



Ocean Beach MainStreet Association

MAY 2012 NEWSLETTER

Celebrating OB's 125th Anniversary All Year Long!



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STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

Liz Greene, Creative Director

Farmers Market Staff:

David Klamann & Community Crops,
Market Managers

Tony, Carlos



Celebrate Ocean Beach

May 16-20, 2012

See the insert in this newsletter for more information and the Schedule of Events

OBMA hosted the second Business Development Series of 2012 in April at Electric Ladyland

Over forty local merchants attended the second meeting of the Business Development Series, held by the Ocean Beach Main-



Street Association on Tues., April 10th at Electric Ladyland. The Business Development Series was created to offer resources to all types of local business owners and their employees. For this event, guest speaker Susan Clarke presented her 'Fundamentals of Believing, Achieving and Succeeding in Ocean Beach.' People in attendance were entertained and motivated by Susan's enthusiasm and enjoyed the opportunity to work with new and familiar faces when given the task to make appointments throughout the room to complete small assignments. According to Susan, "Your message is made up of 55% body language, 38% vocal tone and pitch and only 7% are your actual words." In addition, "good communicators spend 60-70% of their time listening and only 30-40% of their time speaking."



Thanks to Joe Ewing for his photos

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May Committee Meetings

Tue.	May 1	8:30am	Design Committee
Tue.	May 1	2pm	OBREL Meeting
Fri	May 4	8:30am	Promotion Committee
Mon	May 7	6pm	Street Fair Committee
Tue	May 8	8:30am	Executive Committee
Wed	May 9	8:30am	Finance Committee
Wed	May 9	Noon	ER Committee and MAD Annual meeting
Thur	May 10	Noon	OBMA Board Meeting
Tue	May 15	8:30am	Crime Prevention Comm

Masonic Center, 1711 Sunset Cliffs Blvd.

All meetings held at OBMA office unless otherwise noted.



We are pleased to announce the **Special Edition Ocean Beach 125th Anniversary Pale Ale** made by **Pizza Port OB** is ready to hit the streets. **Pizza Port OB** and **Brewmaster Yiga Miyashiro** have developed the American Style Pale Ale to honor OB's anniversary celebration. **Mayor Sanders** was on hand for the announcement and tasting on Friday, April 27th at Pizza Port.

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Ocean Beach Farmers Market

Wednesdays 4pm to 8pm

Fresh vegetables, fruit, hummus, flowers, jams, plus fresh baked goods and all of our local shops, restaurants and services in OB.

Meet your friends & family in OB each Wednesday



Continued from page 1 - FUN-damentals . . .



People were encouraged to make a list of 'keepers', ideas they could take back into their daily lives, and some left with a full page. Shannon Brown, Brown Marketing Strategies, and Denny Knox, OBMA, also brought the group up to date on all promotional and marketing developments that had taken place since the last meeting in January. For an update to your binder, or a copy of the entire series for the year so far, please contact the office (619)224-4906 or



info@oceanbeachsandiego.com. Thanks to Brown Marketing Strategies, Electric Ladyland, OB Services, The Lazy Hummingbird Coffeehouse, Lighthouse Ice Cream, OB Business Center, and Intrepid Network. The next event will take place on Tuesday, July 10th at 7:30 - 10am, place to be announced.

General Committee Info: (check pg1 for more info)

- ◆ **ORGANIZATION:** (Exec. Officers) Meets as needed.
- ◆ **FINANCE COMMITTEE:** Meets the Wednesday before the Board Meeting at 8:30 am. OBMA Office. Mike Stifano, Chair
- ◆ **DESIGN COMMITTEE:** Meets the first Tuesday of the month at 8:30 am OBMA Office. Mike Akey, Chair
- ◆ **PROMOTION COMMITTEE:** Meets the first Friday of the month at 8:30am. OBMA Office. Tevia Schriebman, Chair
- ◆ **ECONOMIC RESTRUCTURING:** Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Gary Gilmore, Chair
- ◆ **CRIME PREVENTION COMMITTEE:** is an Economic Restructuring subcommittee. Meets the 3rd Tuesday of the month at 8:30am. Julie Klein, Chair

Remember, report all crimes to 531-2000. Your Call Counts! The City of San Diego Graffiti Hotline is 525-8522.

Continued from page 1 - Pale Ale

Billy "Butter" Joyce of Surfside Cuisine served a special recipe inspired by and using the Anniversary Ale. This was one of several events we'll have this year in celebration of our Anniversary and fundraising efforts...stay tuned to our website, Facebook or Twitter for more information! We have many local restaurants/bars that will be serving this brew including Bo-beau Kitchen + Bar, The Joint, Kecho's Café, Olive Tree Tasting Room, The Pearl, Phil's BBQ, Raglan Public House, Shades Oceanfront Bistro, Sessions Public, The Harp, Newport Pizza and Ale House. We are sure there will be more wanting to join in on the celebration. *Many thanks to all who made this happen. For more info, call us at 619-224-4906.*

Business Development "Financial" Seminar

that had been scheduled for May 15th is going to be rescheduled at a later date. We're sorry for any inconvenience this may have caused. We'll get the word about the new date as soon as we know the date.

★ *Many thanks to Noon Design Shop for hosting the OBMA Sundowner. It was too close to publishing time to include photos. Check our website for photos of the event!*

Fundraise for Ocean Beach during our very Special 125th Anniversary year!!

Men's Shirts = \$20

Ladies Crew Neck Shirts = \$20

Ladies V Neck Shirts = \$20

Over the shoulder Natural colored Bags = \$15

Zip-up Hooded Sweatshirts (unisex) = \$36

Take a photo and email to us at info@oceanbeachsandiego.com

Could these folks be Josh Utley's parents?



OB represented in New Mexico

Photo of the Month!

Have you noticed our fantastic new 125th Anniversary banners at the entrance to OB along Sunset Cliffs Blvd and on Newport Avenue? The banners were designed by Ashley Lewis, Dog Beach Design, printed by Sign Diego, and Councilman Kevin Faulconer found a grant to help pay for most of the expense. Fantastic! 125 is a big birthday. Go OB!



MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website, email us or drop by the office. Business announcements are free to our members. It's an easy way to let others know about your particular business.

What kind of information will we publish?

Have you or your employees received a special award?

Are you are having a big sale or anniversary.

Are you changing your hours or adding a new product line?

Gentle Yoga and Chair Yoga Day Classes at Pt. Loma United Methodist Church. Gentle Yoga and Chair Yoga day classes are offered at the Point Loma United Methodist Church, Monday through Thursday. Classes are open to all levels of experience, physical ability, including seniors and those with special conditions. The Chair Yoga classes are wheelchair accessible. Personal Yoga Therapy is available by appointment. The first class is free, and 8 classes are \$40. To register, contact the instructor, Julia Doughty, CYT, HHP, at info@धारयoga.com or 619-788-4838.

FREE OPEN MEDITATION AT DHARMA CENTER! Need a lunch-time oasis? Dharma Center now offers OPEN MEDITATION every Tuesday from 11:45am to 1:00pm. You're welcome to drop by for 5 minutes or for as long as you can during the Open Meditation period. You can arrive and leave at any time. This is an opportunity to sit in meditation during your lunch break, so you can unplug from the stress of the day and recharge your batteries. If you require instruction, please attend any of our classes. Thanks to our Members, tuition is only \$10 per class. Open Meditation and Thursday classes are free! Call 619-797-5483, or visit www.dharmacenter.com for the most current schedule. Discover the joy of meditation at Dharma Center 5059 Newport Avenue, Suite #303 in Ocean Beach.

The **Ocean Beach Business Center**, 4876 Santa Monica Ave. is excited to announce their Mother's Day Canvas Gallery Wrap Special. Take 10% off! Gallery wrapped canvas art is a very special and personal gift! From your digital file, your image will be color enhanced, printed, UV coated and stretched onto the frame size of your choice.

12" x 18"	\$76.00	16" x 20"	\$89.00
18" x 18"	\$90.00	20" x 20"	\$99.00

Go to www.obbusinesscenter.com for more information.

San Diego — Ocean Beach People's Organic Food Market General Manager, Nancy Casady has been appointed to the California State Board of Food and Agriculture. Casady has been the General Manager at People's Market since 1997. Casady has served as Vice President of the National Cooperative Grocers' Association from 2006 – 2009 and was a member of the National Cooperative Development Board from 2009 – 2011. Agriculture is a major industry in California. With 88,000 farms and ranches, including the largest number of organic farms in the nation located in San Diego, California agriculture is nearly a \$36.6 billion dollar industry that generates at least \$100 billion in related economic activity. With the Governor's appointment of Casady, and with her combined years of experience and her determination to create a sustainable world, California—the nation's breadbasket for produce—has gained a valuable asset for farmers, consumers, and the environment. **Ocean Beach People's Organic Food Market** is located at 4765 Voltaire St. (619) 224-1387. Open daily 8 a.m. – 9 p.m. www.obpeoplesfood.coop

Congratulations Nancy from the OBMA!

Welcome New OBMA Members

Camp Boogie (at Robb Field)

Brian Lozoskie 619-990-6192
www.CampBoogie.com boogieinob@yahoo.com
 Camps, Day Camps, Youth Activities

Unique Gifts

4851 Newport Ave. 858-222-0223
www.uniquegiftssandiego.com
 Gifts

Roots Kava Bar

4976 Newport Ave. B 360-378-1262
 Coffee house

The Corner Store

4873 Newport Ave. 619-222-1911
TheCornerStoreOB.com OBCornerStore@gmail.com
 Antiques & Home Décor

Ocean Beach Seafood

John & Angela Patnode
 206-251-0042 John@obseafood.com
 Food Truck, Catering

South Coast Longboards has changed focus and name to

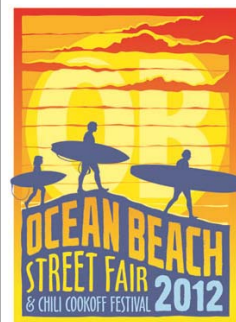
Wahine's Ocean Beach

5023 Newport Ave.

OBMA Board Elections are coming up!

"Intent to Run" forms are available at our Office at 1868 Bacon St. Potential Board members must be members of the OBMA, should be very familiar with the organization and have served on one of the standing committees or special event committees for a year. Board members should also have the time to devote to monthly board meetings, working on committees, and volunteering for special events. Board terms are for a minimum of 3 years.

Forms must be turned in to the OBMA office no later than June 15, 2012.
 Please call 619-224-4906 for more information.



June 23, 2012 OB Street Fair & Chili Cook-Off Festival

20% Discount off Vendor Spaces for OBMA Members
 Applications available online.

June 23, 2012
OceanBeachSanDiego.com
 or phone 619-224-4906



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



Partially funded by the City of San Diego
 Small Business Enhancement Program



Happy Mother's Day!!!



OceanBeachSanDiego.com



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OB's 125th Anniversary Seal

Please support Ocean Beach beautification efforts. OBMA will invest the profits from the sale of these items into a beautification fund with special attention to our waterfront area.

- 3" stickers = \$5
- 6" stickers = \$8
- 12" seals = \$20
- 18" seals = \$36
- 24" seals = \$50



The following merchants are selling the 3" and 6" sticker seals:

James Gang Co, Matt Kalla Insurance, Elsbree House, Details Salon Spa, South Coast Surf Shop, Newport Ave Antique Center, Surf n Sea Wetsuits, Newport Farms, Super Max and Gilmore Family Jewelers.

Thanks for your participation!

FOLLOW US ON

Twitter:
<http://twitter.com/OceanBeachCA>
 Facebook:
<http://facebook.com/obma92107>

A huge thank you to members of the Crime Prevention Committee - **Julie Klein, Mary Orem and Andy Taubman** for their work on the **Respect OB** gathering and the terrific turn out for the event. We totally agree that now is the time. **Respect OB!** For more information about **Respect OB** please email: respectob@gmail.com

O.B. BEACH BALL



WHERE NEWPORT
MEETS THE BEACH

May 18 - 19 2012

Saturday 11am - 10pm

Beach Clean Up 9am

Micro Beer Fest
11-2pm

Stranger

The Expanders

Sandollar

Upstart

Todo Mundo

The Electric
Waste Band

Friday Noon - 9pm

 9IX Ditch Day
X-Fest ticket giveaways all day

Mechanical Bull

Miss Beach Ball

Bikini Contest

The Legacy Pack

Tempress Pin Up Girl
Fashion Show

MUSIC AND DJ'S

FERRIS WHEEL WEDS - SUN

150 FOOT WATER SLIDE

DR. BRONNER'S FOAM ARC

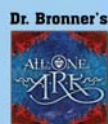
HODAD'S BURGER EATING CONTEST

Dawn to Dusk Volleyball • Beer Garden
Human Haulin • Food & Drink

Free Shuttle Buses every 30 min. from PB to OB & back. 11:00am - 9pm
Pickup at 710 Beach Club, 710 Garnet Ave. (619) 224-4906 for info.



Jägermeister



FOAM
ARC





SCHEDULE May 16 - May 20, 2012



Come celebrate the start of summer and 125 years of the Ocean Beach

community at OB Beach Ball featuring rides, live music, action sports and seaside beer gardens. Check the schedule for all the fun happening from Wednesday, May 16th through Sunday, May 20th.

A centerpiece of the event is the **75ft. Ferris Wheel located in Saratoga Park which will operate from Wednesday - Sunday**. Want to keep cool in the summer heat? **Look for the 150ft. Water Slide, open Wednesday - Friday**. For those wanting a bit more exhilaration, check out the **Mechanical Bull on Friday and Saturday and don't forget Dr. Bronner's Foam Truck**.

This year's new Friday schedule kicks off at noon with DJ's and bands in the beer garden and the Miss Beach Ball Bikini Contest. 91X will be broadcasting live from the Ferris Wheel from 2pm to 6pm.

The Saturday schedule is packed tight starting with SanDiegoBIG's beach clean-up and Volleyball Tournament at 9am and continues with Hodad's Burger Eating Contest from 11:30 a.m.-12:30 p.m. Come early for food and vendors at 10am and for the Microbrew Festival from 11:30am to 2:30pm. Listen to live bands in our beer garden with unobstructed views of the ocean and sunset from 11am to 10pm. A unique part of Saturday's festivities is Silly San Diego's Human Haulin' competition and many Endurance Competitions that will take place on the sand plus Dawn-to-Dusk Volleyball.

Admission to the beer garden is a \$3 donation that goes to support the Ocean beach community. OB Beach Ball is presented by the Ocean Beach MainStreet Association; the California Recreational Arts Benevolent Society, Ocean Beach Community Foundation, and Winston's in Ocean Beach. Sponsors are Go Fast Energy Drink and Jaegermeister. Shuttles will take festival goers between the 710 Beach Club in Pacific Beach and Veteran's Plaza in Ocean Beach every 30 minutes Friday 12 p.m. - 9:30 p.m. and Saturday 11:30 a.m. - 10:30 p.m.

At the beach in Ocean Beach!
Wednesday May 16 20th Birthday - **OB Farmers Market** 4pm - 8pm -Newport Ave
Wednesday May 16 **75ft Ferris Wheel** in Saratoga Park - opens 4pm- 9pm
& Thursday May 17 *Thursday is a ferris wheel fundraiser all day for Pt. Loma Cluster Schools Foundation
150ft Water Slide - opens noon to 9pm

Friday May 18 **75ft Ferris Wheel** in Saratoga Park - open noon - 10pm
150ft Water Slide - open noon - 10pm
Mechanical Bull - open noon - 10pm
91X broadcasting from the Ferris Wheel Friday 2pm - 6pm
Saratoga Park Beer Garden open noon - 9pm
Shuttle from 710 Beach Club in PB noon - 9:30pm

Saturday, May 19 **Beach Clean up & Volleyball** on the beach starts at 9am - 9pm
Human Haulin' and Mechanical Bull on the beach 10am - 9pm
Vendors and food on Veterans Plaza 10am - 8pm
Shuttle from 710 Club in PB 10:30am to 10:30pm
Beer Garden and bands starting at 11am in Pier Parking Lot
Microbrew Festival 11:30pm - 2:30pm in Pier Parking Lot
Hodad's Burger Eating Contest at 11:30am - 12:30pm
75ft Ferris Wheel in Saratoga Park 10am - 10pm
Dr. Bonner's Foam Truck also in Saratoga Park 10am - 10pm

Sunday, May 20th **75ft Ferris Wheel** in Saratoga Park 10am - 5pm

Help Us By

Donating

Your

Used Cell Phones

and

Empty Laser

and Inkjet Printer

Cartridges!

A Message from Our Coordinator

Help the Point Loma High School Pointer Association provide a "Green" Scholarship to a graduating Senior each June. For more info, call Pat Baker at (619) 223-9363.

Drop Off Locations

For empty cartridges and used cell phones.

OBMA, 1868 Bacon Street

This is an ongoing effort—save this flyer and recycle your items all year long.

Sponsored by  Funding Factory*

POINT LOMA TAX PREPARATION



Liz Kinsell, Tax Consultant

ljkinancialservices.com

619*275*2424

1270 Moana Drive, San Diego, Ca 92107

Hundreds of families helped since 2004:

**All Tax Preparation Needs – Maximized.
Self-Employment Consulting and Profit.
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Canceled Debt and Short Sale Issues.
Levy-Garnishment-Payment Needs.
Non-Filing Issues.
Referrals for Any Other Needs.**

Rates: (Adjusted as Necessary)

W2s only...\$75

Itemizing.....\$175-\$250

Itemizing with Self-Employment.....\$300

Itemizing with Rental Property.....\$300

Business Returns.....\$350

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