



Get to Know Carl Weise as General Manager, Bringing Experience and Vision

by Heather McGhee

After over two months with Carl Weise as our General Manager, San Diego Country Estates Association (SDCEA) is pleased to share more about his background and leadership approach. He brings a strong blend of hospitality expertise, operational leadership, and a community-first mindset to this dynamic role.

Weise joined SDCEA in February 2025, relocating from Fallbrook to embrace the unique rural charm and natural beauty of Ramona. A longtime San Diego County resident, he was drawn to the Estates by the opportunity to apply his professional experience in a community-focused setting that aligns with his passion for service and environmental stewardship.

He brings more than 16 years of experience as a General Manager in large-scale HOA communities, coupled with an extensive background in resort and hospitality management, including leadership roles in full-service hotels, golf and conference resorts, and as a restaurant and business owner. Weise holds a BA in Economics, Management, and Accounting, and is a credentialed industry professional with multiple designations: Certified Community Association Manager (CCAM-HR), Certified Manager of Community Associations (CMCA), and Certified Association Management Executive (CAMEX). He also serves on the California Association of Community Managers (CACM) Board, helping to shape policy and best practices across the state.

In his leadership role, Weise oversees the Estates' extensive residential and recreational operations—spanning the golf course, restaurants, two equestrian centers, parks, pools, trails, and event venues—with a team of 160–200 employees. He reports directly to the Board of Directors, but emphasizes that he views his responsibility as serving the entire community.

“My most important duty is to help our team achieve high levels of homeowner satisfaction and operational excellence,” Weise says. “I’m focused on enhancing all aspects of our operations and ensuring that we’re not only meeting internal goals, but also contributing positively to the greater Ramona area.”

Early in his tenure, Weise launched the “Coffee with Carl” series last weekend—casual open Q&A sessions that give homeowners a chance to ask questions, voice concerns, and connect directly. His regular GM Updates in the Valley News also reflect his commitment to open communication and transparency.

Looking ahead, Weise is working with SDCEA leadership to continue strengthening the community's relationship with Ramona through partnership and expanded engagement opportunities.

Outside of work, Weise enjoys cooking, competing in chili cook-offs, fly fishing, and traveling. He is the proud father of two adult sons.

Under Weise's leadership, SDCEA looks forward to a strong and service-driven future built on communication, connection, and a shared vision for continued community improvement.