

## January Business Spotlight



### The Shabby Vintage

20331 Lake Forest Dr. C12  
Lake Forest, Ca. 92630

January 2024  
BUSINESS SPOTLIGHT



### The Shabby Vintage: Crafting Timeless Stories in Every Piece

In the heart of Lake Forest, The Shabby Vintage, owned by the creative force Jennifer, beckons vintage enthusiasts into a world where every piece tells a story. With a lifetime love for thrifting and a penchant for unique finds, Jennifer has transformed her passion into a thriving business that caters to diverse styles and brings a touch of nostalgia to every home.



Jennifer's love affair with vintage began at the age of three when her grandmother gifted her a vintage sewing box. Currently residing in a 1935 home in Trabuco Canyon called the Oak Tree Cottage for the past 10 years, she has developed a deep appreciation for the history and charm of bygone eras. Following in her mother's footsteps, Jennifer's creative spirit flourished through interior decorating, art classes, and freelance work.

Emerging from its humble origins in a 1964 vintage trailer, The Shabby Vintage has evolved into a reputable commercial and showroom space, establishing itself as a prominent presence at flea sales and vintage markets across the state. The showroom, available by appointment only, serves as a canvas reflecting the meticulous attention to detail and artistic flair of its owner. Born out of a genuine passion for thrifting, The Shabby Vintage now boasts a diverse collection that caters to various styles, from rustic farmhouse to shabby elegance, with each item handpicked to tell a unique tale.



The Shabby Vintage, in its sixth year in Lake Forest, is not just a commercial space but a haven for those seeking distinctive pieces. The Shabby Vintage showroom is more than a display of items; it's a canvas where Jennifer weaves themes and constantly moves pieces to cater to different tastes. Her strategic location in Lake Forest, with its great drive-by visibility, invites passersby to explore the treasures within.



Despite Jennifer balancing full-time commitments during the week, she has turned The Shabby Vintage into more than just a business; it's her passion. Jennifer delights in the personal interactions with customers, learning their stories, interests, and helping them find items that resonate with their homes. Her knack for cherishing the stories behind each piece creates a shopping experience that goes beyond transactions.

While Jennifer has achieved much, her journey has just begun. Beyond the showroom, where she orchestrates vintage markets, weddings, and stagings, Jennifer shares both this passion and part of her warehouse with her good friend Kirsten Marumoto, who has traveled the United States bringing back nostalgic vintage from all corners of the country. They envision expanding further into new venues, photoshoots, and even hosting creative classes. Additionally, The Shabby Vintage hosts warehouse sales once a month, and will be participating in upcoming 2024 markets, including The Great Junk Hunt.



Step into the enchanting world where nostalgia seamlessly meets style. Explore The Shabby Vintage and uncover a curated collection that not only enhances your living space but also tells a story with every

carefully chosen piece.

## Shop The Shabby Vintage:

Etsy: TheShabbyvintageOC



## February Business Spotlight



### Clickstart Dog Training Academy

22485 El Toro Rd,  
Lake Forest, CA 92630

February 2024  
BUSINESS SPOTLIGHT



### A Dog's Best Friend: Exploring Clickstart Dog Academy

Founded in 2019 by Cassie and Liv, Clickstart Dog Academy has reshaped the local dog training landscape. Clickstart stands as a testament to dedication, innovation, and a deep care for our canine friends. With a team of eight seasoned trainers, Cassie and Liv have cultivated an environment rooted in positivity, trust, and effective communication between dogs and their owners.

At Clickstart, the philosophy is clear: embrace the power of positive reinforcement and foster enduring relationships between pets and their human counterparts. With over a decade of experience under her belt, Cassie's journey began at Brown University, where she pursued her passion for biology and ethology, the study of animal behavior. It was there that her fascination with canine psychology took root, eventually leading her back to her own roots in California.

The inception of Clickstart stemmed from a profound realization — a gap in the market for scientifically-driven, research-based approaches to dog training. Armed with a keen understanding of canine body language and behavior, Cassie and Liv embarked on a mission to redefine the standards of dog training.





What sets Clickstart apart is its comprehensive approach to training, catering to dogs of all ages, sizes, and temperaments. From lively group sessions to personalized private classes, Clickstart offers a curriculum tailored to every stage of a dog's development. Following a school model, Clickstart offers graduations from preschool to PhD levels. Graduating dogs proudly receive ribbons and certificates, marking their milestones with pride and accomplishment.

Certified by prestigious institutions such as the Karen Pryor Academy and the Certification Council for Professional Dog Trainers, Clickstart prioritizes ongoing education and excellence. From pet CPR and first aid classes to elective courses like nose work, their commitment to continuous learning ensures they stay at the forefront of their field, offering the best possible service to their clients.

Beyond traditional training, Clickstart extends its reach into the community, collaborating closely with the City in our Recreation Guide, along with other neighboring cities like Laguna Niguel.

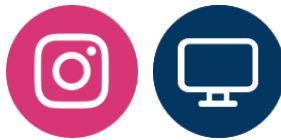


However, one of Clickstart's most impactful partnerships lies with the Mission Viejo Animal Shelter. When newly adopted puppies encounter challenges adjusting to their homes, they're referred to Clickstart for expert guidance and support. Clickstart's skilled trainers work closely with shelter staff to address each puppy's unique needs. Through personalized training programs, they help puppies overcome behavioral issues and thrive in their new environments. The costs are covered by an non-profit that supports the shelter, ensuring accessibility for all.

Clickstart's impact extends far beyond the confines of their academy walls. They embrace technology, offering online classes to a global audience, ensuring that dogs and owners everywhere can benefit from their expertise, especially during challenging times like the COVID-19 pandemic.

In addition to their training programs, Clickstart offers complimentary discovery phone calls and a free puppy socialization class for interested families. They also support local vendors by featuring their products in their store, further contributing to the community's vibrancy.

With Clickstart Dog Academy, Lake Forest has gained more than just a business; it has gained a partner dedicated to the well-being of its residents, both human and canine. Through their expertise, passion, and commitment to excellence, Cassie, Liv, and the entire Clickstart team have truly made a difference in the lives of countless dogs and their owners.



City of Lake Forest | 100 Civic Center Drive, Lake Forest, CA 92630

[Unsubscribe jvolzke@lakeforestca.gov](mailto:jvolzke@lakeforestca.gov)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent bytmerritt@lakeforestca.ccsend.compowered by



Try email marketing for free today!