

## BOARD OF DIRECTORS

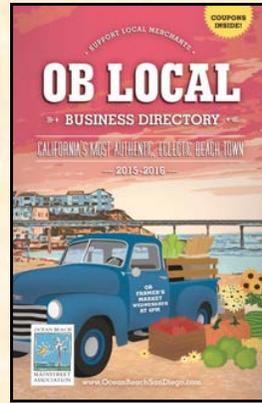
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Julie Designs - Crime Prevention Chair
- Michael Akey, 2nd Vice President**  
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- Denny Knox, Executive Director**  
**Claudia Jack, Office Assistant**  
**Liz Greene, Creative Director**  
**Susan James, Directory Manager**

## FARMERS MARKET STAFF:

- David Klamon & Community Crops**  
Market Managers  
**Tony, Richee, Nick & Evelyn**



# Ocean Beach MainStreet Association March 2015 Newsletter

Please join us for the March 2015  
**OBMA Sundowner**  
hosted by



Co-hosted by  
The Little Lion Café and  
Mother's Saloon OB



at the **OCEAN VILLA INN**

5142 W. Point Loma Blvd. | OB 92107

Thursday - March 26th - 5:30pm - 7:30pm

**Free Drawing:** Bring your business card . . . get to know your neighboring businesses and have some delicious munchies and drinks  
**Open to all OBMA members & their employees**

## Coming out this month.

Volunteers will hand deliver copies to almost all of our members as soon as the directories are received. We will have volunteers deliver to residents from the beach to Sunset Cliffs and have hired a company to deliver the directories in door hanger bags for the other 10,000 copies throughout the 92107 and part of 92106.

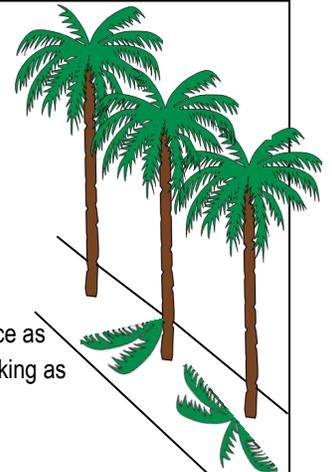
## March Meeting Schedule

Mar 3	Tue	8:30am	Design Committee
Mar 6	Fri	8:30am	Promo Meeting
Mar 11	Wed	8:30am	Finance Committee
Mar 11	Wed	Noon -	ER Meeting
Mar 12	Thur	Noon -	Board Meeting
Mar 17	Tue	8:30am	Crime Prevention Committee at Taika Sushi, 4953 Newport Ave.
Mar 26	Thur	5:30pm to 7:30pm	OBMA Sundowner at Ocean Villa Inn bring business card

**All Meetings at the OBMA office unless otherwise noted.**

## TREE TRIMMING ON NEWPORT AVE. THURSDAY - MARCH 5TH

The OBMA Maintenance Assessment District is having the palm trees pruned in hopes of avoiding major dents in our heads and cars. Since this will be financed through the Newport Avenue MAD, only the 4800 through 5000 blocks of Newport Avenue will be trimmed. "No Park" signs will be put up 72 hours in advance as required. We'll make every effort to open up parking as soon as possible.  
Call us if you have any questions 619-224-4906.





# Member & Community News

## Greetings from the Kiwanis Club of Ocean Beach,

Once again, we're reaching out to our favorite community businesses. We are having our **67<sup>th</sup> Annual Kite Festival on Saturday, May 9, 2015, at Dusty Rhodes Park**. We're putting together our souvenir programs and we'd like you to be a part of it. The Ocean Beach Kiwanis Kite Festival is well into its third generation. People who took part in the festival as children are now bringing their own children and grandchildren to participate.

You can help support this longtime tradition by putting an advertisement in the event program, which is given free to attendees (a thousand or more children and families). A business-card sized advertisement is only \$35; a 1/2 page advertisement is only \$50. Make checks payable to Ocean Beach Kiwanis Foundation (a 501-c-3 charity).

You can attach a business card, or put what you would like to say at the bottom of this letter and let us type it up for you. Thanks for your help! If you wish to mail in your ad and check, send it to Ocean Beach Kiwanis, PO Box 7099, San Diego CA 92167. Deadline Wednesday, April 29, 2015. For more information contact: John McCarthy at [mccarthyj26@gmail.com](mailto:mccarthyj26@gmail.com). Thanks

**February 19, 2015** marked the fifteenth anniversary of OB's well-known

**Robb Field Skateboard Park**. The opening of the park was marked by a celebration with over \$25,000 in prize giveaways. A dedicated group of volunteers - local business owners, iconic skaters, residents and Councilman Wear and his staff - worked together to ensure the fundraising and development for the community's first skateboard park.

The donations and corporate sponsorships were put together with the help of Kanten Russell and Andy MacDonald, local pro-skateboarders.

Julie Klein, local business owner of Julie Designs, remembers the process fondly. "It was fun to work with local teenagers, business owners and professional skaters all to meet one goal - create a family friendly skate park in OB." Julie worked with the Ocean Beach MainStreet Association to develop Skateboardships for any skater who was unable to come up with the annual pass fee. At that time each skater was required to buy a \$5 daily pass or purchase an annual pass for \$30. The OBMA then handed the project over to the OB Community Foundation who continued to sponsor any skaters who found themselves in need of a pass and/or helmets and pads. The City of San Diego originally manned the park but because of budget cuts could no longer staff the skateboard park daily. Today the park is open and free to the public.



## NATI'S CELEBRATING THEIR 55TH ANNIVERSARY

Founded in 1960, Nati's Mexican Restaurant has played a large part in the Ocean Beach community both historically and socially. Since then Nati's has been serving fine Mexican cuisine coupled with great service and reasonable prices which has led to a solid following of loyal customers. Their success shows in six straight "Best Overall Restaurant" awards and 55 years of continued service. Nati's has found that it is important to retain their employees to remain consistent. Many of the "Nati's Family" have been with the restaurant for over 25 years including chefs Maci and Inez Conde as well as lead wait staff Aida Peterson. Prices are very reasonable. There is a full bar with compliments of margaritas, Mexican and Domestic beers, wines, and cocktails. Located at 1852 Bacon Street, one block from the Ocean Beach Pier!



## Edward Jones

MAKING SENSE OF INVESTING

This year, we have the pleasure of partnering with **San Diego Food Bank** in a **Food Drive**. If you would like to help us remember those who are less fortunate, you're welcome to bring non-perishable items like canned vegetables, soup, chicken, tuna, beans & etc. to our office at 5083 Santa Monica Avenue, Suite 1A, San Diego, CA 92107 During the month of March, Mon-Fri 8 a.m. - 4:30 p.m. We look forward to partnering with you, Erik Karlson, Financial Advisor and Jocelyn Hungate, Branch Office administrator for **Edward Jones**.

Reprinted from the Peninsula Beacon, Feb. 19, 2015

By THOMAS MELVILLE | The Beacon

**Mike (Bossman) Hardin** was more than just hamburgers and **Hodad's**. He was a friend, father and favorite son of this eclectic beach community, nestled on the western edge of Point Loma.

When news broke of Hardin's death on Thursday, Feb. 5, residents of Ocean Beach started a makeshift memorial in front of the restaurant on Newport Avenue by leaving flowers, photos and messages. By Friday morning, news had spread, and mourners from all of San Diego were paying their respects.

"Mike's generosity and kindness had such a huge impact on Ocean Beach. It won't be the same without him," said Chanti Kalagian, a native of Ocean Beach, who taped a sign on Hodad's window that read "RIP Bossman. OB will miss you, Mike!" "I wanted to show my support," Kalagian said. "He was a friend to everybody. I really can't believe it."

Hodad's Burgers, with venues in Ocean Beach, downtown and seasonal at Petco Park, were closed Feb. 6 in honor of Hardin and Feb. 7 in tribute to a co-worker who died in an auto accident.

Hardin, 56, was found in a suburban Fresno hotel Feb. 5 after he went to Northern California to visit his daughter. According to the autopsy results, Hardin died of natural causes.

Hodad's, which was already a local institution, gained national attention in 2007 when the restaurant was featured on the Food Network show "Diners, Drive-ins and Dives." That led to Hardin and other "Diners, Drive-ins and Dives" alumni working together with The Messlords - a nonprofit group of chefs who travel around the world to cook for U.S. troops in spots like Japan, Guam, Egypt, and Dubai.

Begun in 1969 by Hardin's parents, Byron and Virginia, who purchased both the business and its name, Hodad's was originally located on the beach at the end of Santa Monica Avenue. In 1991, after several moves, the restaurant opened at its present location on Newport Avenue in the heart of Ocean Beach.

"Hodad's started out as just a hamburger stand on the beach, no décor or anything," said Hardin last summer in a Peninsula Beacon story marking the restaurant's 45th year. "Part of our success is that people see how genuine it is."

*Mike Hardin story continues on page 3*



## Wise Words about Customer Service!

Customer experience (CX) is the sum of all experiences at various touchpoints a customer has with a supplier of goods and/or services over the duration of their relationship with that supplier. Remember: Everything counts when it comes to a customer's loyalty. There are four specific things that customers say they will never forget about when doing business.

1. **Customers do not forget attitudes.** Each member of the team is an extension of the sales and customer service experience.
2. **Customers do not forget promises.** Business is based on trust. When a business loses a customer's trust, there is really no basis for continuing the business relationship.
3. **Customers do not forget how a business handles issues or misunderstandings.** When customers have an issue or misunderstanding, more than any other time, a business has the opportunity to develop a bonded relationship.
4. **Customers do not forget what happens after the sale.** The best marketing tool available to a business is the customer's satisfaction after the sale. A business can set itself apart by being an after-the-sale champion. Customers will become loyal if the sales and customer service team develops a "no matter what it takes" attitude, keeps its promises, quickly addresses issues, and takes care of them after the sale. If a business does all these things, customers will be glad to come back for more! By Barbara Wold



# Member & Community News



The first Art Class in the new location 5022 Santa Monica Ave. will be Saturday, March 7th.

Friday Night Fun is March 20th. Guitar Lessons should be keeping with their regular schedules. Students will be contacted regardless, especially if there are any issues with our moving into the new space.

As always, thank you for supporting our small business, please continue recommending us to your friends and consider gifting an invaluable art or music class. We may not always have large numbers, but the product we are offering has proven to be so much fun and very rewarding for all involved. You can view our different classes and descriptions on our website! Gift certificates are available, and all of our classes (and deals) are available for purchase on our online shop!

Need family photos taken? Or student portraits? Not only is Amber an extraordinary artist, she also has an eye for photography. Check out some of her work, and book a session with her today! \$100 for a 45 minutes and 15 edited images to use for cards, personalized gifts, or a nice canvas for the living room! Sessions can be booked at your home or outside at a location of your choice within San Diego (and within reason).

Make sure you like us on Facebook and follow us on Instagram! Questions? Email [amber@saanslenastudio.com](mailto:amber@saanslenastudio.com) or [chris@saanslenastudio.com](mailto:chris@saanslenastudio.com) Again, thank you for your continued support of our small business. We couldn't do it without you! Kindly, Amber and Chris at Saans Lena Studio.



Relay for Life of Pt. Loma/Ocean Beach is April 11-12, 2015 from 10am to 10pm at NTC Park at Liberty Station, 2455 Cushing Road, Pt. Loma, CA. For more info: Jerry Webber at 619-209-1160. Visit the website: [Relay-ForLife.org/PtLomaOceanBeachCA](http://Relay-ForLife.org/PtLomaOceanBeachCA)

Dog-Lover friends,

**SUNDAY, March 8<sup>th</sup>** from 10am to 2pm is the next Quarterly **Pet Adoption Event** at **SHADES Oceanfront Bistro** and it's our biggest ever with **SIX Rescue Groups\***, a Youth Art Contest (Grades K-12) and a Benefit Book Signing. **The San Diego Humane Society** will be there along with **SD Spaniel Rescue, Labrador Rescuers, Almost Home Animal Rescue, Dogs Fur Days Rescue and St Paco's Second Chance Dog Rescue.** 5083 Santa Monica Ave.



*Mike Hardin continued from page 2*

The eatery features historic photos, walls covered with license plates from all over the world and surfboard-shaped seats. It also features a line out the door and down the block just about every day in the summer. A giant menu board over the customer counter proclaims, "99 Gazillion sold," and it may be right. "Hodad's has such a positive energy," said Jill Varney, an Ocean Beach resident who came out to see the memorial in front of the restaurant. "Mike and his staff were always very kind to all their customers. It's such a tragedy he's gone. It's really sad." The name Hodad's is derived from the 1950s beach term for surfer wannabes who were into cars, music and counterculture style, but it had become synonymous with describing Hardin, who was as original and unconventional as his restaurant.

- Dave Schwab & Martin Jones Westlin contributed to this story.



## Welcome New Members/Member changes

### Circa Interactive

4993 Niagara Ave. Suite 200 866-758-3484  
[Circainteractiveseo.com](http://Circainteractiveseo.com) [team@circainteractiveseo.com](mailto:team@circainteractiveseo.com)  
*Digital Marketing, Marketing*

### Saans Lena Studio (change of address)

5022 Santa Monica Ave. 619-339-8735  
[Saanslenastudio.com](http://Saanslenastudio.com) [info@saanslenastudio.com](mailto:info@saanslenastudio.com)  
*Guitar Lessons, Art Classes, Summer Camps*

### LV Chiropractic and Wellness

3760 Sports Arena Blvd., Suite 7, San Diego 92110  
[LVChiropractic.net](http://LVChiropractic.net) 619-225-6945 [Info@LVChiropractic.net](mailto:Info@LVChiropractic.net)  
*Chiropractor, Massage, Clinical Nutrition*

### Harvard Risk Management Corporation

619-865-5688 [www.idtoverview.com/258257](http://www.idtoverview.com/258257)  
[Bernie.Locsin@harvardbenefits.com](mailto:Bernie.Locsin@harvardbenefits.com)  
*Identity Theft Protection, IDT Restoration, Insurance*

### ARC Yoga & Massage

1808-B Cable St. 619-987-9926 [info@arcyogamassage.com](mailto:info@arcyogamassage.com)  
[www.arcyogamassage.com](http://www.arcyogamassage.com)  
*Yoga & Massage, Holistic Health*

### County Collaborative Charter School

5022 W. Point Loma Blvd. 619-535-2222 [cccs.education.com](http://cccs.education.com)  
*Educational Services*

### Hair by Stephanie Gabriel

1855 Bacon Street 619-315-3058 [sgabriel2022002@yahoo.com](mailto:sgabriel2022002@yahoo.com)  
*Hair Stylist, Hair Salons*

### Careers Spark

4852 Santa Monica Ave. 619-501-2634 [Careers-Spark.com](http://Careers-Spark.com)  
*Healthcare Executive Recruiting*

## David Linton, Master of Watercolor & Pastel

March 9, 1945 – January 30, 2015

David Linton passed away unexpectedly January 30, 2015, in San Diego. David and his wife, Carol, have been Ocean Beach residents for many years. David was very engaged in the Ocean Beach and Point Loma communities and generously donated many beautiful works of his art to local charity fundraisers throughout the years. Every day was a good day for David, because he was doing what he loved.



David's journey as an artist began at age twelve when his mother saw his artistic talent on his bedroom walls and ceiling. She promptly took him and purchased his first painting set and canvases. As his artistic talents became fine-tuned, and more in demand, he started participating and selling his paintings at street fairs and art festivals.

Linton's art combines the very best of color and light with a precise detail that renders all of his paintings to realism. He developed a unique "masking" technique resulting in sharper, more colorful images taking the form of surrealistic reflections of light. This award-winning artist has exhibited in some of the leading galleries in Boston, New York, Hartford, Los Angeles and San Diego. He was commissioned to do paintings and design work for the 1987, 1992 and 1995 America's Cup events and even painted Bob Dole's portrait at one GOP Convention in San Diego, portraits of Cher and Arthur Ashe, murals and his illustrations were featured in many monthly San Diego magazines. He did in-store demonstrations and taught color theory for companies such as Sennelier, Windsor & Newton, daVinci and many more.

After jumping head first into the world of online promotion, social media and television, he began making regular appearances on Barry Chappell's [FineArtShowcase.com](http://FineArtShowcase.com) on DirectTV and [ArtandCoinTV.com](http://ArtandCoinTV.com) where his work was viewed by more than half a million viewers. More information about David, his paintings and reproductions can be found online at [DavidLintonArt.com](http://DavidLintonArt.com).

David was a devoted husband and father to Sherry and her husband Pete. He will be missed not only by our community but others he touched around the world with his talents. A Celebration of Life will be held at a later date. Memorial donations can be made to the Ocean Beach Community Foundation, 501c3 non-profit #33-0871198, Post Office Box 7412, San Diego, CA 92167.

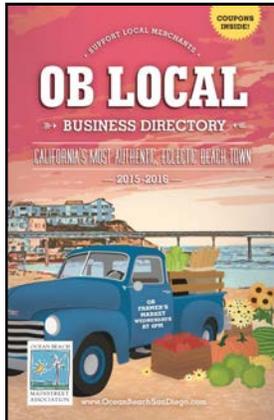


### Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167  
**Office:** 1868 Bacon Street, Suite A  
San Diego, CA 92107  
619-224-4906, Fax 619-224-4976

www.OceanBeachSanDiego.com  
Email: info@OceanBeachSanDiego.com

Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program



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**Follow us on Twitter:**  
<http://twitter.com/OceanBeachCA>  
**Like us on Facebook too!**  
<http://www.facebook.com/OBMA92107>

### POLICE AUTHORIZATION FORMS - Annual Renewal -only once a year!

**Attention LOCAL MERCHANTS**  
Be sure to fill out your Police Authorization form (letter of Agency), that you can access at: <http://www.sandiego.gov/police/pdf/letterofagency2.pdf> . . . You are in Western Division. Follow the instructions. Please do it today!



## OB Street Fair & Chili Cook-Off Festival

June 27, 2015  
**Vendor Applications are Available Now**

OBMA Members  
**20% discount**  
on booth space rates

Call us 619-224-4906 or email  
[info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com)



Photos by Troy Orem



The **Ocean Beach Security Program** is increasing the hours of our walking/biking patrol for the next 3 or 4 months in order to more fully address many of the current issues.  
If you have specific problems that need to be addressed, please contact us and let us know what exactly needs to be remedied. We can work with our security patrol and SDPD to see what we can do to better serve your needs. Call 619-224-4906 or email [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com)



# We would like to meet you!

We are Doctors of Chiropractic Minna Lopez and Cobi Vu,  
a husband-and-wife team of

**LV Chiropractic and Wellness**

Specializing in Chiropractic, Massage and Clinical Nutrition.

We have just joined the Ocean Beach MainStreet Association and we would like  
to personally meet you!

*As luck would have it we have an offer for you:*

**FREE Consultation, Chiropractic Evaluation, and  
Computerized Nerve Scan that includes a Report of  
Findings (\$125 Value)**

*Offer expires April 30, 2015*

Call us today to set up an appointment!

## LV Chiropractic and Wellness

3760 Sports Arena Blvd., Suite 7

San Diego, CA 92110

619-225-6945

[info@LVChiropractic.net](mailto:info@LVChiropractic.net) [www.LVChiropractic.net](http://www.LVChiropractic.net)

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any massage

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house of massage  
kubauchi.com