



NORTH SAN DIEGO BUSINESS CHAMBER

CONNECTIONS START HERE.

ANNUAL REPORT 2020-2021



CONNECTIONS START HERE

SabreSprings
RanchoPenasquitos ValleyCenter
Carlsbad MissionValley
CarmelValley Encinitas ClairemontMesa
RanchoSantaFe Escondido Vista
LaJolla Oceanside CarmelMountain
SerraMesa
SorrentoValley Poway MiraMesa
SanMarcos ScrippsRanch
RanchoBernardo 4SRanch

San Diego



A map of San Diego County, California, with a focus on the area north of Interstate 8 (I-8). The map is overlaid with numerous blue circular markers, indicating service locations. These markers are densely clustered in the coastal and inland valleys, particularly around the San Diego, Escondido, and Carlsbad areas. Major highways are shown in orange, including I-5, I-8, I-15, and various state routes (78, 79, 76, 75, 56, 52, 54, 125, 163). Local cities and towns are labeled in black text, including Murrieta, Temecula, Oceanside, Carlsbad, Encinitas, Del Mar, La Jolla, Mission Valley, Downtown SD, Chula Vista, Escondido, Rancho Bernardo, Poway, Mira Mesa, Sorrento Valley, Kearny Mesa, Santee, El Cajon, and Valley Center. A white text box with a blue border is centered in the upper half of the map, containing the title. The map also shows geographical features like Palomar Mountain and the Otay County Open Space Preserve.

Serving San Diego County with a focus North of I-8

OCEANSIDE

CARLSBAD

ENCINITAS

DEL MAR

LA JOLLA

CARMEL VALLEY

SORRENTO VALLEY

KEARNY MESA

MISSION VALLEY

DOWNTOWN SD

CHULA VISTA

VALLEY CENTER

ESCONDIDO

RANCHO BERNARDO

POWAY

MIRA MESA

SANTEE

EL CAJON

CHAIR'S MESSAGE



Dear North San Diego Business Chamber Member,

Thank you for taking an active role in our regional economy. By choosing to do business in San Diego County, you provide jobs, support our communities, and overall, contribute to our region's vibrancy.

North San Diego Business Chamber is proud to support you and assist in your development and growth.

As an advocate for your success, we provide a variety of resources and services for you to take advantage of:

- Connect you with officials at the city, county, state, and federal levels to make your concerns heard
- Seek your input in shaping Chamber initiatives and programs
- Provide opportunities for you to meet new clients and showcase your expertise
- Host educational and professional development workshops to ensure you are prepared for what's ahead
- Help you get involved in issues important to your business, such as business policies, economic development, business education, and more
- Adapt our member/investor benefits to stay current with the needs of business

We always welcome your input, value your support of the Chamber, and guarantee our continued support of all members. We appreciate your proven dedication to our region and encourage you to continue doing business in San Diego County.

Respectfully,

A handwritten signature in black ink, reading "Stacey Hrountas". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Stacey Hrountas
Chair of the Board



10875 Rancho Bernardo Road, Suite 106
San Diego, California 92127
(858) 487-1767
www.sdbusinesschamber.com

2021-2022 BOARD OF DIRECTORS

OFFICERS



CHAIR

Stacey Hrountas
Chief Executive Officer
Sharp Rees-Stealy



PAST CHAIR

Denise Visconti
Shareholder
Littler Mendelson



TREASURER

Nick Torres
Partner
Hochman Torres LLP



PRESIDENT & CEO

Debra Rosen
President & CEO
North San Diego Business
Chamber

DIRECTORS



Tom Briggs

Partner
Jones Day



Eric Cutler

Chief Data Officer
TOOTRIS On-Demand
Child Care



Alicia Gwynn

President
Tony & Alicia Gwynn
Foundation



David Hallisey

Vice President, Corporate
Communications
Petco



Sarah Hassaine

Director of Diversity &
Inclusion
ResMed



Nita Hendrickson

Head of Human Resources
Becton-Dickinson (BD)



Glen Hopkins

Technology Advisor
HP, Inc.



Faith Jennings

Senior Director,
Communications
Northrop Grumman



Jamie Lemon

General Manager
Rancho Bernardo Inn



Joe Leventhal

Office Managing Partner
Dinsmore & Shohl LLP



Jean Loo-Russo

Chief Philanthropy Officer
The Elizabeth Hospice



Fred Nasser

President
Unicorn Jewelry



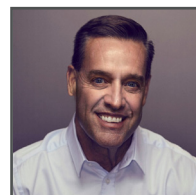
Lisa Peterson

Director
San Diego Zoo Safari Park



Stacey Rungaitis

Executive Director
Palomar College
Foundation



David Shields

President
Component Surfaces, Inc.



Jana Vargas

Director of Procurement
San Diego County
Regional Airport Authority



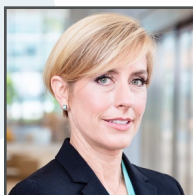
Evan Wahl

Director of Project
Management and Site
Strategy
Catalent Pharma Solutions

ADVISORY BOARD



Mike Fasulo
Retired, former President
Sony Electronics, Inc.



Lisa Hellmann
Senior Vice President
Global Human Resources
Hologic



Captain Mark Nieswiadomy
Chief of Staff
Navy Region Southwest



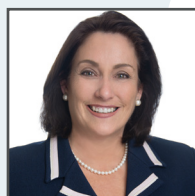
Michael Vu
Assistant Chief
Administrative Officer
County of San Diego



Peter Zien
Owner/CEO
AleSmith Brewing
Company

Building Vibrant Communities through Stronger Commerce

YOUR CHAMBER TEAM



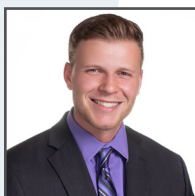
Debra Rosen
President & CEO

drosen@sdbusinesschamber.com



Brianna Eltzroth
Chief Operations Officer

brianna@sdbusinesschamber.com



Dylan Fisher
Sr. Manager - Economic
Development & Advocacy

dylan@sdbusinesschamber.com



Miguel Gomez
Economic Development &
Advocacy Specialist

miguel@sdbusinesschamber.com



Sophia Harrell
Events & Marketing Coordinator

sophia@sdbusinesschamber.com



Anne-Marie Jewel
Member Relations Manager

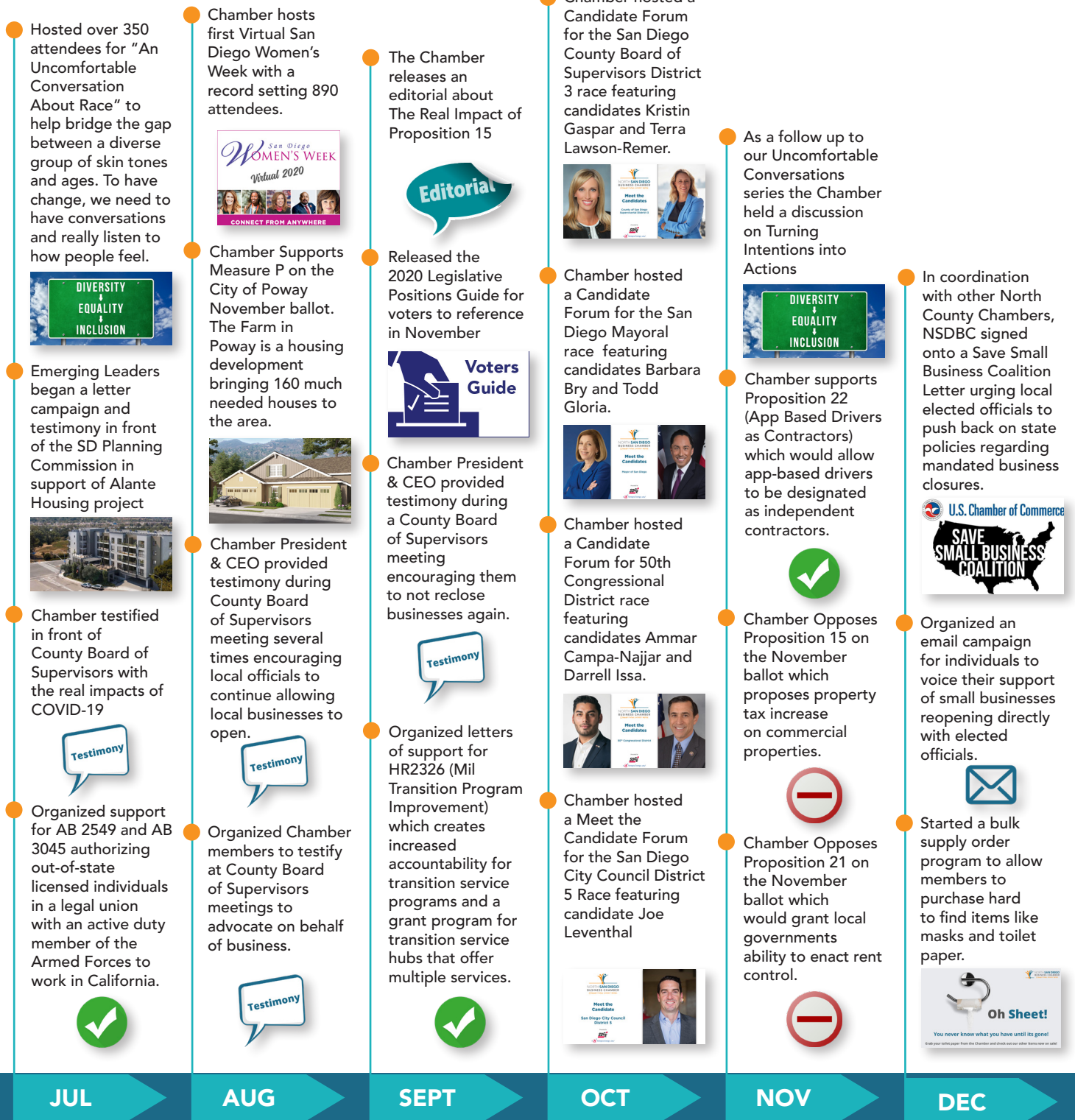
annemarie@sdbusinesschamber.com



Janet Beronio
International Travel

travel@sdbusinesschamber.com

2020-2021 MILESTONES



Chamber signed onto a COVID-19 Liability Protections Coalition Letter through the U.S. Chamber. The letter urged Congress to provide critical COVID-19 liability protections that would help safeguard educational institutions, healthcare providers, businesses and non-profit organizations from unfair lawsuits.



Held our 2nd Annual San Diego Business Summit – a fully virtual all day summit with over 200 attendees and 20 exhibitors.



Chamber created and sent a letter to the San Diego County Board of Supervisors respectfully requesting the reclassification of Law Enforcement Personnel for the COVID-19 vaccine. We encouraged members to sign onto the letter and received 169 signatures.



Signed onto a SB 74 Support Letter through CalChamber. SB 74 will facilitate and assist with California's economic recovery.



Signed onto a AB 84/SB 95 Opposition Letter through CalChamber. AB 84/SB 95 would mandate that all public and private California employers provide more paid leave for employees.



Our 2nd virtual SD Women's Week with keynotes from Luvvie Ajayi Jones, Tiffany Aliche, Sally Helgesen, and more.



Advocacy with California Chamber of Commerce



Oppose AB 1119 - adds to the FEHA, harming small businesses.

Oppose AB 95 - will create increased leave benefits harming small businesses.

Oppose AB 1041 - will significantly expand the CFRA & paid sick leave.

Support AB 62 - will facilitate & assist with CA's economic recovery by providing a tax credit for struggling businesses seeking to comply with costly new COVID-19 regulations.

Chamber created and coordinated a H.R. 842 Opposition Letter Campaign with the US Chamber. The PRO Act would rewrite American labor policy through many harmful provisions.



Chamber created a Support Letter Campaign for Brewers in San Diego. All letters were directed to the San Diego County Supervisors requesting support for the brewing industry through the American Rescue Plan Act of 2021.



Support Campaign for The Trails Housing Project in Carmel Mountain which would create 1,200 new residential units in a high employment area that would be affordable for young families and emerging leaders.



Support AB 61 with CA Restaurant Assoc. - providing temp. regulatory flexibility for restaurants impacted by COVID-19.



Chamber wrote an Official Inquisition Letter for the CA Relief Grant Fund requesting the exact criteria for awarding funds. Letter was sent to all local Elected Officials at the state level.



Wrote a Support Letter for the McClellan-Palomar Airport Master Plan Update - originally approved by the County Board of Supervisors in 2018.



Support Campaign for AB 593 which would help fuel growth for Life Science Companies in California for the tax years of 2021 and 2022.



Chamber President & CEO and Sr. Manager of Economic Development & Advocacy provided testimony during City of Carlsbad City Council meeting encouraging the City to revisit tax policy that would negatively impact Carlsbad businesses.



Educated the community about AB 1139 which would retroactively reduce the "grandfathering" of Net Metering Agreements to 10-years from the original solar installation date.



Support campaign for AB 107 which would expand veteran and military spouse temporary license accessibility. Coordinated support letter campaign with Military Affairs Advisory Council.



Held our first IN-PERSON networking event since COVID with over 120 attendees at Town & Country Resort.



Ended the year with our in-person Celebration of Business at Bernardo Winery. Over 200 members joined us to celebrate the New Year and the announcement of the 2021 Leadership Award winners.



JAN

FEB

MAR

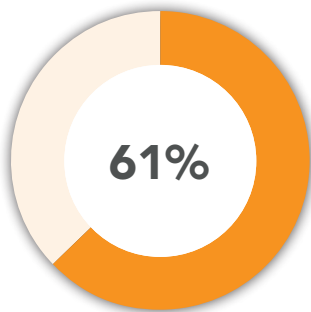
APR

MAY

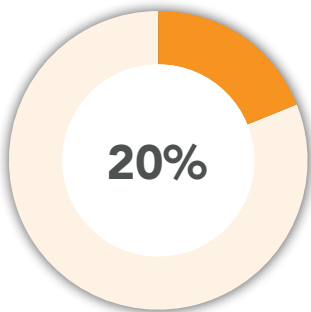
JUN

CHAMBER DEMOGRAPHICS

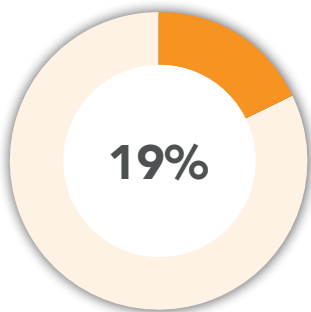
Small Business
1-9 Employees



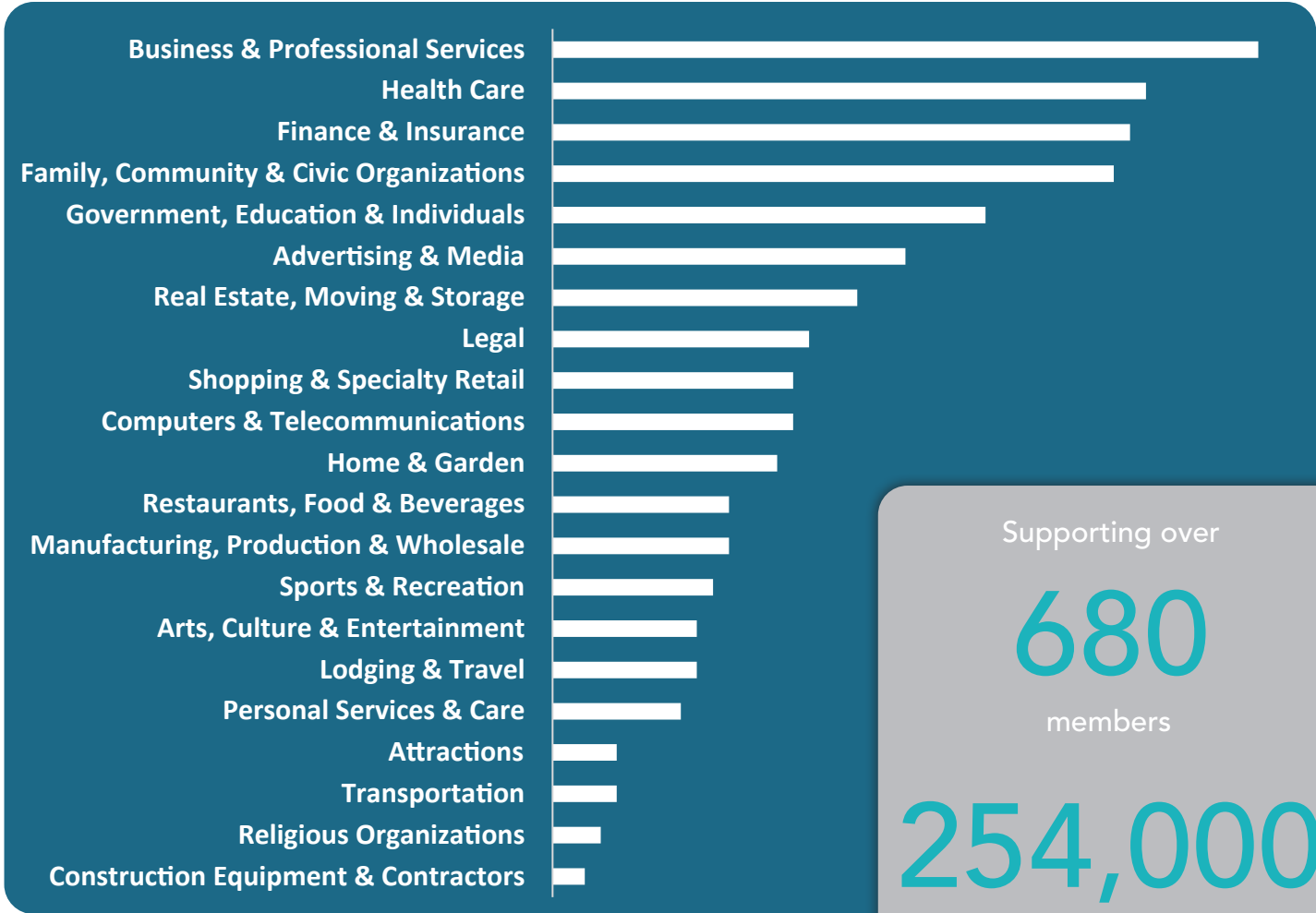
Medium Business
10-49 Employees



Large Business
50+ Employees



Industries

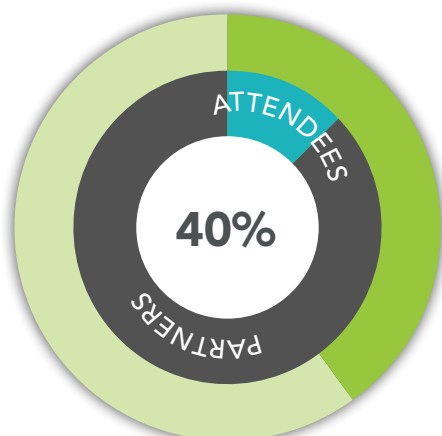


Supporting over

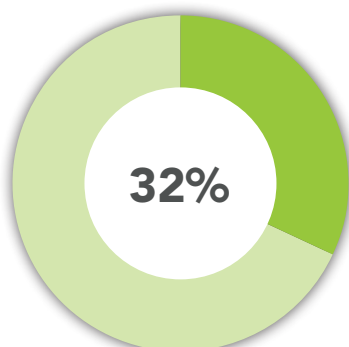
680
members

254,000
employees

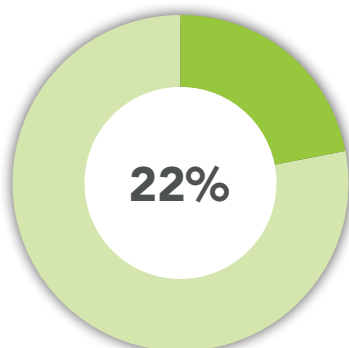
Funding



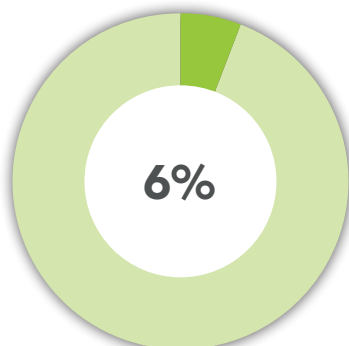
Events



Membership



Grants



Non-Dues Revenue

Statement of Activities

Fiscal Year, July 1, 2020 - June 30, 2021

Revenues

Membership	\$193,239
Events	\$236,545
Grants	\$130,000
TOTAL REVENUE	\$596,397

Expenses

Administration	\$385,501
Operations	\$121,910
Events	\$41,853
TOTAL EXPENSES	\$549,264

CHANGE IN NET ASSETS	\$46,567
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Statement of Financial Position

Fiscal Year, July 1, 2020 - June 30, 2021

June 30, 2021

Current Assets	\$483,455
Fixed Assets	\$35,400
Other Assets	\$3,289
TOTAL ASSETS	\$522,144

Current Liabilities	\$0
Equity	\$522,144
TOTAL LIABILITIES AND NET ASSETS	\$522,144

2020-2021 PARTNERS

\$15,000+



SONY

\$10,000 - \$14,999



Littler

ORACLE

Qualcomm

\$5,000 - \$9,999

AMN Healthcare
Baker Electric Home Energy
Bill Howe Plumbing Inc - Bill Howe Family of Companies
Jones Day
Newland and Brookfield Properties
Palomar College Foundation

Petco
San Diego Zoo Safari Park
Scripps Health
Sharp Health Plan
Sharp Rees-Stealy Medical Centers

\$500 - \$4,999

Bernardo Winery
HP, Inc.
Kaiser Foundation Hospital
MyPoint Credit Union
San Diego County Regional Airport Authority

The San Diego Foundation
TOOTRiS On-Demand Child Care
Unicorn Jewelry & Watch Boutique
University of Phoenix

ESTEEMED MEMBERS

Chairman's Circle Members

AleSmith Brewing Company
Arch Health Medical Group
At Your Home Familycare
Baker Electric Home Energy
Becton Dickinson (BD)
Callaway Golf
Catalent Pharma Solutions - San Diego
Component Surfaces, Inc.
Davies Electric Company, Inc.
Dinsmore & Shohl LLP
Dunnum Occupational Care Medical Group
Hochman Torres LLP, CPA
Hologic
HP, Inc.
Jones Day
Littler Mendelson
Newland and Brookfield Properties
Northern Trust Wealth Management
Northrop Grumman
Oracle Corporation
Palomar College

Palomar College Foundation
Petco
PRAVA Construction Services, Inc
Rancho Bernardo Inn
ResMed
San Diego County Regional Airport Authority
San Diego Foundation
San Diego Gas & Electric
San Diego Zoo Safari Park
Scripps Health
SDTEK
Sharp Health Plan
Sharp Rees-Stealy Medical Centers
Sony Electronics, Inc.
Starton, Inc.
The Elizabeth Hospice
The Simmons Firm, ALC
TrueCare
Unicorn Jewelry & Watch Boutique
ZCode Magazines

Long-Time Members

41 Years

Bernardo Winery
Glaser-Bailey Awards & Engraving
Jeffrey T. Wilson Attorney At Law
Rancho Bernardo Inn
San Diego Gas & Electric

30 + Years

At Your Home Familycare
Boys & Girls Clubs of GreaterSD
Casa de las Campanas
Ferrette Law, A Professional Corporation

Gymninny Kids, Inc.
Palomar College
Rancho Bernardo Self Storage
Unicorn Jewelry & Watch Boutique

20 + Years

Allie's Party Equipment Rentals
Contract Carpet
Country Kettle Corn, Inc.
Fjellestad, Barrett & Short
Northrop Grumman
Rancho Bernardo Courtyard
Rancho Family YMCA

Replica Printing Services
San Diego County Credit Union
Seacrest Village Retirement Community
Sharp Rees-Stealy Medical Centers
Storage West in Rancho Bernardo
Sun Orthodontics
The Simmons Firm, ALC

ADVISORY COUNCILS

Economic Development & Advocacy

The Economic Development & Advocacy Advisory Council works with elected officials, community leaders, Chamber Members, and other organizations to shape policies that help to promote business creation, sustainability, and growth. Areas of focus include jobs, employment and business retention that stimulates overall economic growth, and improves the quality of life in the region.

Chairs 2020-2021

Joe Britton
Public Affairs Manager
San Diego Gas & Electric

Sanjiv Prabhakaran
CEO & President
Bytes, Inc.

Health

Health is a priority for North San Diego Business Chamber as it plays an important role in shaping the region's economy. The Chamber strives to deliver up-to-date, health-related information to enhance the quality of life of Chamber Members and the business community at large. The Health Advisory Council serves as the Chamber's front line to educate San Diego businesses about health care and workplace wellness topics specific to the region that impact bottom lines and workforce productivity.

Chairs 2020-2021

Liz Faraimo
Founder & CEO
Care Excellence Team

Fritz Steen
Clinical Services & Quality Management
Arch Health Medical Group

Military Affairs

The Military Affairs Advisory Council advocates for active duty service members, veterans, and their families in San Diego County. The council works with elected officials on legislation and issues that impact veterans and active duty service members such as: housing, jobs, and taxes; and supports Military Transition through Operation Connect, a program that educates and connects veterans to businesses within the Chamber and the community.

Chairs 2020-2021

Mark Balmert
Executive Director
San Diego Military Advisory Council
(SDMAC)

Lisa Marcolongo
Media Relations and Veterans Specialist
The Elizabeth Hospice

Emerging Leaders

Emerging Leaders Network is centered on creating meaningful connections, encouraging awareness of current events impacting our communities, and professional development. The three pillars of ELN--Careers, Communities, and Connections--support an important platform on which to build a solid career and a stronger community.

Chairs 2020-2021

Danielle Aguas
VP of Client Engagement
Center for Executive Excellence

Jessica Greene
Account Executive
View, Inc.

PROGRAMS

THINK LOCAL FIRST *SAN DIEGO*

The Think Local First San Diego initiative is designed to grow jobs, strengthen our local tax base, and champion commerce in the region by encouraging local purchasing, hiring and contracting of services.

When the general public, government agencies, and school districts purchase products and services, and hire within the region, they have a tremendous impact on the strength and success of the businesses and communities involved. All of us can make a difference because Change Starts Locally.

A wide range of businesses, elected officials, chambers of commerce and business associations have united to create the Think Local First San Diego initiative. By unifying this diverse and unique group of people under the Think Local First philosophy, we plan to strengthen the business community and the vibrancy of the region we call home.



Operation Connect was formed by the Chamber to give back to those who have given their service to our country. Our mission is to connect transitioning service members and veterans to business leaders, owners and influential people in the community. We view the transitioning service members and veterans in our region as future captains of industry, leaders, and model citizens in our North San Diego community. They will enrich our local economy for years to come and are a community asset deserving of investment.



Emerging Leaders Network hosts a variety of events centered on creating meaningful connections, encouraging awareness of current events impacting our communities, and professional development. The three pillars of ELN--Careers, Communities, and Connections--support an important platform on which to build a solid career and a stronger community.

Careers: Young leaders possess the technical skills needed to advance in their professions. Through a series of professional development forums, members can position themselves to take the next step. Topics include soft skills such as perseverance and leadership, joining non-profit boards, and how to market yourself.

Communities: Each year, ELN partners with a non-profit organization to raise awareness on how to help the community through volunteerism, raising awareness, and donating goods or services.

Connections: Building a solid professional network is key to a successful career. ELN creates opportunities to add to your circle of influence, opening doors to career advancement by offering networking events at no cost to Chamber Members.



Visit North SD is focused on increasing tourism in San Diego County, North of I-8. With targeted marketing focused on weekend travelers, as well as locals who may not know about the hidden gems in North County, visitnorthsandiego.com is the go to place for visitors looking for ideas on what to do.

“Joining has changed our business for the better, and the North San Diego Business Chamber comes with my highest recommendation for anyone looking to expand their business connections!”

-- Devan M.
5-Star Yelp Review

North San Diego Business Chamber

10875 Rancho Bernardo Road, Suite 106
San Diego, California 92127

p. (858) 487-1767 f. (858) 487-8051

www.visitnorthsandiego.com

www.sdwomensweek.com

www.thinklocalfirstsd.com

www.sdbusinesschamber.com