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CARLSBAD

# BUSINESS JOURNAL™



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### TRICKS AND TREATS

The Village gets spooky for Halloween

5



**Brubaker**  
Insurance & Investments

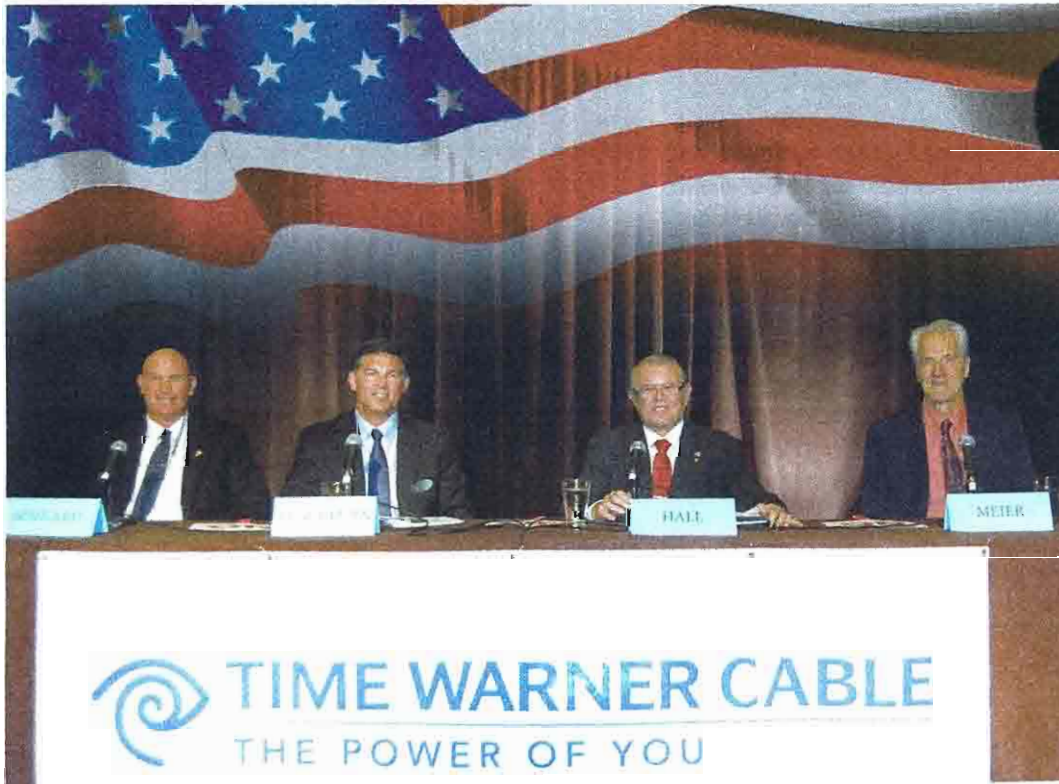
**BUSINESS EXPO**  
Vendors make great connections

9



Member referrals 3,504  
Web site visits 41,679

## THE MAYOR IS IN THE HOUSE



One of these four candidates will be Carlsbad's new mayor. Candidates (from left) Glenn Bernard, Keith Blackburn, Matt Hall and Walt Meier participated in the Candidates Forum held Friday, September 24 at the Sheraton Carlsbad Resort & Spa. The one-day event kicked off with a forum for city council and mayoral contenders, and also featured a Business Expo and Sundowner. Turn to page 9 for more photos.

## Village Faire

The Nation's Largest One-Day Street Fair

### Village Faire comes to Carlsbad November 7

Twice-yearly event is a mecca for shoppers and gourmands alike

The Carlsbad Village Faire is a twice-yearly tradition that consistently attracts record numbers of shoppers, visitors, vendors, and seekers of the new, the different, the delicious. Oh, and dogs. It also attracts dogs. "I have no idea why people bring their dogs," said Brian Roth, of Kennedy & Associates, who has helped organize the Carlsbad Chamber of Commerce event since 1997.

This year's event will be held November 7 from 8 a.m. to 4 p.m. in the Village of Carlsbad.

The Carlsbad Chamber has been working with Kennedy & Associates to present the street fair every May and November for 35 years. Since its inception, the Faire has grown from a modest sidewalk sale to the nation's largest one-day street faire, including nearly 900 vendors and attracting more than 100,000 people. "I have no idea how many dogs," Roth said.

> VILLAGE FAIRE, Page 21

## Vote! It's an honor...and a duty

BY TED OWEN

Why is it important to vote? Because if you don't you are not entitled to have a say in the outcome of the election. Every year somewhere in America we conduct Apathy Conferences normally called Elections. About 30 to 35 percent of us on the average attend and participate in them but the remaining 65 to 70 percent complain for years to come about what those who *did* attend did. The majority of the non-participants lack the desire, inspiration or commitment to spend a few minutes registering their opinion of who should be our representative or which law or program is best for our country or community.

This story is simple to debunk – VOTE. It is your right, your obligation and your only way of having your voice heard.

Here are some factoids to stimulate your thoughts about Election Day.



– Our ancestors fought hard for this right and privilege — don't waste their efforts.

– Think about all the people all over the world who can't vote. They can be killed for their political beliefs. You can vote freely with no consequences.

– Your future and mine depends on everyone's vote. Many times the polls showing what people want compared with the actual outcome are disparate because people are too lazy to be heard.

> VOTE, Page 21

## BUSINESS SPOTLIGHT



The COASTER is the antidote to the gridlocked commute.

## The COASTER: The stress-free choice for commuting

Want to save a couple of hours behind the wheel? It takes about two hours to drive to San Diego from North County and back. And if the freeway is congested - forget about it! But if you opt to spend the time aboard the North County Transit District's COASTER train instead, then perhaps you could read a few chapters of

that book you have been carrying around for days, relax and take in the incredible views along our beautiful Southern California coast, or tweet about the dolphins you just saw. Come on - you can't see dolphins from the freeway!

> COASTER, Page 21

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## COMMUNITY LEADERS SPOTLIGHT

WEDNESDAY, OCTOBER 13, 2010

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