La Jolla Town Council
Parade Foundation
presents 2012
La Jolla Christmas Parade

Christmas in the Village

SUNDAY  Dec 2nd  2:00 pm
Girard Avenue

Holiday Festival  3:30pm - 5:00pm

Arts & Crafts • Entertainment
Food • Santa
La Jolla Recreation Center - 615 Prospect Street

www.ljparade.com
La Jolla Christmas Parade & Holiday Festival celebrates Christmas in the Village
Greetings from the La Jolla Christmas Parade and Holiday Festival Volunteers

Welcome to the 55th annual La Jolla Christmas Parade and Holiday Festival, “Christmas in the Village,” sponsored by the La Jolla Town Council’s newly formed Parade Foundation. On Sunday, Dec. 2 at 2 p.m., the parade begins at Girard and Kline with a flyover by the Antique Aircraft Association.

This year, the parade has more than 100 entrants, with dozens of floats, bands, marching units, equestrians, miscellaneous and vintage vehicles — and Abdullah the camel. Wells Fargo stagecoach, fire engines, an antique police paddy wagon and cars from the Concours d’Elegance to add to the fun.

In keeping with our tradition of honoring members of the community who have made major contributions to the community, we have selected Diana and François Goedhuyys of Girard Gourmet as grand marshals. Also being honored is our new UCSD chancellor Pradeep Khosla as innovation marshal; Birch Aquarium executive director Nigella Hillgarth as marine marshal; Athenaeum executive director Erika Torri as cultural marshal; chairwoman of Charter One Hundred Scholarship Committee Reggie Smith as education marshal; and Merrill Lynch financial advisor Charles Hartford as military marshal. Eleven students nominated from local schools for their exceptional service to the community are being honored as youth marshals.

The parade could not happen without our major sponsor, Audrey Geisel and The Dr. Seuss Fund. The Florence Riford Fund and many sponsors and donors among our local businesses and residents also generously contributed. Some of our business float and band sponsors have been supporting the parade throughout its history, as have the Rotary and Kiwanis service organizations; we are particularly grateful for their continued support. Funds for the parade were raised from solely private donations without city or county funds. The entire La Jolla Community has come together to make this parade happen, so thank all your neighbors and local businesses listed in this program who made it possible — and it’s not too late to donate to offset our late arriving bills!

It is a great day to spend in the Village watching the parade assemble and travel down Girard and Prospect and enjoy the Holiday Festival at the Rec Center afterward. Our new foundation focuses on education and arts, and we hope to raise money in the future to be able to donate to the music and education programs at the local schools. In addition to some education and arts booths, there will be entertainment, games for the kids, and a special treat — photos with Santa, followed by the tree lighting made possible by Sunrise Rotary and Pancho Dewhurst of GDC Construction.

For holiday shopping this year, avoid “mall mania” and shop our local merchants who will be open for shopping, dining and lounging. With lots of parking available, it is easy to wander the Village enjoying our seaside jewel.

Check the parade website (www.ljparade.com) for information about the parade, including maps, parking, street closures, parade day schedule and a list of our sponsors and donors who make the parade possible. You’ll also find a list of participants in the parade, so find out who you’ll be seeing — then come out and have some fun watching them all go down the avenue!

Special thanks go to the Christmas Parade and Holiday Festival Committee — a very small group of dedicated and cheerful volunteers whom I have been privileged to work with for more than 15 years — many of whom have been volunteering for more than 25 years! The Christmas Parade and Holiday Festival would not be possible without their many efforts, from helping raise funds to making sure all entrants have a fun and safe experience. A special thanks, also, to Pat Wells who is the hub of the parade administration, cheerfully working the spectrum of tasks and keeping us all informed, and to David Bache, our webmaster, who made registration seamless and easy. It has been a privilege to work with the committee to make this 2012 Christmas Parade and Holiday Festival the best ever!

Vice President, La Jolla Parade Foundation

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For more than 25 years, the Goedhuys have not only dished out delicious fare from the Village’s beloved bakery and deli, Girard Gourmet, they have also served the community through philanthropic endeavors that brighten up the art, culture, history, schools and churches around town. From the duo’s longstanding perch on Girard Avenue, the Goedhuys have seen many community members come and go, always welcoming newcomers into the neighborhood with their bright smiles and sumptuous dishes, while also paying tribute to good friends and regulars who were just passing through. For their community-minded generosity, spirit as the heart and soul of many of the town’s activities, and longevity as community merchants and leaders, Diana and François Goedhuys have been honored as this year’s La Jolla Christmas Parade grand marshals.

Since Erika Torri first took the helm as the Athenaeum to reclaim three historic buildings on Wall Street for use by the library, her instrumental role as a mover and shaker of arts and culture in La Jolla is befitting of her honor as this year’s cultural marshal.

Philanthropic community volunteer Regina Smith spends much of her time serving on a number of boards, including as president of the YMCA Child Care Resource Service, Miracle Babies, and Friends of the Linda Vista Library, advisor at Junior League, and dean of USD’s Invisible University. Smith also chairs the Charter One Hundred Scholarship Committee, which is dedicated to providing scholarships, support funds and mentoring programs for young women who have emancipated from the foster care system and are in pursuit of a college education. Currently, thanks to Smith and Charter One Hundred, seven such young women are enrolled in undergraduate and graduate programs in colleges throughout the nation.

Charles Hartford is one of the many military veterans La Jolla is proud of. After receiving his Bachelor of Science degree from the United States Military Academy at West Point in 1989, the scholar continued his education, earning Masters degrees in History, Diplomacy and International Commerce from the University of Kentucky. Throughout various deployments, Hartford was a dependable leader, earning the Combat Infantryman’s Badge, the Valorous Unit Award, the Bronze Star, the Legion of Merit, the Ranger Tab, the Joint Chiefs of Staff Identification Badge, and the South African Parachutist Badge for his service to the nation. He also served in leadership roles as the Deputy United States Military Representative to the Strategic NATO Headquarters in Mons Belgium before continuing his service as a trusted financial advisor at Merrill Lynch La Jolla. Hartford volunteers his time on charitable organizations including Rotary International and La Jolla Town Council.

Leading the charge as UC San Diego’s eighth chancellor, Pradeep Khosla is as forward thinking and entrepreneurial as the distinguished school he leads. In his short tenure as UCSD’s latest chancellor, the multi-talented administrator, prominent academic leader and campus visionary has already integrated undergraduate curriculum reform, successful diversity initiatives, multidisciplinary research centers and graduate offerings and international programs into his strategic roadmap for the continued success of the campus of Tritons who seek to make positive change in the La Jolla and UC communities and beyond. A longstanding advocate for collaboration, innovation and multi-disciplinary study, Pradeep Khosla embodies the next-generation leadership strengths that are certain to uphold and advance Roger Revelle’s vision for the innovative minds as the world-renowned institution.

**Education Marshall**

**S. Regina Smith**
Chair of Charter One Hundred Scholarship Committee

**Military Marshall**

**Charles W. Hartford**
Financial advisor
Merrill Lynch Office, La Jolla

**Innovation Marshall**

**Pradeep Khosla**
Chancellor, UC San Diego

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**Cultural Marshall**

**Erika Torri**
Co-Executive Director
Athenaeum Music & Arts Library

**Marine Marshall**

**Nigella Hillgarth**
Executive Director
Birch Aquarium at Scripps

Truly a woman of accomplishment, distinguished zoologist Nigella Hillgarth has made waves as executive director of Birch Aquarium at Scripps since taking the helm in 2002. In addition to the creation of a dynamic Scripps Explorers Gallery, she has also expanded aquarium visitors’ hands-on interactions with touch tide pools and a number of interactive exhibits that keep visitors coming back for a dynamic learning experience about the mysteries of the deep. Thanks to her qualified leadership, aquarium visitors exceeded 400,000 per year during her tenure, and gifts from private funding has quadrupled, ensuring that the gift of ocean learning is available for generations to come.

**Special Thanks...**

**Parade Marshalls**

**François & Diana Goedhuys**
Girard Gourmet

**Thank you to all the following individuals and organizations for their support of the Christmas Parade & Holiday Festival Committee Volunteers:**

- Chair – Ann Kerr Bache
- Director Parade Operations – Mike Carlin
- Marching Units – Cynthia Adams-Carlin
- Miscellaneous Vehicles – Carol Burchard
- VIP Vehicles – Gary Buller & Terry Buis
- VIP Reception – Sally Fuller
- Toastmasters Announcement Chair – Phil Covington
- Christmas Tree Lighting & Santa – Pancho Dewhurst
- Education Arcade – Gail Forbes
- Kiwanis Club Representative – Trenton Bonner
- Fundraising – Rob Hildt, Charles Hartford, Deb Arnau
Youth Marshalls

Alexis Ravenscroft, All Hallows Academy
Alexis Ravenscroft, oldest daughter of Heather and Marc Ravenscroft, is a third-grade student at All Hallows Academy in La Jolla. An excellent student who loves reading and science, she also participates in the school’s band and is a member of the children’s choir. As a lover of music and the performing arts, Alexis has appeared in the cast of the school’s productions of “Mary Poppins” and “The Wizard of Oz,” dances at Creative Dance Theater and has been a participant in Nordstrom Fashion Shows. She also plays fast-pitch softball for both the Coastal Bay and San Diego Hurricanes teams, in addition to playing soccer for All Hallows Academy. She loves art and crafts and is in her fourth year as a member of the school's population. Ludmila and Thibault are not only the eighth-grade class representatives, but were recently elected school president and vice-president. Both students are strong academic achievers and are active participants in the school's sports league competitions.

Daniel Hamilton, La Jolla High School
Daniel Hamilton is a senior at La Jolla High School and began playing under the instruction of Mr. Reed, his current music teacher. This is year is his fourth in the high school jazz band. He hopes to continue playing the trumpet in some capacity when he goes off to university. Outside of playing music, Andrew enjoys reading and hanging out with his friends.

Grady Ruyle Marwood, Muirlands Middle School
Grady Ruyle Marwood is an eighth-grader at Muirlands Middle School. Although he does not live in the La Jolla area he still wouldn’t go anywhere else even if it was more convenient. He plans in the future to be in the emergency medical field. In his school he is a very active participant and a great leader. He is the station manager of Muirlands Middle School's radio station JRadioTV. He is a great role model to everyone and is also a good friend. He is very interested in technology and medicine.

Sophia Bosque, Stella Maris Academy
Sophia Bosque, a sixth-grader at Stella Maris Academy, has been unanimously nominated as this year’s school representative for youth marshal in the annual La Jolla Christmas parade. In addition to having been elected as student Council Publicity Commissioner and participating in the school choir and Glee Club, Sophia excels in all academic areas.

Sophia has played the piano since age 7, is an avid reader and enjoys drawing in art class. In fact, one of her drawings was selected to be on display at the San Diego Museum of Art during the last school year. Displaying a sense of service to the San Diego community, Sophia also participated in last fall’s annual Fr. Joe’s Villages Thanksgiving 5K Run, which raised money for meals served to its hungry neighbors.

Ever since Sophia learned how to bake she has dreamed of opening her own bakery. She has decided to set herself the goal of opening her own business. She aspires to become a baker herself one day and open her own business.

Sophia best describes herself as perseverant when discussing her academic goals and past achievements. “I won’t settle for a ‘B,’” says Sophia with a smile. She readily offers some advice for her peers and middle school classmates, “Believe in yourself! Expect the best from yourself. There may be disappointments along the way, but these disappointments are temporary. You can overcome them.”

Vivian Phillips, The Bishop’s School
Vivian Kai Phillips is a senior at The Bishop's School. Vivian is proud to be the nominee and this year’s school representative youth marshal in the annual La Jolla Christmas Parade. Vivian’s commitment to community service started early as a Daisy Girl Scout and continues to this day. For the past three years Vivian has assisted in raising funds benefiting the children of the Joy to the World Kindergarten in Namibia Africa. The proceeds support vulnerable children in the community. Volunteering and giving back to the community is important to Vivian. This year she volunteered and performed a Shakespeare monologue for the La Jolla Rotary Club annual scholarship fundraiser, Stars in Their Eyes. An avid theater participant, Vivian received the NAACP Gold Medal Award for Dramatics and was selected to attend the National Finals. She was also a semi-finalist in the upper school Shakespeare contest earlier this year. Vivian has served as a volunteer for the Malcolm X Library Teen
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Mount Miguel High School Alumni Jazz Band
Mount Miguel High School Marching Band
Royal Raider Regiment
Southwest Middle School Mariachi Band
Spring Valley Middle School Spirit Marching Band
Standley Middle School Marching Band
University City High School Centurion Sound

CANINE UNITS
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San Diego Golden Retriever Meetup

EQUESTRIANS
Evans School
Grand Ladies of the Old West
La Jolla Presbyterian Church
Ramona Elves
The Prancing Pony Country Farm
Scripps Miramar Saddlery
Silver Saddle Equestrian
Tijuana River Valley Equestrian Association
Victorian Roses Ladies Riding Society
Winchester Widows

FIRE ENGINES
La Jolla Sunrise Rotary
OMBAC-1
OMBAC-2

FLOATS
All Hallows Academy

American Legion Post 275
Angels of Peace
Barabbas Road Church
Bird Rock Community
California Music Studios
Gillespie School
La Jolla Country Day School Christmas Float
La Jolla Presbyterian Preschool
La Jolla Village News
La Jolla Lutheran Church
Ooh La La Dance Academy
San Diego Pools
Stella Maris Academy
WindanSea Surf Club

LA JOLLA CHRISTMAS PARADE

Cub Scout Pack 734
Dexter La Pierre
Doyle Elementary 1st Grade Daisy Girl Scout Troop
Girl Scout Pacific Jewel Service Unit
Horizon Christian Academy Cheer
La Jolla YMCA Gymnastics
La Jolla Presbyterian Preschool
Las Patronas
Kid/Gym Ventures
Scripps Ranch Cub Scouts
Sharpe Fitness - CrossFit La Jolla
Sherry’s Gotta Dance Drill Team
Southern Sea Lion Dance
Tap Fever Studios
Valerie Juboori

MISCELLANEOUS VEHICLES
Antique Aircraft Association
Birch Aquarium at Scripps
Brian Maiorano
Classic Thunderbirds of San Diego
George Koutas
La Jolla Friends of the Seals
La Jolla High School
La Jolla Historical Society
Martina’s Transportation
Men Of War, Veterans Motor Cycle Club
Rotary Club of La Jolla
San Diego Lifeguards
San Diego Police Museum
Southern California Vacation Rentals
The Star Trike
Surf Diva Surf School
Tutto Cuore and Pacific Magazine
Two Men and a Truck, SoCal Inc.
Unarius Academy of Science

La Jolla Christmas Parade Route, No Parking & Tow Away Zone Map
2012 Holiday Festival 2:30 – 4:30PM  
Activities – La Jolla Rec Center

Main Music Stage:  
1.) 2:30 PM La Jolla High School Jazz Band: - 35 - 40 minutes  
2.) Sonia Olivas and other Harpists - 20 - 25 minutes  
3.) Bon Temps Pappion Louisiana Band - 25 minutes.  
4.) Amani Rodriguez playing Keyboard - 20 - 25 minutes  
5.) 4:30 PM Silent Night on keyboard during the Tree Lighting - Amani.

Festival Grounds: 2:20 – 4:30  
1.) Air jump, and air obstacle course for the kids.  
2.) Two face painters at a table with chairs.  
3.) Coco Tihanyi and her Surf Divas giving surf instructions and water safety talks.  
4.) Watercolor painting and pencil sketching with "Art Instructor" Wade Koniakowski  
   PLUS Jane Wheeler will sponsor a Collaborative Abstract painting with acrylics.  
5.) Several Harps with Sonia Olivas demonstrating and instructing Harp Music.  
6.) Wells Fargo Stage Coach with History Lecturer  
7.) Sharp Fitness Exhibit with demonstrations on balance ball and core exercises  
6.) Santa in Santa Chair talking to the kids.  
7.) Christmas Tree lighting at the end of "Silent Night", 4:30 PM and darkness.  
8. Festival winds down.

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Photographer Don Balch snapped these photos at last year’s La Jolla Christmas Parade and Holiday Festival. Check out this year’s festivities to see a whole new array of floats, band, performers and holiday revelers as the entire Village comes alive for the holiday season.
Council in San Diego. Vivian enjoys attending The Bishop's School and for the second year is co-president of the Neuroscience Club. This past summer Vivian was selected as a Research Scholar for the UC San Diego Academic Connections program. She interned in the neurobiology lab of Prof. Gentry Patrick. Vivian aspires to be a neuroscientist and work with individuals with brain disorders. Her parents are Stephen and Veronica Phillips. Vivian hopes that everyone enjoys the parade and wishes a Merry Christmas, Happy Hanukkah and Kwanzaa to all.

Arthur Champion, The Evans School

Arthur Champion (on right) is a sixth-grader attending the Evans school. His favorite subject is science and hopes one day to be a scientist or veterinarian. Arthur plays water polo and enjoys surfing, even in the 60-degree ocean. Arthur is an active Boy Scout and member of Troop 4 here in La Jolla, which is the oldest troop west of the Mississippi and have recently celebrated their centennial year. Arthur wishes all a Merry Christmas and thanks La Jolla for this wonderful Parade Tradition!

Dylan Lödl, Torrey Pines Elementary School

Dylan Lödl was born in San Diego. He is 10 years old, a fifth-grade student at Torrey Pines Elementary school, where he has been enrolled since kindergarten.

While at Torrey Pines, Dylan has remained active in student council, proudly serving with distinction as the school’s treasurer during the 2011-12 academic year. More recently, in November, Dylan was elected president of Torrey Pines Elementary school by his schoolmates.

While originally submitted as part of a school project, Dylan’s watercolor artwork was one of a handful selected for display at SDUSD’s 2012 annual art exhibit, an honor for which he was interviewed by San Diego’s KUSI television station. Dylan was also a member of the four-person team who propelled Torrey Pines to third place in the REMS (Rendezvous Engineering Math and Science) competition at La Jolla High last spring. Dylan has consistently scored in the top percentile of the California Standard Test.

Dylan is also actively involved in his community and environment. He routinely volunteers as a safety patrol member at his school, coaches the TOP Soccer Program for children with mental and physical disabilities and happily participates in beach cleanup service. Dylan’s sporting activities include soccer, tennis, skiing and swimming and he’s always up for a good game of chess.
SHOP LOCAL
SUPPORT YOUR CITY

SHOP LOCAL
SUPPORT YOUR CITY

This year, avoid the mall — shop local

Here’s a guide to all things holiday — especially holiday shopping. Time of year can be a boon for businesses, so it’s important to support your local merchants. Skip the hectic rush of the mall and stroll down the avenues of our own backyard for some unique finds that will have family and friends thrilled you thought of them this holiday season.

Shopping locally:
Find the most unique gifts

Although shopping can be fun for many people, for other folks it’s the exact opposite. That is because of the stress associated with picking just the right gift to please a friend or loved one.

There is a way to make shopping for those gifts easier and less stressful. The solution is to shop local.

REWARDING GIFTS

The problem with many big chain stores is that they carry similar merchandise, much of which is actually manufactured and produced overseas. That does little to help the American economy.

It is also very unimaginative. People like getting real surprises for holidays, birthdays or anniversaries. If they get gifts that they see all the time on the shelves of a chain store, it can be a disappointment.

Anyone who needs a new sweater, blender or set of bath towels can certainly buy those items for themselves. Also, many people feel obligated to buy gifts for certain people, like a boss, coworker or friend, but that is no reason to be boring and unimaginative.

SPECIAL PRODUCTS

Small mom-and-pop stores often have products you can’t find anywhere else. These types of stores are usually located in the downtown area of La Jolla Village, although they can also be found in more “off the beaten path” locations like La Jolla Shores or Bird Rock.

Local shops can be intensely focused on one particular gift, with good insight and advice about what to purchase. They have a niche market that they know exceptionally well. Instead of trying to sell a little bit of everything, they typically concentrate on a special product or category such as quality olive oils and vinegars at We Olive, stunning artwork at any of the Village’s popular galleries, or artisan jewelry at jewelers like Splash Jewelry.

They tend to form relationships with local artisans and people skilled in various trades such as metal work, jewelry making, painting, sculpting and sewing.

Because these people work for themselves, rather than a large corporation, they can be very creative with their design ideas. The end result is a piece that is one-of-a-kind.

GOOD REPUTATION

Most mom-and-pop stores are a fixture in their community because they have been there for so long. Take Meanley & Son ACE Hardware, for example, which has been in the community since the late 1940s. Mom-and-pop stores build their reputation over many years. They can’t stay in business unless they offer the very best products and customer service, including unique gifts that are popular in your particular area.

The proprietors of the shops have a special bond with the community. Many local artisans will produce works that reflect the noteworthy heritage and cultural traditions of the region, some of which will go on display at the La Jolla Historical Society or MCASD La Jolla. Another bonus to shopping in the local stores is that it helps to boost the local economy by keeping the money in the area.

Neighborhood stores also keep the towns vibrant and enable talented artisans to make a profit by doing what they love. Any time of the year is a great time to peruse local shops for unique gifts for others or even for yourself.
Shopping locally: It’s a charming experience

When people think of an enjoyable shopping experience, they usually don’t imagine cookie-cutter stores out of town. Shopping at locally owned businesses in La Jolla can be a lot more fun.

The ambiance of small, local shops is charming and quaint. The town storefronts and display windows each have a unique take on the holidays and special shopping events throughout the year, and it typically incorporates the distinct merchandise that the store sells. A trip along the Village’s main streets or inside any of its stores is like being transported into another place.

Normally, locally owned shops are anything but ordinary. Unlike large chain stores out of town, the local shops are sometimes set inside historic buildings similar to those seen along Wall Street’s cultural corridor or at the La Jolla Historical Society’s Wisteria Cottage. Some may even have creaky wooden floors, ceilings with unique angles and enticing staircases leading to undiscovered treasures.

DEALING WITH THE ‘BOSS’

Instead of being ambushed by a pushy salesperson, the shopper is instead greeted by jovial owners like Egon Kafka and Maureen Murphy at La Jolla Village Lodge or sometimes by their friendly dog or cat as well, in the case of pet

Happy Holidays from Mario

Master Jeweler and Designer Mario Sandoval
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Shopping locally: You’ll be helping your neighbors

Supporting your community and local businesses can be as simple as choosing where you do your shopping.

We all like the low prices that major retailers sometimes entice customers with, particularly in tough economic times. One should remember that as enticing as they may be, supporting your local businesses can help the overall economic health of the area. Choosing to shop with a smaller, locally owned business helps to keep your dollars working in your community.

Closer Relationships

The individuals that run and own these businesses could be your friends, neighbors, or even a relative. This relationship allows the consumer to forge an actual friendship and respect with the proprietor of the business. Small business owners generally go the extra mile to ensure you find what you need and that your needs are taken care of while you shop with them.

That professional relationship can open other doors to you that you will not get at other retailers—a personalized experience catered to finding your best solutions. Many small business owners take great pride in serving their neighbors, which lends them to being far more flexible than a corporate entity.

Most big-box retailers started off as small, local stores that offered exceptional service and quality to their customers. As they grew into the large corporations that speckle the economic landscape, many of them lost that small-business charm as their focus had to change with growth.

Those major retailers now worry about minimizing work hours to stay under the personnel budget, attracting customers in with low prices, and keeping those customers returning by offering just enough service to get by. The development of any sort of professional relationship with a big-box store’s staff is extremely difficult due to the sheer number of people you and your employees end up dealing with.

We all want to get a good value on the products we want. But if the money you spend isn’t going to help your friends and neighbors locally, how much of a value is it really?

Before you buy that television, MP3 player, bookcase — or any other product of the sort — call up your local small business. Ask them if they have any price matching programs. Many businesses do, but the information is often posted on signs in the store that are overlooked by shoppers. That means there is a good chance you can get your product at a competitive price and still support your local business community.

Recycling Dollars

Your dollars do much more than simply buy the items you need, want, or want to gift. They help to support and grow a community as they are circulated in the area.

Shopping with a local business means your dollars are going into local banks. Those banks are in turn, turning those dollars into a variety of things to help other members of your community. Loans are paid out and allow individuals the ability to pursue their dream of being a homeowner, purchase a new car, or even pursuing higher education.

In turn, their money goes back into the bank and continues to circulate out into the community as well. Though it may be difficult to see the impact this economic circle has on your local community at the moment, one’s children may be able to see it clearly a decade down the road.

When you are going out shopping for gifts or even just going grocery shopping, your local businesses need your help. Help your friends, family and neighbors continue to pursue their dream and reap the benefits a small-business owner provides their customers.

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boutiques like Muttropolis.

The shopping experience itself can be a lot of fun. You get to interact more with the “boss” at small mom-and-pop shops, so you’re treated like a real person, rather than cattle herded through a chute. Merchants like Nancy Warwick of Warwick’s or Dennis Wills of D.G. Wills Books encourage the shopper to take their time and meander through the store, perusing book after book until the right one captures their attention. While they are in business to earn money, they generally will not pressure the shopper to buy a lot of extra stuff or try to force them to sign up for a store credit card.

Local shops also frequently go that extra mile for their customers by doing things like gift-wrapping and providing coffee or donuts at no additional charge.

PASSION FOR BUSINESS

The owners of local shops are in business because they love it. It’s a passion for the craft that enables them to be successful. Business owners like Francois and Diana Goedhuys every time diners step foot into Girard Gourmet and are welcomed by their neighborly greeting and passionately created fare. It’s just not a job on the career ladder, so you often find people who are experts at their craft.

They buy the products that they feel will best represent their vision of the store, instead of having to answer to a corporation.

Because they work directly with the artisans and suppliers, the owners are usually very knowledgeable about the wares that they sell. They know how long it took the artisan to make an object, as well as all of the hard work they put forth. Some storeowners are the artisans themselves, creating unique, one-of-a-kind gifts like Judy Judy Judy’s elegant silk painted scarves or Elizabeth Allen Atelier’s quality bedding collections. Items purchased in local shops can sometimes be a much higher quality than the mass produced items found at other stores. High-quality merchandise is not only distinct, but it will also last much longer.

Shopping at the local stores often provides an opportunity for people to run into old friends or neighbors that they have not seen in a while. They can mingle on the streets and catch up on the local gossip. The storeowners get to know their customers, as well. It is a family atmosphere.

To encourage shoppers to patronize the local stores, the Village has made street parking free and put on events that are sure to draw a crowd. It’s part of this unique feeling that makes shopping so enjoyable when you spend your time and money close to home.

Keep on top of the news.

LOCAL SHOPS ARE AWHIM

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**Sensible planning:**
**Make smart holiday shopping decisions**

The holiday season is among the most stressful times of the year. With long lists of things to do, meals to prepare, family and friends to entertain and gifts to buy, many people embark on the holiday season with more fear than cheer. And with so many people trying to spend less these days, preparing for the holidays has become that much more challenging. But by planning in advance and establishing a holiday shopping game plan, men and women can save money and maintain their peace of mind.

Start at the bottom line. The best way to avoid overspending during the holidays is to establish a budget — and stick to it. Before making any holiday purchases, determine a holiday spending limit that is acceptable to you and your spouse or partner. The figure should include not only the cost of gifts, but expected expenditures for holiday entertainment and entertaining, decorations, travel and items such as clothing and home improvements.

Know as you go. Know what portion of holiday budget is for gifts and keep a running total of expenditures as you shop. This way, you will have a sense of where you stand at any given point in the shopping season and can adjust accordingly.

Be an informed shopper. There are deals galore in the run-up to the holidays and it pays to compare prices and offers before making any purchases. Check newspaper and online ads, as well as retailers’ websites to determine both where and when you can get the best deals.

Make a list and check it twice. Plan your purchases ahead of time to avoid impulse buying. By having a gift in mind for each person on your list, you will save time, money and headaches.

Consider family gifts. If there are a number of families on your gift list, consider giving a single gift — or gift basket — that everyone can enjoy. A waffle iron or ice-cream maker, for example, is a gift that foodie families will savor for years to come. Give the gift of your time. Some of the most cherished gifts have no price tag attached. Homemade gift certificates for things like car washing, dishwashing, babysitting, lawn mowing and closet cleaning are always wonderful and welcome. As the giver, just make sure to make good on your promise!
Shopping locally: Preserve your — and your community’s — unique character

Local businesses are the heart of a community. In every town, there exists a street or group of streets lined with shops that cannot be found anywhere else. This unique collection of places to shop is part of what makes a town special.

Every year, out-of-town stores bombard the public with announcements of big sales. These ads promise the lowest prices of the season on hot items that are sure to disappear from shelves at a rapid rate.

Some of these stores draw crowds out of small towns and into big stores that dwarf the small businesses that are found closer to home. When people go out of town to shop, local revenue is lost and the character and vitality of a place is threatened.

Choosing out-of-town stores over these local treasures takes money out of the community and tells business owners that you prefer to spend your time in other areas. And with a beautiful seaside setting like La Jolla, helping the town

By doing your shopping locally, you bring both financial support and consumer faith back to area businesses. The money that you spend in your own backyard stays there rather than being funneled to a multinational corporation. Simply put, when people support the businesses in a town, it benefits the town as a whole.

More revenue means that stores stay in business, which in turn preserves the vitality of a community. A bustling downtown shopping district will draw visitors as well as locals to experience the town’s unique nature.

With continued support, local businesses can survive long enough to become legends in their own right. This enriches the history of the town and can aid in its growth by showing that there is a strong home town customer base.

The distinctive nature of small, local businesses means distinctive merchandise. A national chain may be able to offer you the must-have toy or item for your home, but only a local establishment can bring items hand-crafted by artisans who live right in town. It would be hard for a chain store to match the quality of the cookies, pies, and cakes fresh from the local bakery.

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Many local business owners are also active in the town and nearby areas. The man who helped you pick out the perfect present for your niece may be the same person who puts out a fire at a neighbor’s house. The hairdresser could be the one overseeing the next big seasonal festival. By supporting the livelihoods of these people, you in turn support their ability to give back to the community.

Resisting the pull of out-of-town stores can be difficult, but the benefits of local shopping are worth staying close to home. Keeping money and consumer loyalty within the local economy helps to maintain the rich history and personality of a town and can help the community remain strong.

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SHOPPING
CONTINUED FROM Page 13

bring all of these things to a community are the owners. Unlike the rushed and harried seasonal workers at big chain stores, owners and employees of local shops are people you recognize from within the community.

This makes visiting their business more personal than a standard shopping trip. Staying local gives you an opportunity to establish relationships with shop owners who can come to know your preferences and will be able to help you more easily, leading to a relaxed, personal shopping experience.

This place is fantastic! My fiance went here to buy a tux for himself and to look for rentals for our upcoming wedding. At first we didn’t want to go here because we figured, being in Birdrock, it would be more on the expensive side. After a terrible experience at another tuxedo shop, we decided to give A Better Deal a try. I am SO happy we did! Not only was the experience far better than where we had been, but the quality of tuxedos are fantastic, and they ended up being cheaper for his groomsmen to rent! Score!

We also had a hiccup and had to push back the wedding after we went in for our first appointment. When I called to explain, they were so accommodating and even let us come back to try on different tuxes months later even though we had already purchased a tux and it had come in.

I can’t recommand this place enough. If you are looking for quality service, quality tuxedos, and great prices, check this place out!!

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