

# LAKE FOREST ECONOMIC DEVELOPMENT



## *Economic Development e-Newsletter*

*January 2025*

### Upcoming Events

START YOUR DAY WITH THE  
LAKE FOREST CHAMBER  
COFFEE CHAT

LAKE FOREST  
Chamber of Commerce

January 8th & 22nd, 2025  
8:00AM-9:15AM

Arrive at 7:45AM  
to check-in  
before the  
meeting!

MAMÓN

2ND & 4TH  
WEDNESDAY OF  
THE MONTH

26676 Portola Pkwy # D  
Foothill Ranch, CA 92610

Members & Prospective Members:  
\$15 (pre-registered) OR \$20 at the Door

\*Registration includes coffee & breakfast item\*

Register at [www.lakeforestCAchamber.com](http://www.lakeforestCAchamber.com)

#### Coffee Chat with the Chamber

January 8th and 22nd 2025 | 8:00 AM - 9:15 AM |  
Mamon | 26676 Portola Parkway #D  
Foothill Ranch, CA 92610

Join the Chamber of Commerce at their Breakfast Networking event, held every 2nd and 4th Wednesday of the month. It's the perfect chance to connect with fellow business owners, expand your network and boost your business's visibility. Don't miss out!

To register, [click here](http://www.lakeforestCAchamber.com).

Grand Opening  
Ribbon Cutting

A Curl's Best Friend

FRIDAY, JANUARY 10TH  
11:00 AM

22691 LAMBERT STREET #504  
LAKE FOREST, CA 92630

LAKE FOREST  
Chamber of Commerce

Register at [lakeforestCAchamber.com](http://lakeforestCAchamber.com)

#### A Curl's Best Friend

January 10th, 2025 | 11:00 AM  
A Curl's Best Friend | 22691 Lambert St.  
Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of A Curl's Best Friend. A Curl's Best Friend is a curly hair specialist salon that uses the finest products designed just for your hair type!

To register, [click here](http://www.lakeforestCAchamber.com).

#### New Business Reception



**NEW YEAR Business Networking Event**

Ready to Take Your Business Connections to the Next Level? Don't Miss Our New Year, New Business Networking Event!

- ✓ Strategic Networking
- ✓ Insightful Conversations
- ✓ Expand Your Business
- ✓ Resource Booths

**JANUARY 22, 2025**  
5:30PM-7:00PM

**LAKE FOREST CIVIC CENTER**  
100 CIVIC CENTER DRIVE

**BUILD YOUR NETWORK**

**REGISTER HERE** [www.lakeforestCAchamber.com](http://www.lakeforestCAchamber.com) **GET MORE BUSINESS**

January 22nd, 2025 | 5:30-7:00 PM  
Lake Forest Community Center | 100 Civic Center Dr.  
Lake Forest, CA 92630

The City of Lake Forest, and Lake Forest Chamber of Commerce, will host a New Business Reception. The event welcomes businesses that started up over the past year in Lake Forest.

The event will feature booths from Lake Forest's resource partners where attendees can learn more about business resources.

To register, [click here](#).



*Grand Opening*  
**Ribbon Cutting**

  
Lake Forest Animal Clinic

**FRIDAY, JANUARY 24TH**  
1:00 PM

24271 MUIRLANDS BLVD  
LAKE FOREST, CA 92630

  
Register at [lakeforestCAchamber.com](http://lakeforestCAchamber.com)

## Lake Forest Animal Clinic

January 24th, 2025 | 1:00 PM  
Lake Forest Animal Clinic | 24271 Muirlands Blvd.  
Lake Forest, CA 92630

Join the City and Lake Forest Chamber of Commerce as we celebrate the Grand Opening of Lake Forest Animal Clinic's new location. Lake Forest Animal Clinic is committed to providing pets with the very best veterinary care possible in a warm and friendly environment.

To register, [click here](#).

The following events are hosted by the City's resource partners.

## Nail Salon Law Compliance in 2025

January 14th | 12:00 - 1:00 PM PST | Webinar

California licensed nail professionals face a major change in 2025 - the expiration of Independent Contractor and Booth Renter status. Are you ready to be a salon owner or employee? Learn the impact of this change in the law and receive practical, real-world experience in compliance.



In this webinar, we will discuss major changes facing California licensed nail professionals and receive practical, real-world experience.

To register, [click here](#).

## CA Shop Small: Launch, Grow, and Thrive

January 20th | 6:30 -8:00 PM | Webinar

Unlock the potential of your business with CA Shop Small's 7-week program designed to guide entrepreneurs and established businesses toward online success. Whether you're just starting out or ready to expand your online footprint,



this program offers tailored paths to fit your business stage

What you'll learn:

- How to start your digital journey
- Build your online presence
- Join the digital community

To register, [click here](#).

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## **Corporate Transparency Act**

January 22nd | 10:00 - 11:00 AM PST | Webinar

Whether you're launching a startup or managing an established company, understanding the CTA is essential and the steps you need to take to stay compliant starting immediately.



What we'll cover:

- Learn why the CTA exists and what it aims to achieve
- Find out if your business, whether it's a startup or established, falls under the reporting requirements
- Get a clear picture of deadlines for filing reports
- Understand any exceptions and considerations for different business types
- Learn about potential consequences for not following CTA rules

To register, [click here](#).

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## **Export Readiness Assessment: Are You Prepared?**

January 22nd | 12:00 - 1:00 PM PST | Webinar

95% of the world's consumers are outside the United States, but is exporting right for you? Learn how to determine whether your business and products are ready for exporting and what it takes to be successful

During this session, you will be able to:

- Assess if your company is export-ready
- Assess if your product is export-ready
- Develop an understanding of the key elements to be successful at exporting

To register, [click here](#).

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# **Keep Informed**

## **Sorting Out Food Waste Laws**

If your business handles food, you've probably heard the alphabet soup of laws regarding food waste: AB 1826, AB 827, SB 1383. It can leave the average person scratching their head, wondering what it all

means for their business.

Here's a short guide to help sort it all out:

### AB 1826 Mandatory Commercial Organics Recycling

Requires businesses and multi-family properties to separate food scraps and landscape waste from trash.

### AB 827 Mandatory Organics Recycling Bins

Requires food-generating establishments where customers consume food on premise and bus their own tables, to provide separate food scraps, recyclables, and trash containers in front-of-house.

### SB 1383 Mandatory Food Waste Reduction

Commercial and multi-family properties are required to set up a food scrap program, similar to AB 1826. In addition, certain edible food generators are required to donate edible food to food recovery organizations.

You may set up a food scrap recycling program by contacting the City's waste hauler, CR&R, at [LakeForest-Recycles@crrmail.com](mailto:LakeForest-Recycles@crrmail.com). CR&R can assist with implementation and training. And, food scrap recycling containers are offered at half the cost of trash service, so you may be able to comply with state law at no additional cost!

For more information, visit the City's website at [www.lakeforestca.gov/en/trashandrecycling/commercial-services](http://www.lakeforestca.gov/en/trashandrecycling/commercial-services).

**RECYCLABLES**

- Glass
- Plastics (Numbers 1 through 7)
- Metal
- Empty Aerosol cans
- Aluminum & Tin Cans
- Aluminum Foil
- Detergent Containers
- Milk Containers
- Cardboard (kettled)
- Paper (Computer, White, Colored, Shredded, Newspaper)

**FOOD WASTE**

- Fruits
- Vegetables
- Meat/Poultry
- Dairy/Eggshells
- Seafood/Shellfish
- Bread/Grains/Pasta
- Coffee Grinds
- Food-Soiled Paper
- Food Scraps/Leftovers

**LANDFILL**

- Mixed Products (i.e. Plastic/Metal Combination)
- Styrofoam
- Plates, Cups, Towels, and Napkins
- Non-Numbered plastics
- Candy Wrapper
- Chip Bag
- Plastic Film
- Pet waste/litter
- Mirrors
- Palm fronds

**DO NOT PLACE HAZARDOUS WASTE OR BATTERIES IN ANY OF YOUR WASTE CARTS**

Hazardous wastes are products that are flammable, corrosive, reactive or toxic. This includes batteries of all types. Please DO NOT dispose of hazardous waste in any CR&R containers.

Examples of Hazardous Waste include:

- Fluorescent light tubes
- Household batteries
- Latex or water based paint
- Non empty aerosol cans
- Thermostats
- High Intensity discharge lamps

Customer Service: 800.826.9677 • [www.crrinc.com](http://www.crrinc.com)

Visit our Website

## Business Resources



With a team of more than 100 business owners and industry experts, the Orange County Inland Empire Small Business Development Center Network is the consulting firm you need for your business.

The OCIE SBDC offers confidential one-on-one expert business consulting. From planning and marketing to lease negotiations and government contracting, the SBDC can offer your business the support it



SCORE is the nation's largest network of volunteer, expert business mentors.

The organization is dedicated to helping small businesses grow and achieve their goals through the provision of a wide range of services.

Services include free or low-cost mentoring, webinars, online resources, workshops, roundtables, and other events.



OC Workforce Solutions is focused on connecting community members and businesses to the services and resources they need to thrive.

They provide job seekers, employers, and youth with convenient access to a full range of reliable, responsive solutions.

SBDC

SCORE

OC Workforce

## December Recap

### Mountain Mike's Pizza Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated a customer appreciation event for Mountain Mike's Pizza with a Ribbon Cutting Ceremony on Friday, December 6th. The event was coordinated by the Lake Forest Chamber of Commerce and certificates were presented to the business by the City, Chamber, and other elected officials.



### Onyx Golf Ribbon Cutting

The City of Lake Forest and Lake Forest Chamber of Commerce celebrated the Grand Opening of Onyx Golf a with a Ribbon Cutting Ceremony on Friday, December 13th. The event was coordinated by the Lake Forest Chamber of Commerce and certificates were presented to the business by the City, Chamber, and other elected officials.



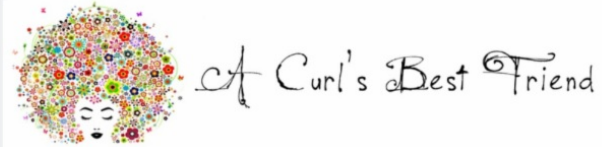
## Business Spotlight



# A Curl's Best Friend

22691 Lambert St. Suite 504  
Lake Forest, CA 92630

January 2025  
BUSINESS SPOTLIGHT



## Embracing Self-Love and Natural Beauty at A Curl's Best Friend



Upon stepping through the front doors of A Curl's Best Friend, one will be immediately pleased to emerge into a welcoming atmosphere with intentionally curated décor. The comfy living room and private styling rooms explain very quickly that this is no ordinary salon --- and owner Cindy Latter and her stylists Deanna Holper and Madi Rashidian are no ordinary hairdressers.

A Curl's Best Friend was founded to fill the glaring blind spot that is the lack of curly hair products, education, and understanding in the beauty industry. As explained by owner Cindy Latter, curly hair comes in all shapes, sizes, and shades and yet many salons are ill-equipped to style it properly. In fact, many hairstylists may choose instead to straighten out or apply harmful products to curly hair. This status quo arises from the societal standard that straight hair is desirable whereas curly hair is something to be ashamed of. Negative portrayals of curly hair in the media and bullying by peers only serves to reinforce this sentiment. For that reason, A Curl's Best Friend has become a therapeutic safe space for those with curly hair; a long-awaited refuge for the bullied to hear that natural *is* beautiful.

A Curl's Best Friend also goes beyond just making their clients feel special but delivers incredible results with all-natural products and life-long education. An appointment with Cindy and her stylists involves far more than just a haircut. To prove their dedication to healthy hair, each client is taught the best methods for styling at home and given a "prescription" of products to use to achieve the results they desire. This methodology is clearly effective; baggies of hair

products primed for pickup lay in piles by the counter and the salon's calendar is overflowing with follow-ups and check-ins. Cindy and her team are even willing to help the most extreme of cases, once styling a client for over ten hours (with shaving one's head and giving up never even being an option)!

One should not, however, assume that the products in these "prescriptions" are as ordinary as any other salon's. As Cindy notes, an overwhelming supply of beauty products and a deluge of advertisements have left many confused as to what to use on their own hair. Even worse, the beauty industry, as Cindy sees it, is saturated with "dirty" products that are not only ill-suited for curly hair, but could lead to long-term damage for any user. Thus, A Curl's Best Friend prides themselves on only using the best in natural hair care, namely in the form of Innersense products. Started out of a need for beauty products for a skin-sensitive daughter, Innersense offers a wide range of hair care designed specifically for those with curly hair; a revolution in hairdressing. With simple and clean products, Cindy knows that she is making a positive impact not just on her clients, but the local environment.



For these reasons among many others, it is clear why A Curl's Best Friend has a dedicated and expanding list of clientele that has been able to expand naturally since its inception. The salon even has a few clients who have been with Cindy throughout her nearly 36 years of professional hairdressing experience; ready to follow her wherever she goes. And now, with Deanna and Madi, A Curl's Best Friend stands ready to teach future generations how to not only care for curly hair, but love it too.

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**Please enjoy the personal testimonies of the hairdressers at a Curl's Best Friend:**

"Curly hair is something I didn't know I needed in my life, but it has shaped me both as a hairstylist and in how I see myself every day. For most of my 14 years in this profession, I thought my hair was just puffy and frizzy, relying on flat irons and chemical treatments to feel "put together," while offering those same services to my clients.

After having my daughter and struggling with scalp issues, I switched to products with more natural ingredients, and my hair came to life—it wasn't just puffy; it was curly! This exciting change opened up a whole new world in the industry that I didn't know existed.

Meeting Cindy, a curly hair specialist with 18 years of experience, changed everything. Cindy became my mentor, greatest supporter, and dearest friend, teaching me not just the technical skills of working with curly hair but how to truly listen, understand, and appreciate the deeper importance of helping curly hair take up space in the world.

I'm so grateful to her for having the courage to be a different type of hairstylist and for providing a beautiful, strong foundation to grow in and with. Alongside our incredible team at A Curl's Best Friend, I have the privilege of helping people of all ages love, embrace, and understand their natural hair. Every story shared, every tear shed (both happy and sad), and every transformation I get to be part of reminds me that this work is important. It's about more than hair—it's about self-love, confidence, and empowerment. I'm so grateful I get to do what I love while helping my community and others in the best way I know how."

- Deanna Holper, A Curl's Best Friend, Inc.

"My mom made me an appointment with a Curly Hair Specialist because I had struggled with my curls my whole life. That appointment with Cindy truly changed my life in more ways than one. Not only did I leave with extensive knowledge of how I could achieve the look I had always wanted at home, but I also left with an idea of what I wanted for my future. I was only a senior in high school at the time, still trying to figure out exactly what I wanted to do, and after spending a few hours with her, I knew. Once I graduated, I was on my journey to becoming a Curly Hair Specialist.

In the two years I have worked with Cindy, I have learned more than I could have imagined. Every person with curly hair has a story; whether they didn't know they had curls or had them their whole life, their journey has brought them to A Curl's Best Friend. It is constantly inspiring to hear all of the stories; it serves as a reminder of why what we do is so important and is healing for so many clients who haven't had confidence in their hair and their past stylists. I'm glad the curly world is expanding lately, and so many people have started embracing their natural texture. It is truly so beautiful, and I'm happy to be a part of A Curl's Best Friend team."

- Madi Rashidian, A Curl's Best Friend, Inc.



**Check out their socials!:**





## **Business in the News**

### **Oakley Honors Veterans with Team Rubicon Partnership and Armed Forces Collection**

LAKE FOREST —

Oakley, based in Lake Forest, California, is honoring the continued service of veterans through a new partnership with Team Rubicon, a veteran-led nonprofit focused on disaster response. This collaboration was announced in a press release on November 12th, 2024, and highlights Oakley's commitment to supporting veterans both on and off duty. As part of the initiative, Oakley launched Oakley in Service, a storytelling platform designed to spotlight the selfless efforts of the military community.

The first film in the Oakley in Service series, Path of Purpose, follows Don Beeson, a retired U.S. Air Force SERE specialist and ultramarathon runner, who now works with Team Rubicon to help communities in crisis.



Team Rubicon, which was originally founded by veterans to provide disaster relief, has grown significantly over the years. What started as a small group of veterans self-deploying to Haiti after the 2010 earthquake has expanded into a network of over 180,000 volunteers nationwide. The organization continues to leverage the specialized skills of veterans to provide disaster response services, from immediate relief efforts to long-term recovery initiatives. Team Rubicon's Vice President of Development, Matt Colvin, shared that the nonprofit's mission remains focused on using veterans' expertise to serve communities in crisis. They aim to continue expanding their global network, reaching more people who can help Team Rubicon's service-oriented projects.

In celebration of this partnership, Oakley has also unveiled the Armed Forces Collection, a new line of eyewear that honors the six branches of the U.S. military.

[Read More](#)

## **Available Commercial Space**

Are you a Lake Forest commercial broker or property manager and have office, industrial, or retail space to advertise?

Submit a request to [Economic Development staff](#) to feature your listing on our newsletter, social media, and website today!

[Read More](#)

## **Stay Up-To-Date**



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**City of Lake Forest Economic Development | (949) 461 - 3567**  
Monday through Thursday 8:00 a.m. - 6:00 p.m.  
Friday 8:00 a.m. - 5:00 p.m.

## Stay Connected

Contact Us



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

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