



Ocean Beach MainStreet Association

APRIL 2010 NEWSLETTER

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- Mary Orem**
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STAFF:

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Rebecca Saffran, Program Manager**
- David Klamann & Community Crops,**
Market Managers



OB Beach Ball - the ONLY festival in San Diego on the beach - will take place May 22, 2010, on the sands of Ocean Beach from 9am to 9pm. Come experience SoCal lifestyle with live

music and beach games, including soccer, volleyball, skateboarding, surfing, and tug-of-war. Stroll through the SoCal expo offering sporting items and beachwear, and watch the Temptress fashion show. Eat from a variety of food vendors and vote for San Diego's Best Fish Taco. Check out our very own Beach Ball and eating competitions.

Quench your thirst at the micro-brew garden with tastings from 10 breweries, or kick off your sandals and drink in our beer garden on the sand. While enjoying your frosty one, you can also take a ride on the Ferris wheel and enjoy the panoramic view of the beautiful Pacific Ocean.

Give back to the community by participating in our beach cleanup sponsored by Surf Rider Foundation, early Sunday morning. There will be a free shuttle from PB to OB and back all day long.

The Ocean Beach MainStreet Association (OBMA), organizers of the very successful, 75,000 person OB Street Fair and Chili Cook-off Festival, are excited to bring you yet another one of their wonderful events. For more information, call OBMA at 619-224-4906. Vendor applications are available now.

www.OceanBeachSanDiego.com

April Meeting Calendar

Fri. April 2nd	8:30am	Promotion Committee
Mon. April 5th	6pm	OB Street Fair Committee
Tues. April 6th	8:30am	Design Committee
Tues. April 6th	2pm	Restaurant & Entertainment Group meeting
Wed. April 7th	8:30am	Finance Committee
Thur. April 8th	Noon	Board Meeting
Wed. April 14th	Noon	ER Committee
Mon. April 19th	8:30am	Clean OB Committee Newport Ave. Antique Ctr.
Tue. April 20th	8:30am	Crime Prevention Committee Police Trailer

All meetings will be held at OBMA office unless otherwise noted

Jazz 88

OB Music & Arts Festival

remember the OB Jazz Festival, well we've changed the name and added a lot more venues for music! OBMA and Jazz 88 have teamed up again and will present another great event **Save the Date!**

Saturday, Sept. 11, 2010

More information to follow!

Ocean Beach Farmers Market

Every Wednesday 4pm to 8pm
Fresh vegetables, fruit,
flowers, jams and jelly,
plus fresh baked goods not to mention all the
other fun things at the OB Farmers Market
like crafters and great music!



It's All in the Details

Walt Disney once said, "There's no magic to magic, it's all in the details." How right he was. He understood what it took to create the magic - hundreds of small, seemingly insignificant details repeated perfectly day in and day out to build a "Fantasy world" experience - a world that had never before existed. Fueled by his fantastic vision he took some empty land and some imaginings and created an all-new reality.

What's the reality of your customer experience?

- How much time and energy does it take to find out about you?
Can potential customers find you easily in directories, on the Web or through your professional associations?
- Do you make a positive impression with your logo, your tag line, your packaging and your welcome page? Is your phone system easy to navigate?
- Do you give the customer the impression that it will be a joy to have them as a customer when they do buy? Do you make it easy to buy? Do you thank them for their business?
- After a prospect has bought from you and becomes a customer, what do you do to make sure they're using your product or service in the best way for their unique needs?
- Do you make it easy for them to find information and to ask questions? Do you have maximum response times for answering emails and phone messages?
- Are your phone messages kept up to date and changed daily or weekly so customers know about special events and promotions.
- Are you accessible both physically and emotionally?

What are the dozens and dozens of details in your business that could create magic?

Details... details... details... They're critical to the success of every experience you provide for your customers and prospects. Look at the 'ordering' experience, the 'calling' experience, the 'returning' experience, the 'browsing' experience, and the 'après sale' experience. You get it. Now, make a list of ALL the details that make up the customer experience and ask what you can do to make them each a little better. Get the whole team involved. Put yourself in Walt's shoes and create some magic!

Barbara Wold

International Speaker, Author and Business Strategist
Global Retail & Consumer Expert
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General Committee Info: *(check pg1 for more info)*

- ◆ **ORGANIZATION:** *(Executive Officers ONLY)*
Meets as needed.
- ◆ **FINANCE COMMITTEE:**
Meets the Tuesday before the Board Meeting at 8:30 am. OBMA Office. Mike Stifano, Chairperson
- ◆ **DESIGN COMMITTEE:**
Meets the first Tuesday of the month at 8:30 am OBMA Office. Barbara Iacometti, Chairperson
- ◆ **PROMOTION COMMITTEE:**
Meets the first Friday of the month at 8:30 am OBMA Office. Cordelia Mendoza, Chairperson
- ◆ **ECONOMIC RESTRUCTURING:**
Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Heather Clarke, Chairperson
- ◆ **CRIME PREVENTION COMMITTEE:**
is an Economic Restructuring subcommittee. Meets the 3rd Tuesday of the month at 8:30am. Julie Klein, Chairperson
Remember, report all crimes to 531-2000. Your Call Counts! The Grafitti Hotline is 525-8522 or local 226-8613



If you would like to join one of our committees,

please contact us at 224-4906.

It is always more fun to be involved in your community!

NEWS FROM SD FILM COMMISSION

Television Series: *Terriers*, our new Twentieth Century Fox television series, is presently filming its 3rd episode. Each episode takes about 7 days to film. They make about 3-4 moves a day which is difficult and unusual for a series due to the amount of vehicles and crew. The series is booking many hotel room nights in multiple hotels around the city. The series is playing as Ocean Beach and is filming at locations throughout the county. In the last week, crew and talent have been seen in La Jolla restaurants and shopping at UTC. *Terriers* has employed many San Diegans as crew and talent. There is an average of over 200 local vendors who benefit from working with this show. These vendors include businesses such as coffee shops, restaurants, Ralphs, Trader Joe's and gasoline stations just to name a few. The San Diego Film Commission attracts, regulates and provides oversight to productions balancing the needs of the project as well as the impacted communities and local government. One of the most challenging issues for the Film Commission is making certain that this economic engine is protected from unfair charges stemming from people trying to make a profit merely because they are located near a filming activity. It is important to remember that this is a business and the overall benefits to the community provide great economic impact for San Diego.

News from mid March 2010

MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website 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 having a big sale or anniversary?

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

SURF SIDE CUISINE has a new phone number 619-507-0891. Please visit our newly updated website for a hassle free quote www.surfsidecuisine.com Thanks, Billy Butter

At **True Point Sharpening**, we strive for excellence. Our mission is to be the best full-service sharpening provider, driven by stellar customer service and guaranteed satisfaction. Sharpening by experts ensures that your tools, knives, scissors and equipment have the correct angle while helping the blades maintain their edge longer. The idea for True Point came to life over 30 years ago in San Diego, California. The concept flourishes today with more than 20 locations being served. True Point sets up freestanding, self-supporting kiosks at major high-volume retailers, providing this service to customers while they shop. On-site locations benefit both the customer as well as the retailer. The customer benefits through increased efficiencies with their time and money. The retailer benefits by supplying their customers with a highly skilled and value-added service. With such a reliable service and a highly visible marketing campaign, True Point Sharpening will propel this unique service into being the most trusted leading provider. Store benefits: Free advertising such as fliers, e-mails, web site and display signs; Free knife sharpening for the store and employees; Increase in-store sales as customers will shop while they wait. Current San Diego Sharpening Locations for True Point Sharpening: Crown Ace Hardware, Point Loma/Liberty Station; Stumps Family Marketplace, Point Loma; Paytons Hardware, Lakeside;

Welcome New OBMA Members

Swanky Sugar

4889 Newport Ave.

619-795-9599

Natural Spa Services

Keil's Groceries, San Carlos; and Henry's Markets (various locations).

Swanky sugar provides quality natural spa services at great prices. They offer Sugaring (a gentle method of hair removal), facials, body scrubs, and massage therapy in a relaxed and homey environment. We're a locally owned and operated business, and offer loyalty and referral rewards to our supporters! Swanky Sugar, 4889 Newport Ave., San Diego, CA 92107. 619-795-9599. Rebecca Wells, owner, 858-663-5914.

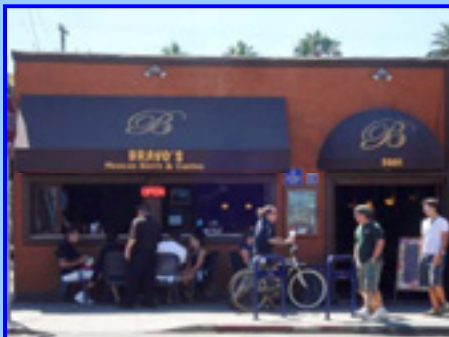
TEETH WHITENING TO BENEFIT CHILDREN'S CHARITIES

Smile! It's time again for the Dr. Yamada's Smiles for Life campaign. This March through June, **Dr. Michele Yamada** is offering teeth whitening services at a significantly reduced price, and donates 100 percent of the proceeds to help children facing serious health problems all throughout the world.

"The teeth whitening procedure is simple and painless, with excellent results," explains Dr. Yamada. "Most importantly, a few minutes in the chair can help touch a child's life forever." Gift certificates for teeth whitening services are also available. These certificates are a perfect gift idea for loved ones for wedding showers, birthdays and other special occasions. Please give us a call at 619-223-3423 check us out at www.oceanbeachdental.com or stop by anytime!

Congratulations to

Bravo's Mexican Bistro, 5001 Newport Ave., for being selected to represent the Peninsula in the 2010 County Fair Banner program! Each year the San Diego County Fair chooses a theme, and bases their banner program off the chosen theme. This year's Fair theme is "Taste the fun" and the banners will feature people and/ or businesses that made significant accomplishments in the culinary field. Bravo's, a family-owned and operated Mexican establishment, was nominated by the Ocean Beach MainStreet Association to participate in the Point Loma Association Peninsula Banner program. The OBMA based their selection of Bravo's on their delicious authentic food and their involvement



with the OB community. Carlos Grijalva, owner of Bravo's, took over the Cantina 3 years ago, and grew his new business to welcome families and happy-hour attendees alike.

In 2009 Bravo's won the annual Chili Cook-off contest in both Judges' Choice and Peoples' Choice. They also won a Bronze medal award from the Peninsula Beacon for Best Margarita. The banners will hang from beginning of May through the end of the Fair in early July. This year, 47 different banners will be displayed throughout the Peninsula area, so take a drive with a friend or loved one and see how many banners you can find. (The committee won't reveal where the banners go...it's a scavenger hunt!) Visit Bravo's at 5001 Newport Ave. or call them at 619-222-6633 for any questions.



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



OceanBeachSanDiego.com . . . For all your information!

What's Inside this Edition?

Calendar of Meetings	1
OB Beach Ball event	1
OB Music & Art Festival	1
Membership/Committee Info	2
OB Farmers Market	2
It's All in the Details, B. Wold	2
News from SD Film Commission	2
Member Announcements	3
New OBMA Members	3
Bravo's Mexican Grill	3
OB Street Fair update	4
Farmers Market Survey	4
Insert: PLHS Recycling	
Tiki Hut and Pirates Cove	
Elsbree House B & B	



The 31st Annual OB Street Fair & Chili Cook-Off Festival planning is under way. Applications for vendor spaces and sponsorship packages are available now. OB Merchants get 20% off the vendor rate and first priority. Sponsorships can be tailor made for your business! Please Call us TODAY! **224-4906**

During a recent Farmers Market survey, did you know that 55% of attendees do not live in OB. Of all the people polled, 98% visit a restaurant or store in OB during the market. That's great news and yes, they all overwhelmingly love OB & the market.

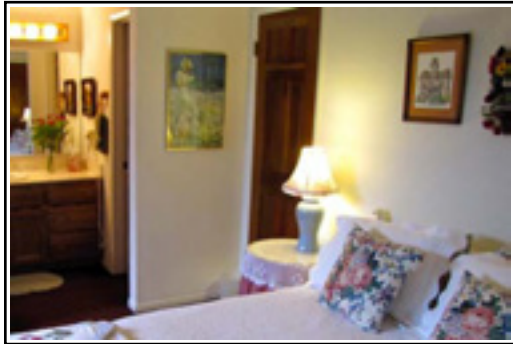
Sponsorships
Vendor Applications
Artists Alley Applications

are all available. . . Call 619-224-4906 or OceanBeachSanDiego.com
Would you like to volunteer to work a 3- hour shift . . . please contact Yvonne, Volunteer Chairperson, at 619-222-1231.



Elsbree House

"A Beach Bed & Breakfast" and "A Vacation Condo"



Bed and Breakfast

Prices: \$129 - \$175 (high season) per night

Payment: MC/VISA Your card will be charged at time of registration.

Cancellation Policy: 10 day notice req. \$25 cancellation fee.

Check-in: 2:00 pm **Check-out:** 11:00am
Extended Continental Breakfast.

Private bath. Patio. Queen size bed.
Full closet. Ironing board and iron.
Hair dryer. Alarm clock. Coffee pot.

Vacation Condo Rental

Off season: \$1000-\$1600/week

High season: \$1800-\$2195/week

One, two or three bedroom condo.

Full kitchen. Laundry. Large porch.

One off street parking space.

Minutes walk to beach, restaurants,
shopping, and public transportation.

Free WIFI

Non smoking property / Sorry no pets



Katie and Phil Elsbree,
Innkeepers

Ask for the OB Discount!

5054 Narragansett Ave. • Ocean Beach
San Diego, CA 92107

619-226-4133 • 800-607-4133

oceanbeachbandb@yahoo.com • www.bbinob.com



Point Loma High School
POINTER ASSOCIATION

Pointer Pride for generations past, present, and future

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-Alumni Liaison
Maile Silveira '95
-At Large

Bobbie Samilton
-Principal

Executive Director
Kim Melhorn Jessop '73
PAoffice@pointerassociation.org

RECYCLE FOR SCHOLARSHIPS !!

April, 2010

Dear Local Business Owners and Managers:

The Point Loma High School Pointer Association, a non-profit organization, awards a **Green Scholarship** each June to a graduating Senior student. The successful applicant for this scholarship must demonstrate high academic achievement, perform community service, gain admission to a 2-year or 4-year institution of higher learning, and write an essay on a current environmental topic.

We fund this scholarship by recycling inkjet/laser computer printer cartridges and used cell phones as well as used iPods and notebook computers.

We would like to ask you to help us in this effort by collecting these recyclable items at your place of business. You may drop off these items in the collection box at the OBMA office, 1868 Bacon Street. Or call us to schedule a pickup at your convenience.

Or....if you prefer....just give us a call and we will retrieve the items from you. This is a great way to dispose of these items without adding them to the landfill.

And remember, you and your employees can bring items from home as well.

We currently have the support of a number of businesses/organizations in our community including Ocean Beach Main Street Association, Prudential Real Estate, Windemere Real Estate, Willis Allen Real Estate, Carefree Vacations, Bone Appetit and Postal Annex Shelter Island. We hope that we may soon add your name to the list of supporters of the **PLHS Pointer Association Green Scholarship**.

Please contact Pat Baker at 619-251-9665 with any questions or concerns. Hope to hear from you soon!

Sincerely,

Pat Baker, Green Scholarship Coordinator
Point Loma High School Pointer Association

A California Non-Profit Public Benefit Corporation
Mailing: 1220 Rosecrans, #247, San Diego, CA 92106-2674 – Phone/Fax: 619-226-4509
Email – PAoffice@pointerassociation.org Website - www.pointerassociation.org
TIN: 95-3800169
Point Loma High School - 2335 Chatsworth Blvd., San Diego, CA 92106



HOT DOGS • COFFEE ... AND MORE



3 CONVENIENT LOCATIONS

OB' KANOBE'S

All American Hot Dogs
& Veggie Dogs

- 1 Nathan Premium Frank \$3.25
- 2 Coney Island Chili Cheese Dog \$4.20
- 3 Sabrett Famous Beef Frank \$3.50
- 4 Hebrew National Monster Dog \$4.60
- 5 Vienna Chicago Style Hot Dog \$4.60
- 6 Vegetarian Dog w/ The Works \$4.60
- 7 Rasta Dog \$4.75



4976 Newport Street

— Walk up or Drive Up —

Next to OB Surf & Skate

Tiki Port

← DRIVE THROUGH →

COFFEE
CIGARETTES
PASTRIES

Best ACAI Bowls in OB



DRIVE THRU

4896 Voltaire Street
(Cable & Voltaire)

Pirate's Cove

COFFEE
AND
PASTRIES

Free Chocolate Covered
Coffee Bear is our mark!

1940 Cable Street

Fast Drive Thru →

Apple Tree Supermarket Parking Lot

Island Oasis Smoothies



BUY 1 HOT DOG
GET 1 1/2 PRICE*

Equal Or Lesser Value

Expires 4/31/10 Not good w other offers

Tiki Port Coffee

99¢

12 oz.

- Kona
- Duncan Donut's Coffee
- Organic
- French Roast
- Vanilla Nut and More

Expires 4/31/10



BUY ONE 12oz Coffee
or 16 oz Iced Coffee

2nd one is 1/2 price

Expires 4/31/10

Not Good with other offers