable Homeownership Program, sponsored and supervised by the city of Carlsbad, 25 of Kensington's 125 town-homes and flat style homes are reserved for buyers meeting specific criteria, including annual income and family size.

Designed in Traditional Brownstone/Contemporary architectural styling, Kensington is comprised of 103 town homes and 22 single-level flats in a mix that ranges from 763 to 2,081 square feet, 1 to 3 bedrooms, 2 to 3.5 bathrooms, 1 to 2-car garages, and a plethora of smart and convenient features.

In addition to Shea's reputation for quality construction, customer service, and contemporary architecture, interest in Kensington is being driven by impressive local demographics and the proximity to some of San Diego's finest beaches and top employers.

But even more exciting for future Kensington residents is the adjacent



Kensington at the Square is designed in traditional Brownstone/Contemporary architectural styling.

retail and dining complex, located at Palomar Airport Road and El Fuerte. The Square at Bressi Ranch will feature a Sprouts Farmer's Market, **BevMo!**, CVS, Bird Rock Coffee Roasters, Mendocino Farms,

Richard Walker's Pancake House and Panini Kabob Grill.

Model homes at Kensington are expected to open this spring or early summer. For more information on Kensington,

visit the sales center at 6134 Innovation Way, or call 760-547-8771.

To join the Affordable Homeownership Program interest list, please email name (first and last),

phone, and email address to KC.Clifford123@gmail.com. Once the pricing of the affordable homes has been determined, KC Clifford will contact those on the interest list (in chronological order from the date they joined

the list) in order to determine income eligibility. Each member of the household should be prepared to supply a current paystub, income statement, and current tax return in order to pre-qualify for this program.



Affordable Homeownership Program In Carlsbad

Walkable to The Square at Bressi Ranch, close to shopping, dining venues and more, Kensington at The Square presents brand new homes for affordable buyers. Through the Affordable Homeownership Program*, Shea Homes will be offering a select number of homes that are reserved for affordable homeownership. Learn how to apply for Kensington at The Square's affordable homes by contacting KC Clifford, our Affordable Housing Specialist at 619.866.5304.

6134 Innovation Way, Carlsbad, CA 92009 | 760.547.8771

SHEAHOMES.COM     

Estate

Simple guide to buying the house you rent

In some cases, landlords approach their renters. If they are planning to sell the property anyway, they may give their tenants the opportunity to purchase the house before they list it. In such a case, the home owner will likely already have a purchase plan in mind, and you will then have to decide if you are interested.



NOREENA SGARBOSSA

Option #1: Purchase the House Immediately. If you and your landlord agree on a purchase price and you are able to qualify for a mortgage, you may be able to set about buying the house immediately. In such a case, your landlord will most likely not employ the services of a real estate agent, which means that you will need to treat this as a For Sale By Owner purchase. Enlisting the services of a real estate



Are you tired of paying your landlord’s mortgage? Want to pay your own instead? Read our simple guide and learn how to buy the house you rent.

attorney can help you be sure that the transaction runs smoothly.

Option #2: Enter a Rent-to-Own Agreement. A rent-to-own agreement is a good idea if you do not yet have sufficient money saved up for a down payment. When you enter into a rent-to-own agreement, you will start paying your landlord an additional sum of money each month and this money will go into an escrow account to be used as a down payment after a specified amount of time, typically three to five years. Rent-to-own agreements should always be made in writing. Katherine Lewis

of MSN Real Estate recommends that both parties work with a real estate attorney when drawing up the agreement contract.

Option #3: Enter into a Lease-Option Agreement. A lease-option agreement is similar to a rent-to-own agreement with one major difference: You are under no obligation to buy the property. With a lease-option agreement, you will have a legal option to purchase the property at an agreed-upon price after a given period of time

Noreena Sgarbossa
CalBRE# 01995551
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We will be attending the **Green Expo** on April 17th this year-- stop by and say hello. We would love to meet you and find out how we can help solve your business’ cleaning needs!

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MEMBER DIGEST

INSIDE

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- > New Members
- > Member Renewals
- > Chamberpl8tes
- > First Friday

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VOL. 36, NO. 4

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

APRIL 2019

Achieve your goals with measured accountability

The Chamber's March First Friday Breakfast speaker was our own esteemed board member Don Sando. Don is an enthusiastic business strategist, he lives and breathes strategy and is an expert at transforming businesses, their people and processes into efficient and optimally productive entities. Don's breakfast presentation was on creating a Culture of Accountability. No matter how amazing you are, there isn't a professional around that couldn't benefit from becoming a bit more accountable and learning



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

what and how to truly become that. We received a remarkably high amount of responses from attendees of the breakfast expressing interest in a follow-up workshop to Don's presentation, so we are doing just that! Join us April 24

from 10am-12noon and leave with concrete actions you can easily implement beginning that day to help yourself and those around you to be less stressed, more focused and in the end, more productive. This will be a workshop to complete the 8 steps presented. Participants will work in small groups to obtain insights and feedback from other attendees and thus refine their list of responsibilities, priorities, success metrics, purpose/mission statement and personal development goals. We hope to see you there!

8 STEPS TO ACCOUNTABILITY WORKSHOP

APRIL 24 10am - 12noon
Carlsbad Chamber of Commerce
\$50

Don Sando has led marketing and sales teams to deliver exceptional results. He is a senior executive with more than 25 years experience working with Fortune 1000 companies, focused on leading teams to increase market share, revenue and promote growth. Don will present and walk you through "The 8 Steps to Alignment and Accountability", a process he

initially used when he was a manager at Hewlett Packard, which he has refined over the years, and now uses with his small and mid-sized organizational clients to create a culture of accountability. You will learn a process that you can use for yourself and your entire team to create an organization that delivers on expectations.



MEMBERS ON THE MOVE

CEO OF AGUA HEDIONDA LAGOON FOUNDATION, LISA RODMAN NAMED WOMAN OF THE YEAR

Senator Patricia Bates (R-Laguna Niguel) honored Lisa Rodman as the 36th Senate District's Woman of the Year during a special ceremony in Sacramento on March 4.

"Lisa Rodman's efforts to help protect one of California's most threatened coastal wetlands make her a worthy honoree," said Sen. Bates. "I admire her pragmatic can-do spirit to protect the environment and serve her community, and it is my privilege to highlight her work at the State Capitol." Rodman is also the former Co-Chair of the Green Business Committee and an active member of the Chamber.



RODMAN

GREEN DRAGON TAVERN RECRUITS NEW CHEF

Green Dragon Tavern and Museum, a popular Carlsbad dining and museum venue modeled after the iconic Boston tavern has named Josef Felts as its Executive Chef. Chef Felts comes to the Green Dragon Tavern and Museum from the La Jolla Beach & Tennis Club, where he was recruited by Chef Bernard Guillas to run the prestigious "Club Dining," for members and hotel guests. Part of his responsibilities included overseeing catering for upwards of 1000 people, enabling Chef Felts to easily oversee Green Dragon Tavern's highly acclaimed restaurant and thriving banquet operation.



FELTS

WELCOME NEW BOARD MEMBERS

The Board of Directors of the Carlsbad Chamber of Commerce approved the designation of two new board members in March: Brian Hughes, Managing Director of **Omni La Coast Resort & Spa** and Ramon Oseguera Senior General Manager at **The Shoppes at Carlsbad**. Welcome to our Board of Directors and thank you for your dedication to our Chamber!



HUGHES



OSEGUERA

NOMINATE YOUR BUSINESS

Commitment to Emergency Preparedness Award

NOMINATION DUE MAY 3, 2019

Finalist/winner will possess demonstrated accomplishments & contributions to:

- Prepare employees
- Protect & continue business operations
- Contribute to community recovery

TO NOMINATE: Submit a one page essay that answers the following questions:

1. What types of emergency preparedness program(s) have you implemented?
2. How are your employees involved in the process?
3. What types of community benefits exist due to your program(s)?
4. What are the possibilities that program(s) such as yours could be models for other Carlsbad businesses?

Submit your nomination essay to kmonson@carlsbad.org

Award presented at the 2019 State of the City Luncheon **AUG 23**

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YOUNG PROFESSIONALS

at

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fullswinggolf.com
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- Encinitas Union School District
- Green Dragon Tavern & Museum
- Health from Within Family Wellness Center
- Hilton Garden Inn Carlsbad Beach
- HM Electronics
- International Floral Trade Center
- Jani Express
- Keegan & Baker, LLP
- La Costa Chiropractic & Wellness Center
- La Costa Urgent Care
- Law Office of Patricia L. Anel, A Professional Corporation
- Lexus Carlsbad
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- Montecatini
- Navigato & Battin, LLP
- New Urban West Inc.
- Pathway Health Clinic
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- The Forum Carlsbad
- The Jacobs & Cushman San Diego Food Bank/ North County Food Bank
- Tip Top Meats/European Deli
- Urgent Care 3D
- Viz Art Ink
- Voit Real Estate Services - North County Team


chamberplaces

chamber**places** 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** chamber**places** 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 below the date.

TUESDAY, APRIL 9
11:30 AM-1 PM
Nancy Jo Wright | (760) 330-1344

THURSDAY, APRIL 18
11:30 AM-1PM
Kevin Sharrar | (760) 274-4710

TUESDAY, APRIL 23
8-9:30 AM
Jani Jackson | (760) 652-5060

WEDNESDAY APRIL 24
11:30 AM-1 PM
Craig McKim | (702) 767-8203

THURSDAY, APRIL 25
11:30 AM-1 PM
Megan Schenck | (858) 776-0427

NOTE: Previously advertised speaker for the May First Friday, Jim Minarik, has been moved to a later date. Sorry for any inconvenience. Updated event speaker listed below.

LIVE, LOVE, LEAD

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

Wendy Darling is the co-founder of GTD (Go The Distance) Consulting and the Miraculous Living Institute. With over 37 years of experience as a management and organizational development consultant, corporate influencer, relationship and transformational results expert, speaker, seminar facilitator, master healer and coach, her entire career has been dedicated to the decoding of what needs to happen to create RESULTS.

Wendy's talk entitled "LIVE LOVE LEAD: The NEW Formula for Ultimate Success



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WENDY DARLING

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. Prospective members must contact the Chamber at (760) 931-8400.

The Lund Team: Building a brand based on 37 years of trust

CONNECTION

Continued from Page 1

the third generation of clients of the firm" says Tyson. The firm will send two associates to meet clients for a potential listing and may take 60 days to prepare for a successful launch. They see great value in an open house by allowing the agent to make a personal connection and talk about the experience of living in that neighborhood. Carlton and his sons also have extensive personal experience investing in houses and land that they can draw upon to advise clients that may be looking to do the same.

The brothers do not feel a threat from internet-based realtors and instead welcome the interest in real estate generated by such sites and networks like HGTV. While some purchasers simply want someone to "open a door" for them, most want the counsel of an experienced advisor. However they do observe that self-fulfilling prophecy play out in the perception of the role of agents when they work through internet-based realtors. "To scale so large they need to hire less experienced agents. Clients may get a lower level of service and therefore think the agent isn't



After building their estate firm for over 37 years, Sandy and Carlton are gradually transitioning management to their sons Garrett and Tyson.

an important part of the transaction" says Garrett. Tyson notes "Many go into real estate after failing at other businesses. It is difficult because you are trying to add value to an equation and it takes years of experience to add that value." He advises someone interested in a career as an agent to ensure they work alongside people they can learn from and be committed to the long haul it takes to be successful.

In a strong real estate market that may approach its peak at any time, the brothers advise potential buyers to consider their personal circumstances - their need to stay in one location, the stability of their job and the cost of alternative housing options - before jumping in and to avoid timing the market. Tyson recalls his first home purchased in

2004 as the market was peaking. "There were times when it was worth less than what I owed, but I got a roommate, held on to it and I ultimately profited."

A strong outlook

All three see nothing but positive trends in the value of living in Carlsbad. They point out the increasing number of people telecommuting rather than living in more expensive cities like the Bay Area, New York or Los Angeles. Although each studied at Arizona State University and Carlton's employer tried to transfer him to his native Wisconsin ("The shortest conversation I ever had" he remembers), they appreciate the health and wellness benefits, the positive attitude and entrepreneurial culture of Carlsbad and note the

area is still priced competitively with alternative areas of California.

Asked about policy changes they would like to see in Carlsbad, Garrett points out ordinance changes in neighboring areas easing the construction of multiple structures to house aging family members or serve as rental property. Carlton believes the area does not need more large homes but instead more multifamily properties like townhouses. All three, longtime residents themselves, balance the need for additional housing with a desire to preserve the character of the area that they value.

With a LEED-certified office that includes an in-house professional printing facility, Carlton believes the brick and mortar business he and his wife have built will always have an edge over their rivals. "We don't want to brag about being the biggest. And we don't want clients filling out a listing form at a Starbucks. We want our client to walk through the door, feel good and have peace of mind". Proudly flying an American flag outside his front door, he reflects on both what he has achieved and what his firm helps others achieve - "This is the American dream."



MEMBER MARKETPLACE

Contact: Darryl Reitmeyer | Director of Sales & Marketing
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WEDNESDAY ★ APRIL 17 ★ 3-7 PM

DISCUSSION PANELS

*"Harvesting tomorrow's
green workforce."*

4:00 – 4:30pm

MODERATOR

Emily Young, PhD

Executive Director of The Non Profit
Institute at the University of San Diego

PANELISTS

Rosemary Eshelman

Carlsbad Unified School District
Student Service Specialist

Michael Milam

Dr. Bronner's Magic Soaps
Chief Operating Officer

"Prosper by going green."

5:00 – 5:30pm

MODERATOR

Christie Marcella

City of Carlsbad
Economic Development Manager

PANELISTS

Mike Grim

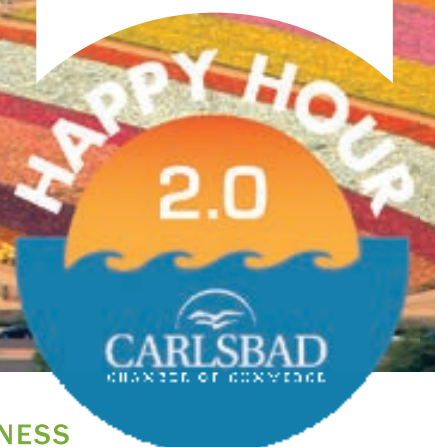
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being hosted in
conjunction with
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[†]Ranked 5th by the 2017 Sustainable Development Solutions Network report of U.S. cities

OPEN
April 2019



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