JOURNAL 33



COVER ART / CHASE ROSELLI

FROM A NEIGHBOR

A NOTE FROM CHAD VAN VALKENBURG

Can you recall the last time you held something real? Slowly flipped through the pages and touched the soft edges of a paper that was delivered right to your doorstep?

We live in a time when most of what we see is designed specifically for us to disappear with the next scroll, with endless amount of consumption.

I wanted to share with you a moment to live in the present and learn about your neighborhood. Something that could sit at your coffee table, be enjoyed at the park, be shared at kitchen counter, or maybe be pinned on a wall in your home to inspire.

Welcoming, Journal 33.

Nestled between the mountains and the ocean, Ojai and Ventura are connected by Highway 33 and a vibrant community of artists, entrepreneurs, craftspeople, and small businesses. Together, they shape the culture, character, and creative spirit that make this place so special for us to call home.

There's a shared appreciation for craft, creativity, and passion, but more importantly, for the stories behind the people. Their backgrounds, experiences, and the reasons that drive them to do what they love.

My intention is that journal 33 gives you the opportunity to learn about your community in a different light and one day share your story!

See you around
- Chad

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Van Valkenburg Real Estate

A NATURAL CONNECTION

Since making Ventura home, artist Chase Roselli has noticed the landscape finding its way into his work. Natural tones, coastline and recognizable forms have begun appearing alongside his abstraction. We talked about growing up in the Sierra Foothills, creating alongside kids and what he hopes never changes about this stretch of California.



How has Ventura and the coastline influenced your art?

I've noticed that since moving here, the use of natural tones and colors has been sneaking into my work more and more. It must have something to do with the access to nature that I didn't have before. Most of my work leans towards being abstract, but in recent years I've been drawn to bringing in more figurative shapes and distinct landscapes.

Where did your creative life begin?

As a kid, my parents always nurtured creativity, my desire to draw and paint. Something that, as a parent now, I feel is invaluable and hope to pass along to my son.

Where does your connection to the land, ocean and natural world come from?

I believe it came from being naturally curious about the outside world as a kid, spending a lot of time wandering around in the rolling hills and oak trees. Growing up in a place and time where, as a kid, you could be outside and explore all day as long as you were home by dinner.

What are you noticing right now that others might overlook?

That despite the polarity in our world right now, we are all connected.

Chase Roselli

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How has your work changed since becoming a dad?

It's become more playful. Looking back on it, it seems I might have been stuck in a certain lane, but the desire to grow and experiment has become more prevalent since becoming a parent. It's so fun to create with kids because they know no boundaries or constraints; it's just pure expression coming from their little bodies, really inspiring to be around.

What do you hope never changes about Ojai or Ventura?

The free access to nature and its availability. It's so easy to walk out our doors and be on an amazing hike, in the ocean, or along the river. The ability for anyone to immerse themselves in a variety of natural worlds here is incredible; it's no wonder this area is held dear by so many people.

What brought you to Ventura?

I grew up in a smaller town in the Sierra Foothills where, as a kid, I could explore the outdoors and roam freely. As a parent, I want the same for my kids and family. My personal draw to the ocean plays a role in it too, but the sense of family and community that Ventura has is something that keeps me excited about the future here.

> "Despite the polarity in our world right now, we are all connected."



SCIENCE, ART & A STEADY HAND

Raised in Switzerland with an American horse-family connection, Lucie found her way into horseshoeing while trying to understand her own horse's health. Today, her truck carries her tools from ranch to ranch around the Ojai Valley. We talked about the balance of science and art in hoof care, earning a horse's trust and the women who help carry on Ojai's equestrian heritage.



LUCIE / TRUE HORSESHOE

Tell us a little about yourself. Where did you grow up, and what first drew you to horseshoeing?

I was born and raised in Switzerland, but having an American mother meant I spent a lot of time going back and forth. I come from a passionate horse family on my American side and always felt drawn to these majestic creatures. I've been a wrangler for a couple of years, but it wasn't until 2025 that I got serious about hoof care and horseshoeing. My curiosity began with trying to troubleshoot my own horse's health problems. That led me to shoeing school in Colorado!

For someone unfamiliar with the work, what does a typical day as a farrier look like?

I offer barefoot trims (no shoes), half sets (front shoes and barefoot hinds), or full sets (shoes for all four feet). Depending on the horse's needs, such as its health and its use—trail horse, roping horse, jumper, etc.—the client and I decide on the best formula.

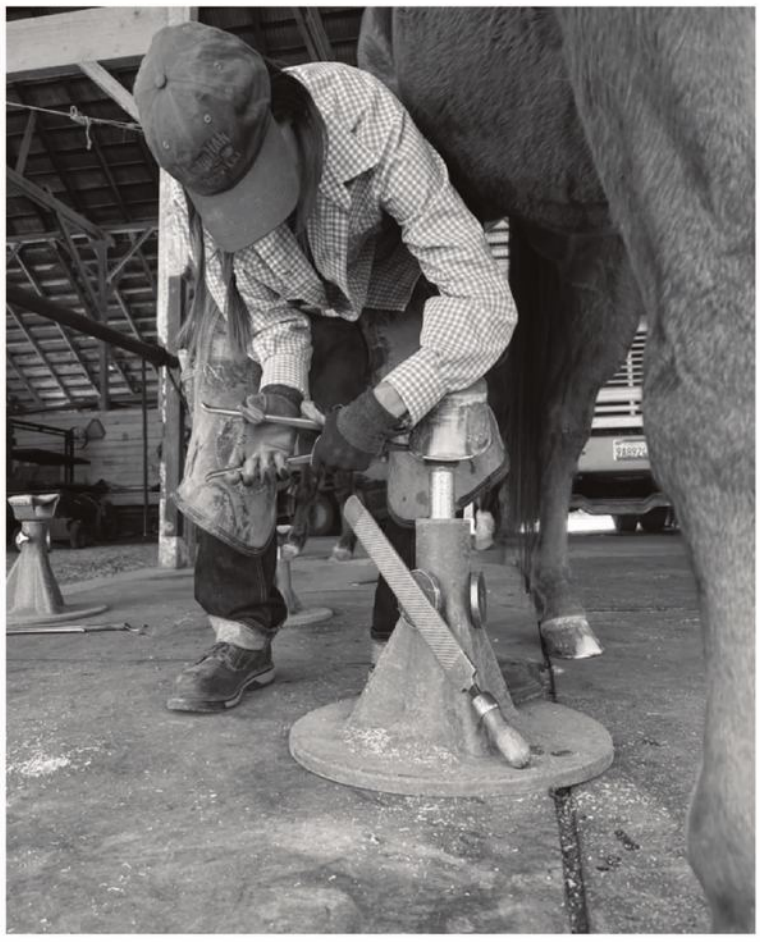
Horses are due for hoof maintenance every six to eight weeks. It's really important to respect that and stay consistent to avoid complications. Therefore, a typical day consists of driving from ranch to ranch and taking care of horses while keeping them on a schedule. I have all of my tools and equipment in my truck and essentially drive my office to you.

How much of horseshoeing is science versus art? What do you have to consider that most people wouldn't realize?

I like this question because it's definitely both of those things to me. I have a background in visual arts, which has been an added benefit to becoming a farrier. There is a lot of symmetry in a healthy foot, and it helps tremendously if you're able to see it and maintain that balance.

Science is without question the most important thing here, and knowing your anatomy thoroughly is essential. The surface of the hoof communicates what is happening within; I was taught to read those distortions properly to correct them and maintain a healthy foot and a happy horse. Therefore, science and art go hand in hand.

I'd say most people don't realize that each foot on the horse is different, and it's vital that, as farriers, we respect that. So every hoof gets treated differently according to what it needs.





"You can't rush things with a horse; you must remain intentional and earn their trust."

What makes working with horses and their owners in the Ojai Valley special to you?

I've met people whom I consider family. Most of the people within the horse community have been in Ojai for generations—there is something real and authentic about their history here. The horse community is deeply rooted in this town's heritage. It is an honor to be a part of their horse care. I feel this particularly in a time where Ojai has been subject to so much change.

What's something about Ojai's horse community that people might not discover unless they're part of it?

The horse community here primarily consists of women. Strong, tough, gritty women, might I add!

How has working with horses shaped the way you approach other parts of your life?

Horses sense your emotions; their presence tends to bring buried feelings to the surface. I'd say they've taught me so much about introspection and acting mindfully. You can't rush things with a horse; you must remain intentional and earn their trust.

Another thing is to be curious and accept that working with horses means staying an eternal student. I think all of that applies to many aspects of life.

What's something people would be surprised to learn about being a farrier?

There is a known dangerous element to the job. An instructor at shoeing school used to tell us to stay "pure of heart" to keep horses calm. I try to implement that as much as possible. But you also have to get good at knowing when a situation is deemed unsafe.

When you're not working with horses, how do you like to spend your time around Ojai?

If I am not shoeing, I'm most likely riding! However, my dog and I spend a lot of time romping around the rivers and preserves.

Lucie Timonier / True Horseshoe

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TRUE HORSESHOE / FARRIER SERVICES

A VISUAL TRANSLATION

For Noah, the designer behind NOSH Graphics, design begins with figuring out how to communicate someone's idea. His influences range from mid-century Swiss typography to old baseball graphics and hand-painted signs. We talked about building an independent business, finding his way to Ventura and the small-business community that has helped him put down roots.



How did NOSH Graphics start, and when did you realize design could actually become what you did for a living?

I started NOSH as a way to separate my work from my personal identity. I was doing freelance graphic design to some degree ever since college and always just operated under my name. One day, I had the realization that I don't want my job to make up who I am as a person, so giving my business an alias felt like a good way to start.

It wasn't until I left my first job out of college and sustained my life in Ventura for several months with only freelance work that I recognized I could be my own boss and run my own design business.

How would you describe your style to someone without using design-industry language?

That's a good question. I'm not sure I really have a style—in general, most of my projects are shaped by the vision of my clients, so there's not always a cohesive style. I see design as a visual translation of sorts, and I like being able to communicate in different ways depending on who my audience is.

With that said, I am definitely drawn towards mid-century Swiss type design, old baseball graphics, bright contrasting colors and hand-painted sign lettering, among many other things.

CONTINUED ON PAGE 7

Where do you find inspiration outside of graphic design?

It's hard to not be inspired by graphic design given how we're bombarded with it on a day-to-day basis in so many ways.

Time in the water and in nature are a great reset for me and offer much-needed breaks from the consumer world of fonts and logos and ads in your face all the time. Traveling to new places and being inspired by culture, architecture, food, ways of living, etc. are a great avenue for me too.

What makes a piece of design feel timeless to you?

Ultimately, graphic design is just visual communication, so if the message is coming across clearly, then that's a great first step. From there, I look for strong execution both up close and from afar—is it a strong composition? Is it engaging? Do I want to read this? Does it read well?

Generally, I think timeless leans on the minimal side where the designer is achieving a lot with a little.

“Small businesses make up a pivotal part of the identity of Ojai and Ventura.”

What do you think makes the creative community around Ventura and Ojai different?

I have been pretty amazed at the creative community since moving to this area. Since the moment I put myself and my work out there, all I have experienced is support from other creatives and small businesses. It truly feels like we are all in this together—not even an ounce of competition.

I think the fact that this area is made up of all these little towns full of small businesses allows everyone to have a piece of the pie in a way. I think we’re also all unified in the struggle too, if that makes sense. We’re not in a booming creative city like LA or New York, so it has its hard moments and we’re all along for the ride together.

What is something about Ojai or Ventura that you hope never changes?

I absolutely love the small-business community here, and I hope it continues to grow and thrive. I think it’s something we as residents all appreciate and can take responsibility for helping sustain.

Noah Sharp / NOSH Graphics

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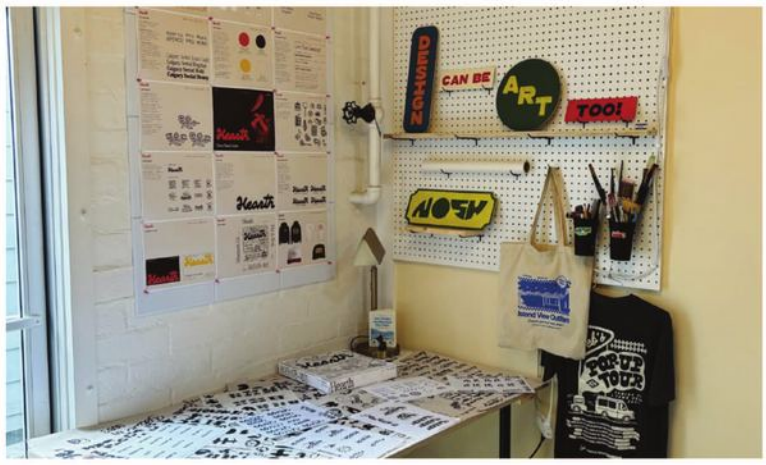
Whether it’s retail, restaurants, farmers, grocers, coffee shops—there are so many great options in town to choose from before needing to go to the big chains. And the product will always be more intentional and the impact way greater.

I think small businesses make up a pivotal part of the identity of Ojai and Ventura. They are places to gather with friends and family, break bread, express yourself and make memories we hold on to for life. We need to cherish the businesses that are here and be open and willing to support new businesses to come.

What brought you to Ventura?

Growing up in San Diego County and going to college on the Central Coast, Ventura was simply a town I drove through but never stopped in. It wasn’t until I moved to Santa Barbara in 2021 that Ventura first showed up on my radar.

Within a few years in SB, I felt drawn to the more honest, realistic lifestyle here. I kept meeting more and more young folks I related to, and before I knew it, I found my way here. Even in just a few years, I feel I’ve planted such strong roots and have no intentions of leaving anytime soon.





Ventura Surf Shop
10% off clothing & accessories
88 E. Thompson Blvd.
Ventura

Singing Sun Coffee
Buy a $50 gift card, get a $10 gift card FREE
1930 E. Main St.
or 22 W. Mission Ave.
Ventura

Cajé Coffee Roasters
Buy one latte, get one free
71 N. Palm St.
Ventura
Expires December 18

Fred's Tire Man
$20.00 off 4 tires
545 N. Ventura Ave.
Oak View

Chief's Peak
30% off a bottle of wine
615 W. Ojai Ave.
Ojai

Five Points Car Wash
$60 Mini Detail
2912 Telegraph Rd.
Ventura

Flora Gardens
Spend $40, get $5 off
245 Old Baldwin Rd.
Ojai

Timbre Books
30% off in-store purchase
1910 E. Main St.
Ventura

Ventura Bike Depot
$10 off a rental
239 W. Main St.
Ventura
Expires Mar 31, 2027

PHYSICAL COUPON MUST BE DISPLAYED

LET'S TALK ABOUT HOME.

Buying or selling in Ojai or Ventura?

There are many reasons buyers and sellers aren't ready for their next step.

My job is to help you work through those obstacles and build a plan that fits your goals.

Chad Van Valkenburg
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Van Valkenburg Real Estate
LIV Sotheby's International Realty



AROUND HERE

A CLOSER LOOK AT THE PLACES WE CALL HOME

Meiners Oaks

Start on El Roblar Drive, where local shops give you a reason to stop. The side streets show a quieter side of Meiners Oaks.

Where the neighborhood meets the trails.
From Riverview Trailhead, OVLC's Ventura River Preserve trails wind through oak woodlands and along the river.

A morning in Meiners Oaks.
A walk from Riverview, coffee along El Roblar, and a familiar face on the way home. It's the combination of local businesses, open space, and neighbors that gives this corner of the valley its character.

Midtown Ventura

Midtown has quiet side streets, independent businesses, and easy access to the beach. Main Street is where neighbors gather.

Along Main Street.
Stop for coffee at Singing Sun, then browse Timbre Books a few doors away. Small businesses like these give this stretch of Midtown its character.

From coffee to the beach.
A morning on Main Street can turn into an afternoon by the ocean. That's part of Midtown's appeal.

ASK CHAD

Can I buy my next home before selling my current one?
Let's map out the timing before you make a move. I can help you explore a sale contingency, a longer closing or a seller rent-back, and connect you with a lender to understand your financing options.

Is it worth staging?
We can compare a full stage with using what you own, then focus on the rooms that need it most.

What do I do with all my stuff?
I can help you coordinate estate sales, donations, storage and moving, one manageable step at a time.

Can you help me relocate out of state?
Yes, I can introduce you to a vetted local agent and assist in coordinating the timing of your sale and purchase.

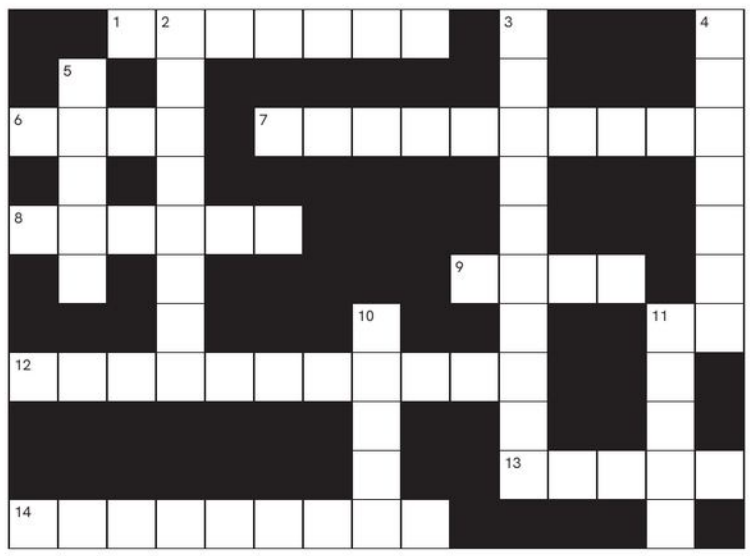
Can you help me with home hardening?
Yes. I can share CAL FIRE's home-hardening and defensible-space resources and connect you with qualified local professionals to assess your property.

How should I prepare my home for fall or spring?
I can help you build a seasonal checklist for gutters, drainage, roof checks, irrigation and landscaping, and connect you with local pros for the work.

Can you help me understand Prop 19?
Yes. I can point you toward trusted resources and qualified professionals to help you understand your options and make the most of any property-tax savings you qualify for.

BETWEEN THE VALLEY & THE SEA

First 5 correct puzzles win a prize!
To enter please share and tag @_journal33 and/or text Chad.



ACROSS

1. ____ Oaks. (7)
6. Ventura landmark over the water. (4)
7. Sunny Main St. coffee stop. (7, 3)
8. Main Street bookstore. (6)
9. Sharp behind NOSH Graphics. (4)
11. __ playa (2)
12. This journal's highway. (6, 5)
13. Path through the hills. (5)
14. Ventura River trailhead. (9)

DOWN

2. Meiners Oaks' business corridor. (2, 6)
3. Rosy evening mountain glow. (4, 6)
4. Coastal city at the south end of Highway 33. (7)
5. Small, sweet Ojai citrus. (5)
10. Roselli, this issue's cover artist. (5)
11. True Horseshoe founder. (5)

WANT TO BE FEATURED?

Have a local business, creative practice or a neighbor we should meet?
Call or text Chad: 562 708 0165