



not long after George completed a master's degree in real estate development at New York University, whereupon he instigated the first great leap of their lives: relocating to California—a move she lovingly refers to as a “bait and switch.”

Young & Rubicam was reluctant to lose Carla and willing to let her work from its Irvine office. However, the Arzentes were disinclined to live in that city, and that was when George pulled out a map, found Laguna Canyon Road, and saw immediately that it led to the ocean. This is essentially how they discovered Laguna Beach, a community they instantly fell in love with. Before long they were renting a house, Carla was traveling constantly on business, and George was seeking real estate development deals. He also spent time pursuing one of his passions—surfing.

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George leaps and then  
I go in after him.”*

— Carla Arzente

Surfing turned out to be where his fortunes lay, for George went on to found Catch Surf, a revolutionary surfboard and lifestyle brand, in 2007. It is now sold in more than 650 specialty retail outlets across the United States and in more than 40 other countries, as well as online and in three of its own brick-and-mortar locations, with others on the way. “I always believed in George,” says Carla. “He’s extremely entrepreneurial and hardworking,” says Carla, who, meanwhile, extricated herself from her fast-paced advertising career and opened a Latin American art gallery in Laguna Beach. Thus, Salt Fine Art, which just celebrated its 10th anniversary, was born.

It was a combination of George wanting to pursue yet another passion of his—namely, golf—and Carla’s penchant for real estate that led them to the desert and ultimately The Vintage Club. However, with three children and two careers to maintain, Carla was not terribly interested in buying a second home. As a fan of interior design, she does enjoy viewing open houses, which was how things began one weekend when they were in town attending a wedding.

George and Carla Arzente pose with children George, Henry, and Charlotte.



## Of The Same Mind

**New Members George and Carla Arzente approach things differently, but always get there together.**

IN THE COURSE of making big, or even small, decisions, things certainly go more smoothly if you have a partner who is simpatico. George and Carla Arzente are precisely that kind of partner to one another, even if their interests don’t always coincide. They and their three children—9-year-old George and 7-year-old twins Henry and Charlotte—are among The Vintage Club’s newest Members. The story behind their purchase of a home here last August perfectly

illustrates how their dynamic typically plays out.

“The story of our life is George leaps and then I go in after him,” Carla says. The El Salvador native admits she is always a willing conspirator despite any initial hesitation. The couple met in New York, where she was working as a creative director at Young & Rubicam and he was a senior associate for a top equity research team at Bank of America Securities. They married

Nothing came of those initial home tours, but it prompted George to start researching with more intent. It wasn’t long before he discovered The Vintage Club.

“I don’t know what it is about this place, but as soon as we drove through the gates, before we even went to the sales office, it just felt like home,” says George. Carla concurred, citing what a positive experience The Vintage Club has been and continues to be. “Carmen in the sales office spent hours showing us around. She was incredibly welcoming and so far everyone we’ve met

has been just as warm, friendly, open, and enthusiastic.” Despite her initial reluctance to the idea of a second home, The Vintage Club has won Carla and, indeed, the whole family over. “I love being able to go around places on my scooter by myself,” says their son George, who, like his dad, has begun to show a strong interest in golf. Everyone in the family lavishes praise on Carla for what she has already accomplished décor-wise in their new house, despite having only been handed the keys last August.

Becoming members at The Vintage Club

has been another example of George leaping and Carla jumping in wholeheartedly shortly thereafter. “Our hobbies may not line up, but our personalities are very, very similar,” says Carla, who neither surfs nor golfs. “The best decision I ever made was asking Carla to marry me,” says George, marveling at her ability to create yet another warm home where their family can spend quality time together. For this couple, The Vintage Club is definitely not a case of “bait and switch” but more a case of “bait and stay.”

—June Allan Corrigan