



Search



- Member Directory
- Chamber Site
- Carlsbad Business Journal

[Home](#)

[About the Chamber](#)

[Business Directory](#)

[Chamber Services & Resources](#)

[Committees](#)

[Public Policy/Gov't Affairs](#)

[Speakers Bureau](#)

[Chamber Services](#)

[Events & Registration](#)

[Small Business Success Center](#)

[Publication Store](#)

[Media](#)

[Carlsbad Business Journal](#)

[Visitor Information](#)

[Community Information](#)

[Site Map](#)

[Contact Us](#)

[Member Login](#)

[Home](#) > [Carlsbad Business Journal](#) > [July 2006 Carlsbad Business Journal](#) > [New Chamber Member Celebrates 20th Anniversary](#)

[click here to login](#)

New Chamber Member Celebrates 20th Anniversary

By Misti Cain
Jul 01, 2006

Joan Boughton & Associates (JB&A), a full-service event and meeting planning company, recently celebrated their 20th anniversary. Owner, **Joan Boughton** began the business in 1986 because she saw a need in the marketplace for a high level of expertise combined with personalized service.

Boughton attributes the longevity of JB&A to ongoing internal and external assessments. She believes it is vital to have the flexibility to adjust as the economy and industry changes. In today's competitive business world, advertising and public relations dollars must be strategically placed to create the most effective marketing approach. In developing their strategies, businesses are recognizing the importance of special events as a successful marketing tool.

JB&A's event planning services include: Event concept, budget development, contract negotiations, site selections, event management, public relations, event marketing and promotion. For more information about Joan Boughton & Associates visit their website, www.JoanBoughton.com.



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