

MARKETPLACE NEWS

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\$1,500 Tax credit ends Dec. 31!

COAST CITIES — Homeowners can receive a 30% credit on the costs of window film, up to \$1500 which puts money in your pocket! Energy efficiency can lower your federal tax bill - and your monthly energy bill. Heat gained through windows makes up to 40% of your summer utility bill. Solar control window film reduces heat gain by 80%, which helps lower energy consumption. One study showed an average summer cooling cost savings of \$99. In the winter months, film keeps the heat inside. Window film also provides personal and property protection from the effects of the sun as well as added safety and security in the events that result in broken glass.

If you've remodeled, redecorated, or otherwise updated your home, your new carpet and the finishes on your new cabinets, furniture, and hardwood floors can all be damaged by the sun. Window film will help protect all these surfaces, prolonging their beauty by screening out up to 99.9% of the UV rays that cause fading. Window film provides an affordable alternative to replacement windows when your goal is to improve energy efficiency. In fact, the cost for professional installation is about one-tenth the cost of replacement windows!

3 Blind Mice Window Coverings professional installers have film-to-glass recommendations to help assist you in selecting the correct film for your windows. Call 3 Blind Mice today at (858) 452-6100 and have one of our consultants' help you choose what type of window film works best for your home. Ask us how you can take advantage of the tax credit before December 31, 2010!

Visit us at our website: www.3blindmiceusa.com to see our whole line of products: blinds, shutters, draperies, roller shades, motorization, and rollout drawers! Three Blind Mice has an A+ rating with the BBB and we are the recipient of the BBB Torch Award for marketplace excellence!



Overcoming a bad start, a local painting contractor now helps others

COAST CITIES — Eric Smith battled an addiction that in three years cost him his self-respect and a loving wife. However, he was a tough study and never gave up.

Today, Smith is the owner of The Caring Painters, a full-service residential and commercial painting company which supports The Loving Care Center, a nonprofit organization he founded 13 years ago.

But at age 33, Smith was a former church kid who had survived the Jim Crow South and a speech impediment that always made him fear uttering even a sentence in public.

He never could ignore feelings that like David, the greatest king in the Old Testament, he was still "a man after God's own heart," despite how badly he was living.

"I just knew that God had another purpose for me," Smith said.

Ever since then, he has provided emotional and spiritual support for the young and old in nursing homes, in lockups and on the streets of San Diego.

There is no way to accurately tally, Smith said, how



HELPING HANDS Eric Smith, far left, with past and present volunteers with The Loving Care Center, which Smith founded 13 years ago. Courtesy photo

many people he and a solid core of six volunteers have reached since starting in 1998, with programs including poetry reading sessions, Bible study, singing and worship services.

But he continues to get positive feedback in calls and letters like one received from ManorCare Health, a facility in Encinitas that said: "Your volunteers and gift of giving have not gone unnoticed, and your center is a great asset to our ever growing community." He was also featured in an article in The Union Tribune on July 18.

Smith's story starts at age 20, when after working odd jobs in real estate and at

the Chattanooga Golf and Country Club, he decided to get out of his hometown.

He joined the Navy, where he would eventually get introduced to a heavy drug culture. He left 10 years later as a disabled veteran. While in the Navy, he had a huge attraction to the wild side of life. His experiences are chronicled in a book self-published by Authorhouse. The 88-page opus is titled "From Crack to Clergy: Provoking Thoughts."

But even on his worst days he says he never forgot the two characteristics that most impressed him about his parents. His mother had an extremely big heart and

would always go out of her way to provide for people in need.

And although neither she nor her husband could read or write, they never let it prevent them from doing what they wanted to do.

This influenced Smith to earn a bachelors degree in a Bible-based human development course and to do his first work as a minister at Faith Chapel Church of God and Christ.

"I'm (now) doing something I should be doing," Smith said.

"We all should be looking out for each other. We have a duty and an obligation to do that."

The Loving Care Center is funded by gifts and donations, which are tax deductible.

Mail to: 5506 Encina Drive, San Diego, CA 92114.

The Loving Care Center is also certified through United Way of San Diego to receive funds from Federal Workers/Military through the Combined Federal Campaign of Local Organizations. Their CFC No. is 92669.

For more information about The Caring Painters, call (619) 465-4786 or visit www.thecaringpainters.com.

A familiar face puts smiles on patients' faces

SOLANA BEACH — The return of Dr. Jonathan Amberg to a practice in Solana Beach is welcome news to many of his former patients and for those seeking top-notch dentistry in North County. Previous patients will be delighted to know their dentist is back.

Dr. Amberg, 40, is excited to see new patients as well. "We've always grown through word-of-mouth," he said, "and I believe we will see the same thing happening now that we are open for business."

Beginning his career in 1999, Dr. Amberg practiced with longtime North County dentist Dr. John Benson at San Dieguito Dental Center in Encinitas. With a tender touch and a caring attitude, Dr. Amberg helped improve the dental health of countless patients until he moved to Arizona in 2005. There he built a state-of-the-art dental practice, specializing in implant dentistry.

However, he has returned to North County to continue perfecting his implant dentistry practice as well as general and cosmetic dentistry.

Along with his wife, Kammy, and their young children, Dr. Amberg is thrilled to be "back in



DR. JONATHAN AMBERG, DMD AND HIS FAMILY.

Photo by Teresa Conahan Decking

town." His new practice, Academy Dental Care, located at 781 Academy Drive in Solana Beach opened Nov. 29. "We are just regular people who know a lot about teeth," Dr. Amberg said. "I treat people fairly and gently."

At Academy Dental Care, patients will find a comfortable office and an

experienced, knowledgeable and compassionate staff. "I remember when I was a patient, so I take special care with everyone I treat," Dr. Amberg said.

While general and cosmetic procedures are routinely performed with enthusiasm, dental implants are a focus of the practice. "I have several

years specializing in the restorative practice of implants," Dr. Amberg said. A board-certified oral surgeon will be in the office to perform the surgical procedures while Dr. Amberg will concentrate on the reconstructive aspects. The collaboration of the two professionals will facilitate better communication about each procedure and be more convenient for the patient.

The fees for an otherwise cost-prohibitive procedure like dental implants are very reasonable at Academy Dental Care. "Our philosophy is to make implants an option for as many patients as possible," Dr. Amberg said.

He is literally changing people's lives through the implementation of state-of-the-art technology and good old-fashioned skill and knowledge. In fact, he maintains his Phoenix implant practice and travels to see patients twice a month.

"We want to make sure that patients are given the best treatment possible, with all of the options available in order to have the best experience possible," he said.

To make an appointment, call (858) 523-9800. All types of insurance accepted.

Salon, Spa now open at the Forum

• The new Quattra Via Aveda salon and spa features full hair care, massage and body treatments, a blow dry bar, and more.

CARLSBAD — The new Quattra Via Aveda Salon, Spa, and Inner Beauty Gallery brings Aveda to The Forum in Carlsbad, with a twist. Unveiling a unique concept themed around nature's elements, Quattra Via is redefining the beauty industry, while bringing customers the Aveda products they know and love.

According to company co-founder Brittany Adamson, the new 3,600-square-foot Quattra Via will "give guests a transformative experience in a beautiful setting that goes far beyond their wildest expectations."

Themed around nature's elements - water, fire, earth and air - Quattra Via was designed by Adamson to be a new model in the beauty industry, a much-needed makeover from head-to-toe and inside-to-outside.

According to Adamson, Quattra Via means "the way of four" or the "four paths," and is based on the sacred geometry of nature. In this spirit, the salon's physical space and service philosophy showcase nature's elements and seasons. Many of the colors, aromas, lighting, textures and images will change according to the four seasons. And instead of stylists and therapists, there are salon "beauty artists" and spa "balance artists" to help guests embrace the creative and rejuvenating spirit of nature. With a colony of 20 full-time beauty, balance and unity artists, offerings at Quattra Via include:

- Full Hair Care, Color and Styling
- Exclusive Blow Dry Bar
- Make Up Consultation and Touch Ups
- Relaxing SoSound Chair Experience
- Rejuvenating Hand, Foot and Body Treatments
- Soothing Facials and Skin Care
- The Latest Line of Aveda Products

Quattra Via Aveda Salon Spa and Inner Beauty Gallery is located at The Forum, 1905 Calle Barcelona, Suite 204, in coastal Carlsbad. A variety of spa and salon packages are available as well as a la carte services and treatments on a walk in or appointment basis.

To see a list of services, visit QuattraVia.com. To book an appointment, call 760-697-1460.