



# Ocean Beach MainStreet Association FEBRUARY 2 ♥ 11 NEWSLETTER

## BOARD OF DIRECTORS

**Michael Akey, President**  
Pacific View Real Estate

**Julie Klein, 1st Vice President**  
Julie Designs

**Cordelia Mendoza, Secretary**  
Cottage Antiques

**Mike Stifano, Treasurer**  
Winston's

**David Smedley**  
Smedley, Gallagher & Gee, LLP

**Yvonne Cruz**  
Surf'n Sea Wetsuits

**Gary Gilmore**  
Gary Gilmore GOLDSMITH

**Dave Martin**  
Shades Oceanfront Bistro

**Barbara Iacometti**  
Details SalonSpa

**Mark Schlesinger**  
Beach Area Tax Service

**Craig Gerwig**  
Newport Avenue Antique Center

**Kelly Patri**  
Bone Appetit Ocean Beach Pet Supply

**Mary Orem**  
Morland Apts. LLC

## STAFF:

**Denny Knox, Executive Director**  
**Claudia Jack, Associate Director**  
**Liz Greene, Projects Director**

## Farmers Market Staff:

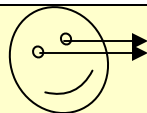
**David Klamann & Community Crops,**  
Market Managers  
**Brian, Angel, and Chris**

## News from the OBMA Design Committee!

*Have you seen the new banners on Newport Ave?*

The OBMA changes out the banners four times a year to celebrate different events and seasons.

**Ashley Lewis** from **Dog Beach Design** designed this banner as part of a 6 banner project by the **OBMA Design Committee**. We're happy to have 6 new banners along Newport Ave.



## BE FOCUSED ABOUT YOUR MARKETING EFFORTS!

The **OBMA's Promotion Committee** is quite busy this new year. At our last meeting, we reviewed an article by Roger at Destination Development International. We all agreed that his perspective was very interesting and here are a few tidbits we'd like to share with you . . .

*In this age of marketing over-saturation, we are exposed to more than 1,200 marketing messages every day - that's more than a message a minute for every waking hour of the day - far more than the mind can absorb. So we automatically tune out anything not specifically appealing to us. To win you MUST narrow your focus and stand for that one thing that sets you apart from everyone else and puts you on the map.*

*The days of being "all things to all people" or the place that has "something for everyone" are over. Period.*

*This no longer works. Have you ever gone anywhere because it had something for everyone? Of course not, we go where there's something appealing specifically to us - or our kids, or our friends.*

*This is the age of specialization. Communities that win now specialize. Here are just a few examples: Angels Camp, California: The Mountain Sports Capital. The tagline "Redefining the Rush." The sub-tag is "This is why you bought it. Use it." This is a call to action.*

(. . . continued on page 3 . . .)

## February Meeting Calendar

Tues. Feb. 1 8:30am Design Committee  
Tues. Feb. 1 2pm OBREG Meeting  
Fri. Feb. 4 8:30am Promotion Committee  
Wed. Feb. 9 8:30am Finance Committee  
Wed. Feb. 9 Noon ER Committee  
Thurs. Feb. 10 Noon OBMA Board Meeting  
Tues. Feb. 15 8:30am Crime Prevention Comm

All meetings at the OBMA office unless otherwise noted.

## Ocean Beach Farmers Market

Every Wednesday  
4pm to 7pm

Fresh vegetables, fruit,  
flowers, jams and jelly, plus fresh baked  
goods not to mention all the other fun things  
at the OB Farmers Market!

Music and sheer enjoyment abounds!



## Marketing Opportunities Abound with OB MainStreet Association

Thinking about how to get more customers in 2011?  
Consider the following benefits from the OBMA!

♥ **Send us a Member Business Announcement.** It will show up in our newsletter and on our Web site. It's **FREE!** Email it to [info@OceanBeachSanDiego.com](mailto:info@OceanBeachSanDiego.com)

♥ **Design an insert in our monthly newsletter** for just \$45. Just provide us with 475 paper copies and email us a PDF for the online version. (Remember: your insert can be 2-sided but please use 20lb Paper.) Call Claudia to schedule your month 224-4906.

♥ **Advertise on our Web site.** Prices starting at \$99 per 3 months! For all your advertising needs on our web-site, contact Liz or Denny at [info@OceanBeachSanDiego.com](mailto:info@OceanBeachSanDiego.com)

♥ **For Restaurants, Bars & Hotels: place your ad once monthly in the Beacon** in the new Restaurant section. For more info please contact Barbara [barbara@brownmarketing.com](mailto:barbara@brownmarketing.com) for more information.



♥ **Get a booth in Farmers Market.** OBMA members receive first priority for open spaces. \$35 per week, winter price.

♥ Start thinking about the **OB Street Fair on June 25, 2011!** OBMA members get a discount! Vendor applications are online now!

♥ **Advertise in the OBMA printed directory.** OBMA member directory advertising packets have all been delivered to OB businesses. Make sure you are included. In March the **2011-2012 Directory** will be delivered door to door to **15,000** local households with another **8,000** available at local stores & OBMA.

Call OBMA at 224-4906 for more info. Listings and advertising are available for OBMA members only. We'll help you make your business stand out.



## 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. Mary Orem, 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 City of San Diego Graffiti Hotline is 525-8522.

[If you would like to join one of our committees, please contact us at 224-4906.](#)

## Exciting Changes at the OB MainStreet Office

We'll be having some changes in the OBMA Office. **Rebecca Saffran** has worked for us for over 3 years and will be leaving OBMA on Feb. 18th . . . But don't worry, she isn't going far. She and her family have big plans for their business here in OB. In fact, Rebecca will become one of our merchant members and has vowed to continue working on the ER Committee among others.

**Liz Greene** has been helping out in the office for the last few months concentrating on the upcoming OB Local Business Directory. The stars must be aligned because we are fortunate to have Liz stepping in where Rebecca will be leaving off and becoming our new Projects Director.

*We hope you will join with us in thanking Rebecca for her years with the OBMA and wish her great success with her new venture. We also welcome Liz and look forward to working with her on a more permanent basis!*

## Banking and your Bu\$ine\$\$

Have you made an appointment with your banker lately? It's important to keep in touch with your bank and develop a relationship with your branch manager and assistant manager. Banks are continuously offering new products and services. You may have more than one option available to you to help remedy a given situation.

Make an appointment and sit down with your banker and tell him/her about your business and what kinds of services you need to be successful. Unless you ask, you might never know that there is a service that will meet your needs.





# 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 having a big sale or anniversary.*

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

**Pine Tree Road Soap Shop**, located at 4885 Newport Ave. (beside OB Tire), is excited to announce our 1-Year Anniversary Sale going on the whole week of Monday, February 7th through Saturday, February 12th. We can hardly believe that it's been a year already! We are humbled and so very grateful for all of the love and support we've received from OB since we opened our doors last February. We would like to invite you to check out the shop during our anniversary week for great in-house soapy specials! We have a wide variety of natural soaps, body scrubs, body butters, lotions, bath teas, salts, balms and much more! Ready-made and custom gift baskets are available and can usually be ready the same day. 619-501-1627.

**Simoneaux Office Services** (Joan Simoneaux) is moving her office service business from Santa Monica Ave. to her home in OB in February. She has been in business for 28 years and will continue offering notary, paralegal and manuscript services. Her phone will be the same 619-223-5907, Fax 619-523-3868 and cell (619-200-7508). We wish her great success.

**Progressive Fitness** - To all OB Merchants! **Progressive Fitness** would like to advertise your services to all Progressive Fitness past, present and future clients. Their email list is over 1,000 people. This could mean a lot of extra business for you. Please take advantage of this offer because it is absolutely FREE. It is their way of saying thank you to a wonderful community. Call Brad for more info 619-316-9671. 4966 Santa Monica Ave. Suite A.

*Is it too early to mention the  
**OB Street Fair & Chili Cook-Off  
Festival?***

*well . . .*

**Local members of the OBMA  
get a 20% discount off the  
vendor price.**

The application is available online.

Plan early and make your presence known at the 32nd  
Annual

OB Street Fair & Chili Cook-Off on June 25, 2011.

**OceanBeachSanDiego.com**

## Welcome New OBMA Members

### Loup Garou

Marshall Micheli 619-788-7373

CajunCateringSD@yahoo.com

Catering

### Fine Line Drafting Associates

Gregory Leginski 619-226-2228

Fine-Line@DSLextreme.com

Drafting, Building Designer, Building Permits

### Belgium Delights

Serbe Libiouille 619-269-8871

www.belgium-delights.com

Specialty Catering - Belgium Waffles

## STOREFRONT IMPROVEMENT PROGRAM

*Do you want to give your building a face lift for the new year?*

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at [www.sandiego.gov](http://www.sandiego.gov) and go to "Storefront" or call the City Planning and Community Investment Department at (619) 236-6700. We've got info too at 619-224-4906.

*(Marketing . . . continued from page 1 . . .)*

*Jonesborough, Tenn. is the Storytelling Capital of the World and home of the . . . National Storytelling Festival.*

*St. Albert, Alberta is "Alberta's Gardening Capital" and they are doing an incredible job implementing the brand. The tagline is "Cultivate Life." . . .*

*You aren't doing anything wrong, but you're doing what everyone else is doing, and that isn't going to get you results. This is why 94% of community-based advertising is ineffective. It's not the fault of the advertising medium - television, radio, print, billboards. It's your fault for putting up a message that doesn't stick and doesn't set you apart from the crowd. People ignore it and forget it within seconds.*

*So, find your niche and promote it like crazy. This is the art of branding. And remember this: You cannot do branding by public consent. You simply cannot be all things to all people and win. **You MUST Jettison the Generic.***

Reprinted from the January 2011 Destination Development International Newsletter



**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



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Small Business Enhancement Program

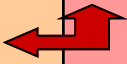


# OceanBeachSanDiego.com

## What's Inside this Edition?

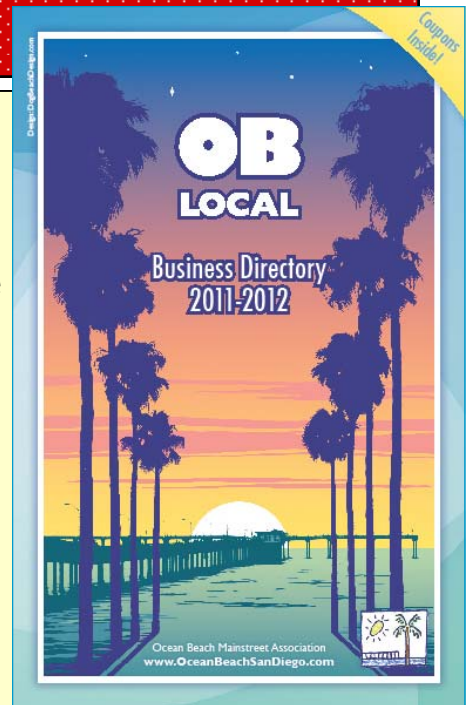
Calendar of Meetings	1
Be Focused about Marketing	1
New OB Street Banners	1
Marketing Opportunities	2
Membership/Committee Info	2
Farmers Market	2
OBMA Staff Changes	2
Banking & your Business	2
Member Announcements	3
New OBMA Members	3
OB Street Fair & Chili Cook-off	3
Storefront Improvement	3
Marketing <i>continued</i>	3
2011-12 OB Business Directory	4
Inserts: James Gang Printing	
TruePoint Sharpening	
BK Printing	

To learn more about advertising in the newsletter or on our web site please call Liz or Denny at 619-224-4906. Check out the inserts in this newsletter



**Last Chance!**  
This is your incredible opportunity to be included in the **OB Local Business Directory 2011-2012**

If we haven't heard from you, you might be left out. **Deadline - Feb. 15, 2011**  
**Call us today 619-224-4906**



## FOLLOW US ON . . . .

Twitter:

<http://twitter.com/OceanBeachCA>

Facebook:

<http://facebook.com/obma92107>

**BK Printing now offers full color  
banners printed IN-HOUSE  
with our NEXT DAY  
turn-around!**



**Proudly serving the Ocean Beach Community for 20 years.  
We offer next day turn-around on business cards,  
postcards, flyers, posters and much more.  
Color proofs are always included at no extra charge.**

**5059 Newport Ave • Suite 101 • San Diego, CA 92107  
(619) 225-1041 • [sales@bkprinting.com](mailto:sales@bkprinting.com)  
[www.bkprinting.com](http://www.bkprinting.com)**

# TruePoint Sharpening™

*On-Site Knife and Tool Sharpening Service*

**Sharpening knives and tools in  
San Diego for over 30 years.**

## KNIFES

Up to 3 inch	\$3.00	Small Scissors	\$4.00
3 -10 inch	\$4.00	Reg. Scissors	\$5.00
10 inches & up	\$5.00	Ginger & Marks	\$7.00
Serrated Add	\$1.00	Slicer Blades	\$10.00
Cleavers	\$5.00	Food Proc Blades	\$6.00

## SCISSORS

## GARDEN TOOLS

Trimmers/Hand/Pruners	\$4.00
Loppers / Hedge Trimmers	\$6.00
Mower Blades	\$7.00
Mulcher Blades	\$8.00
Chain Saws	\$8.00-\$16.00
Machete	\$8.00
Tree Trimmer	\$6.00
Hatchets / Axe (1 side)	\$6.00
Axe (2 side)	\$10.00
Pick (1 sides)	\$5.00
Pick (2 sides)	\$9.00
Hoe/Shovels	\$7.00
Push Mower (Per Blade)	\$6.00

**(619) 886-9599**

**[www.truepointsharpening.com](http://www.truepointsharpening.com)**



## Our Locations

### **Payton Hardware**

Lakeside

**10:00 AM to 4:00 PM**

*Every Wednesday*

### **Stumps Family Marketplace**

Voltaire St. / Point Loma

**10:00 AM to 4:00 PM**

*Every Thursday*

### **Griffin Ace Hardware**

Rancho Bernardo / 4S Ranch

**10:00 AM to 4:00 PM**

*Every Friday*

### **Crown Ace Hardware**

NTC / Liberty Station

**10:00 AM to 4:00 PM**

*Every Saturday*

### **Henrys Marketplace**

Lemon Grove

**10:00 AM to 4:00 PM**

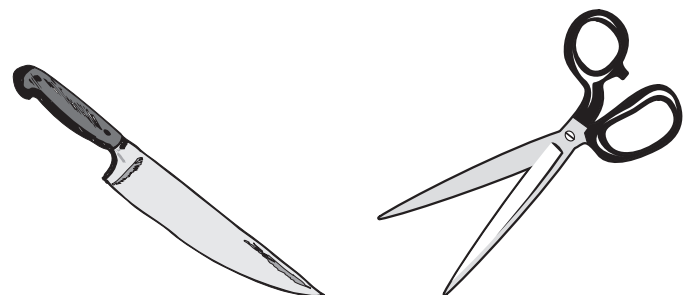
*Every Saturday*

### **Keils Market**

Navajo & Jackson Dr. - San Carlos

**10:00 AM to 4:00 PM**

*Every Sunday*



# JAMES GANG

GRAPHICS

**35<sup>th</sup>**  
Anniversary

**35 Years**  
Serving Ocean Beach  
& Neighboring  
San Diego Communities

**35<sup>th</sup>**  
Anniversary

**Screen Printing . Paper Printing**  
**Retail Store** (classic OB designs)

**NEW!**

**Direct to Garment Printing**

(no minimum - full color - fast turn-around - light colored garments)

-----**COUPON**-----

One (1)  
Direct to Garment  
Printed T-Shirt  
white or natural - printed one side - s-xl

**\$10** with coupon  
(reg. \$20)

James Gang Graphics  
1931 Bacon Street  
San Diego, CA 92107  
619.225.1753

Expires 2-28-2011. One coupon per customer.

-----**COUPON**-----

**10% Discount**  
on any order of  
**\$100 or more**  
with coupon

James Gang Graphics  
1931 Bacon Street  
San Diego, CA 92107  
619.225.1753

Expires 2-28-2011. One coupon per customer.

**1931 Bacon Street San Diego, CA 92107 [www.jamesganggraphics.com](http://www.jamesganggraphics.com)**