

2014 Candidate Statements for Board of Directors Elections

Election Date—October 8, 2014

Please note that all Candidate Statements have been condensed for space into one paragraph and not to exceed 250 words. No edits to spelling or grammar were made.

1- Elsie Arredondo – Art Gallery

Monarch Fine Art – 1205 Prospect Street, Suite A

I am seeking a position on the Board of Directors for the La Jolla Village Merchants Association because I believe we can make the Village the center of attraction not just for tourists but also for our locals that live in La Jolla and for our neighbors throughout San Diego County. The only way to maintain our image as the cultural destination in San Diego County is through strong community support. For the past year and half, I have owned a business in the Village and have been a resident of La Jolla. Every day I enjoy walking to our gallery and seeing the beauty all around the Village but acknowledge its delicate balance especially with so many empty storefronts. My family and I love this town and want to see businesses continue to thrive and the best way I know how is to volunteer my time and efforts to be part of new ideas and solutions. My Graduate Degree is in Regulatory Affairs and before I became an entrepreneur, my career was in healthcare administration with over fifteen years of experience in managing staff, budgets and change. As an owner of an art gallery, I also understand event planning, fund raising and the challenges of local small business. I believe I am qualified and can make a difference on the board.

2- Krista Heron Baroudi – Hotel/Motel

La Jolla Cove Suites – 1155 Coast Boulevard

I am Krista Baroudi, and La Jolla has been my home since 1976. I have been CEO and Managing Partner of La Jolla Cove Suites and my family's properties here in La Jolla since 2001. Making a contribution to this wonderful community has not only been important to me as a merchant in the Village, but also on a personal level as a resident raising two sons. It has been a pleasure serving on the board of directors for the La Jolla Village Merchants Association for the last two years in the capacity of secretary. I believe we have made progress in building a stronger business community, but I feel that the work has only just begun, with so much more to be accomplished. I look forward to retaining my seat with the Association through re-election for another two year term, and thank you for your support.

3- Claudette Berwin—Professional Services

Gallery Properties— 7861 Herschel Avenue

I have had the great privilege of serving on the Board for the LVMA since the inception of the newly formed BID & would consider it an honor to be re-elected to serve one more year. I am the owner/broker of Gallery Properties on Herschel, a full service real estate firm with 25 agents & have been at this location since 2002. Prior to moving to La Jolla, I served as director of the Newport Beach Association of Realtors, liaison to the city council & chairman of the government & political affairs committee. I am passionate about our village, cultural diversification & keeping businesses here. I originally served on the branding, web site development, promotions & marketing committees for LVMA. I support our community events & am the acting BLOCK CAPTAIN for Herschel. This has provided me with the opportunity to meet many of our local merchants. I also serve as the liaison for REBA & am on the Pillage the Village & Concours D'Elegance committees. During my tenure, our board aggressively & successfully negotiated the opening of the gate as a remedy to alleviate the odor on Coast Blvd. We also opened the La Jolla Visitors Center on Prospect to better serve our merchants, community & tourism. Our mission statement is to BRING BUSINESS TO LA JOLLA through our numerous events, web site, visitors center & social media. Your vote will allow me to continue my involvement and contributions.

4- Trenton Bonner—Professional Services

Trenton Bonner Coastal Real Estate - 7816 Ivanhoe Avenue, #4

The vision that I see for the La Jolla Village Merchants Association should be to continue to improve, bring together, maintain the integrity and historical view & values of the Village of La Jolla. If I am fortunate to be selected to the Board, I will strive help maintain those values. Past & Present affiliations & activities: 1) La Jolla Town Council – 7 years, 2) Kiwanis Club of La Jolla 7 years, President, National Campaign Manager for Oscar Knight, 3) La Jolla Half Marathon, La Jolla Christmas Parade, 4) Trustee Mt Soledad Mem. Assoc LJ Pres. Church

5- Paul Burke – Professional Services

PSB – 1299 Prospect Street

I seek a seat on the LJVMA BOD to offer my time, commitment and business acumen to ensure La Jolla Village continues to draw global and local visitors, is a desirable venue for businesses and events and has the resources and infrastructure to grow with the times. My business and experience promises to assist the BOD in structuring and implementing a successful elastic model that will see it through the changing economy and times: My business development experience spans growing one coffee kiosk into more than a dozen locations which I sold to a burgeoning Franchise to founding and growing a globally recognized company in the semiconductor industry and taking it public. I continue to consult a number of the leading chip manufacturing companies worldwide in capital equipment and implementation models. My experience with the Malibu Business Committee may also be of use to the La Jolla Merchants Association. During my time in Malibu we improved Old Town from a fledging local stop into a flourishing tourist and local destination. Creating a desirable venue for new business which continues to prosper in “Malibu Country Mart”. After a lifetime of living around the world and never losing my love of the southern California Ocean, I have settled in beautiful La Jolla. I will raise my twin four year old girls here and do what’s in my power to ensure they have a place to work in the Village, their family overseas are excited to visit and stay in the Village (remainder of statement over the 250 word limit and removed)

6- Christophe Cevasco—Restaurant

Eddie V’s—1270 Prospect Street

I Have now been in the village as a merchant since our opening 3 years ago and I have seen quite a few things that make La Jolla unique and attractive and I have seen other things that I think could further give the jewel a better outreach to the visitors and residents alike. I feel that by participating and not just vocalizing my opinion, I can better help our village to flourish and work as a network of equals collaborating to bring a mutual benefit to the business district.

7- Leon Chow – Retail

D/B/A C&H Photo, 7720 Fay Avenue

As an original member of LJVMA I cherish the opportunity to continue volunteering on behalf of the merchants and aid in the future successes of the village.

8- G. Michael Dorvillier, Principal - Professional Services

Symbio Financial Partners, 7777 Fay Avenue, Suite 210

Michael Dorvillier has lived, worked, and raised his family in La Jolla for the past 24 years. As a future Board Member of the La Jolla Village Merchants Association, he will bring fresh perspectives, ideas, and energy to enrich the business community. Over the last three years, he has served as the Chairman of the La Jolla Concours d’Elegance and has been able to elevate what once was a small car show to one of the most sought after Concours in the United States. As both a business owner and homeowner in La Jolla, Michael is invested in his community. Michael is forward thinking, innovative and creative as demonstrated by his success as the Chairman of the La Jolla Concours d’Elegance. Michael understands that the relationship between the Village businesses, merchants, and the community has been instrumental in the growth of the La Jolla Concours d’Elegance. When elected Michael will bring that same ideology of partnership, between the community, businesses, and events to help raise much needed revenue for the betterment and awareness of the Village of La Jolla. Michaels other civic involvement included the San Diego International Sports Council, La Jolla Youth Baseball and Las Patronas. He is excited about the opportunity to take part in an organization that is so heavily committed to the improvement and prosperity of the Village of La Jolla.

9- Mark A. Krasner, Esq. – Professional Services

Blanchard, Krasner & French – 800 Silverado St, 2nd Floor

I am committed to San Diego in general and La Jolla in particular. As a second generation native San Diegan, I have enjoyed La Jolla my entire life. As a CPA and founding partner of the La Jolla law firm, Blanchard, Krasner & French, I understand what needs to happen & what needs to be done by La Jolla business to improve and enhance its own prospects and the sterling reputation of the community it serves. It has been my honor and privilege to serve as a Board Member and Officer of the LJVMA. I look forward to continuing to do so.

10- Rita Moore – Hotel/Motel

La Valencia Hotel – 1132 Prospect Street

It is with pleasure and humility that I ask to be seated on the LJVMA Board of Directors, representing La Valencia. As Director of Sales & Marketing for an iconic property, I recognize the key role that healthy commerce and a vibrant village plays in the success of us all. A member of the Leadership Team of La Valencia, I bring the La V reputation & stature to the table – linking arms cohesively with all of the Merchants. My career experience of being a past business owner, a leader in the hospitality field, as well as a deep understanding of marketing are uniquely appropriate to assume a role as part of the Association Board. As an energetic business leader, my vision is to support the Association in building more Village engagement in local programs & initiatives that further the reputation of La Jolla as a world-class destination. My close relationship with SDTA, their PR engine plus the La Valencia PR team will enable me to communicate the village features to a wide audience. You have my commitment that I will apply all of my skills with integrity and passion to forward the cause of the La Jolla Merchants, driving more awareness, more business and more success to us all. Please feel free to contact me should you require any additional information, and thank you for your consideration – and hopefully – this opportunity.

11- Vahid Moradi – Retail

CJ Charles Jewelers & Panerai Boutique La Jolla – 1133, 1135, & 1137 Prospect Street

La Jolla is an incredible community that I am proud to call my home. As a Prospect Street merchant for 30 years I have experience grappling with the unique challenges faced by La Jolla business owners. Keeping La Jolla beautiful and welcoming is a matter of solving parking issues, keeping streets and sidewalks well kempt and free of debris, and promoting events which both attract visitors and are a point of pride for community members. As a business owner I have balanced the needs of local residents and visitors and know that it takes both for a thriving merchant community. We all know that consumers want a more authentic relationship with companies. Every day we have new customers who purposefully seek out small businesses for genuine interactions with people and not faceless corporations. While customers crave these relationships, they are also much more sophisticated and demand levels of personalized service once only offered to the highest caliber of clientele. As a jeweler for 30 years, I understand this need and am able to deliver these high levels of service. My own establishments, The La Jolla Panerai Boutique and CJ Charles Jewelers, are characterized by my personal mission to emphasize honesty, loyalty and beauty. As a result, I have successfully grown CJ Charles into one of the premier Southern California jewelers and La Jolla Panerai into one of the highest performing boutiques worldwide. Most importantly, I am results driven and want to improve the bottom line for every La Jolla business.

12- James A. Niebling - Interior Design/Professional Services

Esteban Interiors—7605 Girard Avenue

I have been on the LJVMA Board of Directors and have served as the Chair of the Design Division for the 3 years of my term. I and the Design Division team have lead the following initiatives: - Landscape enhancements - Holiday décor vision - Sidewalk furniture repair and beautification. Our key goals for the community remain as follows: - Raise the aesthetics of La Jolla to attract and retain shoppers—Promote public awareness with enhanced design and beautification of the community—Create a new and exciting community for businesses looking to locate in La Jolla. As a business owner and partner of a flourishing Interior Design Business for over 7 years now, I am incredibly excited about the growth potential for La Jolla and understand and support the Main Street Four-Point Approach as an optimum way to elevate the community: - Economic Restructuring—Promotions—Organization—Design. I was a founding member of The Art & Design District, Little Italy and accomplished many key initiatives: - The “Kettner Nights” events—Streetlamp banners—Sponsor tags-Extensive Public Relations activities (including TV, and Print coverage). I bring to the Board of Directors of La Jolla over 25 years of senior level retail management with well-established retailers: -Ralph Lauren—Ann Taylor—Express—Macy’s—Pacific Sunwear.

13- Glen Rasmussen—Professional Services

Glen Rasmussen McFadden Rasmussen, Attorney—7855 Ivanhoe Avenue, Suite 455

I have served on numerous boards in La Jolla including 1. Coastal Access & Parking 2. La Jolla Town Council (president) 3. La Jolla Community Planning Assn (VP) 4. Planned District Ordinance 5. Promote La Jolla (interim entity) 6. Chairman of Board—La Jolla Community Center 7. Kiwanis Club (president) - I believe in building consensus and majority decision-making.—It is my belief that La Jolla is now in position to achieve a successful vision for business owners and land/building owners, in order to serve its residents’ needs.—I believe in the use of logic and expression rather than coercion and accusation

14- Marshall Ravden – Restaurant

Finch’s Wine Bar and Bistro – 7644 Girard Avenue

As a long term resident and small business owner in the village of La Jolla I would be honored to serve on the LJVMA Board of Directors. I am strongly aligned with the Association’s mission to promote and enhance the business environment in our community. As a semi-retired surgeon I bring over 40+ years of experience working in the medical field, as well as being an active partner in our small business, Finch’s Bistro & Wine Bar located in La Jolla village. I am a person of integrity and highly responsible with a strong work ethic. I believe I could make a solid and useful contribution to the goals of the LJVMA. Thank you for your consideration and the opportunity to serve in this important role.

15- Terrence Underwood – Hotel/Motel

Grande Colonial – 910 Prospect Street

I would welcome the opportunity to participate in the business improvement district board. Having directed operations of the Grande Colonial for nearly 15 years and operations at the La Jolla Beach & Tennis Club for six years prior to that I am very familiar with the business climate in La Jolla and the Village. I have prior experience as board member of the La Jolla business Improvement District, while doing so I participated as a member of the Planned District Ordinance sub-committee. I have prior experience as a board member for the San Diego Hotel Motel Association, California Hotel Lodging Association and San Diego North Convention & Visitors Bureau. Given the opportunity to participate on the board I would work to help improve the awareness and business climate in the La Jolla Village through the resources available to the business improvement district. Additionally, I would work towards improving the cooperation within the business community to maximize the benefit of our individual resources.

16- Richard Walker – Restaurant

Richard Walker’s Pancake House – 909 Prospect Street, Suite 190

Before opening Richard Walker’s Pancake House (RWPH) in the heart of the Village of La Jolla, Richard Walker graduated with Honors in business from the University of Iowa. He was hired directly out of college and worked for or 12 years in Process Improvement Advisory Consultant for Ernst & Young, LLP (EY). While at EY, Richard served over 10 global clients in sectors ranging from high-tech to automotive to consumer products. Richard also served on several committees at EY mostly focused on large social events. Richard has also traveled to over 60 countries and has a great respect for diversity and different perspectives. In transitioning from the corporate world to the entrepreneurial world, Richard successfully managed a 12-week construction schedule turning the once-defunct Forever Fondue space into the anchor tenant of 909 Prospect St. Richard also funded the endeavor entirely on his own. Richard will bring energy and intelligence to the La Jolla Village Merchants Association (LJVMA) board. Only 3 months into operations, RWPH has donated hundreds of dollars to local charities. RWPH has also become a pillar of the local community serving large carryout orders to local businesses and hosting larger events such as birthday parties and wedding breakfasts. By contributing to the LJVMA board, Richard hopes to attack what some view as problems as opportunities. Richard is an extremely positive person and in keeping so, has led many successful endeavors ranging from successful Christmas Party events to the widely successful opening and operation of RWPH.

END OF CANDIDATE STATEMENTS
