



March 27th, 2018

Dear Fellow La Jolla Village Merchants,

I wanted to personally reach out to all of you and let you know that I will be transitioning off of the La Jolla Village Merchants Association, Board of Directors. This will be effective immediately following our next Board of Directors meeting on April 11<sup>th</sup>, 2018.

This was a very difficult decision to come by as I have nothing but great passion and respect for the La Jolla community. I have truly enjoyed giving back to La Jolla by the Sea as a Board Director for the past 7 years and as President for the last 18 months. I can only hope that I was able to make some lasting impacts that will continue to grow and flourish in the years and decades to come.

La Jolla is an incredibly beautiful and unique community. The stunning natural beauty, numerous outdoor activities, arts and culture scene, unique 'boutique' businesses, and the relaxed lifestyle certainly make La Jolla Village truly a one of kind place.

Our interior design firm, Esteban Interiors, is reaching new heights in business performance this year and that is leading us to an updated business model that includes a new design studio space and client experience. This exciting evolution requires an "All Hands-on Deck" approach. Our lease for our 7605 Girard Avenue design studio will be up this summer and we are expanding into a new innovative space that reflects our design aesthetic and a new workspace that will also be a showcase location for the work that we do. We are excited about the opportunity to become an even more dynamic brand in the San Diego area. We have made many great business relationships in La Jolla over the years and we will continue to support our La Jolla colleagues with our growing interior design business.

As I have always closed my letters...I would encourage all of you to take an active role in helping to shape La Jolla as the place to be for all your shopping, dining, service, and accommodation needs. The LJVMA Board is working hard for you to put things in place that will help set all of us up for success. Please do not hesitate to reach out to them if there is any way they can improve this effort for you, or to "roll up your sleeves" and lend your expertise and support to the effort. I wish everyone much success and prosperity as we watch La Jolla Village become alive with a vibrancy and energy that this community so richly deserves.

A handwritten signature in black ink that reads "James A. Niebling". The signature is fluid and cursive, with a large initial 'J'.

James A. Niebling  
President, La Jolla Village Merchants Association  
President, Esteban Interiors

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[www.lajollabythesea.com](http://www.lajollabythesea.com)

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