

# Encinitas Chamber CHATTER

## Meet Chamber Board Member Roudi Matin, Owner Of Foot Solutions In Encinitas

Roudi Matin serves on the Encinitas Chamber of Commerce Board of Directors and leads the Business and Economic Development Committee, and Membership Committee. You may know her as an expert in foot wellness and the owner of Foot Solutions located in the Sprouts Center in Encinitas, but we know her as a fascinating and active member who has brought so much to our local community.

Born in Beirut, Lebanon Roudi moved to Istanbul at 16. She majored in Political and Administrative sciences with emphasis in Sociology of the Organization. She now has two teenage boys Shayan & Rayan at Westview High School.

Roudi worked as a GM for major international luxurious fashion groups including Louis Vuitton, Prada, Armani and Gucci. After this amazing 30-year journey she decided to go toward a more humanistic and one-on-one approach helping customers of all ages.

"In 2016, we had the opportunity to purchase a great store in Encinitas, Foot Solutions," Roudi said.



**CHAMBER BOARD MEMBER**  
and Encinitas Foot Solutions owner Roudi Matin. *Courtesy photo*

"Our mission is to help you align your body and support it by suggesting the right shoes and Orthotics measured to your natural foot arch. We analyze your gait and help correct your posture if needed."

"I realized I could be of better use to the community if I got involved and connected with other local businesses and neighbors. From the first moment I stepped foot in Encinitas, I was welcomed by Ambassadors of the Chamber. For me it was natural to become a member first, then an Am-

bassador and today a proud Board member heading 2 committees."

Roudi is looking forward to celebrating Small Business Saturday on November 26. "I'm pleased to share that the Chamber will be launching a new small business holiday campaign at the Encinitas Street Fair November 20th with a digital coupon supporting local businesses, and a "Surfy the Snowman" social media campaign to follow."

"It is so important to shop locally because it helps stimulate the local economy and keeps business booming within the region. Local businesses play a significant role in supporting the community's development and contribute through charities and causes."

"My favorite things to do in Encinitas are taking an early morning walk at Moonlight Beach, grabbing a delicious coffee at a local coffee shop, and browsing and shopping at stores on the 101. Small businesses are able to focus on giving back to the community if they are supported by the community. It's a win/win relationship for the Season of Giving!"



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