



Ocean Beach MainStreet Association

MARCH 2010 NEWSLETTER



BOARD OF DIRECTORS

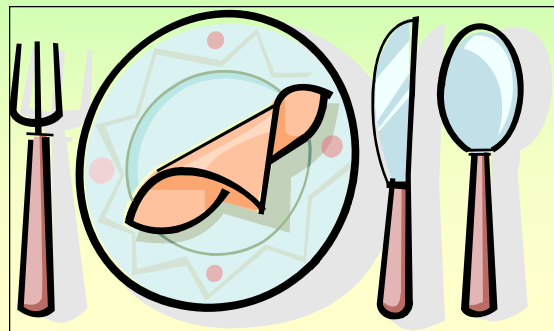
- Michael Akey, President**
Pacific View Real Estate
- Julie Klein, 1st Vice President**
Julie Designs
- Heather Clarke, 2nd Vice President**
Union Bank
- Cordelia Mendoza, Secretary**
Cottage Antiques
- Mike Stifano, Treasurer**
Winston's
- David Smedley**
Smedley, Gallagher & Gee, LLP
- Yvonne Cruz**
Surf'n Sea Wetsuits
- Gary Gilmore**
Gary Gilmore GOLDSMITH
- Dave Martin**
Shades Oceanfront Bistro and
Crave's Cafe
- 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**
- Rebecca Saffran, Programs Manager**
- David Klamam & Community Crops,**
Market Managers

The OB Restaurant & Entertainment Group

The OBMA has formed a new committee called the **Restaurant and Entertainment Group** which consists of all OBMA member businesses in the food and entertainment industry in OB. We've had one major meeting and two organizational meetings to date.



The Group will promote Ocean Beach and a destination for all kinds of dining and entertainment. We have over 50 food related businesses in Ocean Beach and all of them of locally owned. Sub-committees will work on marketing and promotions, The first 3 priorities will be to produce a brochure that will be available online and a print version, expand the OBMA web pages to include photos and verbiage about dining and entertainment in OB, and develop much stronger media relations to get the coverage we deserve. The OB Restaurant and Entertainment Group will meet again on Tuesday, Mar. 2nd at 2pm at the OBMA Office. *If you need more information call 224-4906.*



March Meeting Calendar

Tue. Mar. 2	8:30am	Design Committee
Tue. Mar. 2	2:00pm	Restaurant Committee
Fri. Mar. 5	8:30am	Promotion Committee
Wed. Mar. 10	8:30am	Finance Committee
Wed. Mar. 10	Noon	ER Committee
Thur. Mar. 11	Noon	OBMA Board Meeting
Mon. Mar. 15	8:30am	Clean OB Committee <i>Newport Ave. Antique Center</i>
Tue. Mar. 16	8:30am	Crime Prevention Comm. <i>Lifeguard Station</i>

All meetings at OBMA Office unless otherwise noted.

Remember the OB Global Rock Festival . . .
Well, it has morphed into the . . .

OB Beach Ball
Saturday, May 22nd, 9am - 9pm
OB beach games & activities
Beer Garden
Main Stage
Fun

Check out OceanBeachSanDiego.com for more information
as it becomes available

Ocean Beach Farmers Market Fun Every Wednesday



4pm to 7pm. . . Starting
March 17th we will be open until 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!
Live local music each week! Arts & crafts booths.

Customer Relationships Are Key to Your Marketing Strategy

- * Repeat customers spend 33% more than new customers.
- * Referrals among repeat customers are 107% greater than non-customers.
- * It costs six times more to sell something to a prospect than to sell that same thing to a customer.

Ten questions every business needs to ask itself!

1. Do we have regular on-going training in customer care skills?
2. Do we have a clear vision of what we want the customer experience to look like?
3. Do we talk about how to delight our customers at our staff meetings?
4. Is our company culture -- customer-focused?
5. Do we know what our customers' expectations are?
6. Do we have a strategy for keeping more of our customers?
7. Do we have a set of customer care standards?
8. Do we measure our performance against those standards?
9. Do we know why we lose customers?
10. Do we have a "recovery strategy" for dealing with customer problems?

"I say luck is when an opportunity comes along, and you're prepared for it."

Denzel Washington, Actor

Barbara Wold

International Speaker, Author and Business Strategist

Global Retail & Consumer Expert

Downtown Revitalization & Merchant Retention
P.O. Box 5755, Balboa Island, California 92662
949.675.8845 fax 949.675.7732

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!

WAVES

The Sound of Ocean Beach, Volume 2

Release concert: TBA Summer 2010

WAVES: the Sound of Ocean Beach, Volume 2

- Calling Ocean Beach Musicians for Compilation CD.
- Calling all Ocean Beach Photographers for cover art.

Based on the overwhelming success of WAVES, Volume 1, the Ocean Beach MainStreet Association, on behalf of the community of OB, is proud to announce a **CALL FOR PARTICIPATION** for our forthcoming second compilation CD, **WAVES, Volume 2**.

• **Ocean Beach Musicians** are invited to include songs emblematic of Southern California Beach Culture; and performed by Ocean Beach (92107) residents.

• **Ocean Beach Photographers** are invited to contribute photography to be considered/used as cover art for the project.

"OB has 18,000 people living here...17,000 of them play music. Therefore, music is a resource in Ocean Beach.", Schiele, said, "let's make a record! Imagine a community that released its own record."

Musicians are invited to participate in the fund-raising project, where all net proceeds will go to Ocean Beach Dollars for Scholars (music scholarships).

To participate, please contact Chuck Schiele:

MysteriousChuck@cox.net

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?

The Healing Center . . . Come join us Wednesday March 10 at 7:30 a.m. to 9:00 a.m. for a breakfast mixer. Complimentary coffee and snacks. Bring your business cards and flyers. Address: 3910 Chapman, San Diego, Ca. 92110 We're in the Lang building around the corner from Barons Marketplace. Telephone: 619 222-3577 ask for Judy Knoll

Music As You Like It celebrates its 38th anniversary! Joining Keith Danon with great entertainment ideas, is Sonjia Adams. With spring right around the corner, Music As You Like It has plenty of exceptional entertainment options for your next fun-in-the-sun event! Give us a call today at 619-223-5732 or check out our website at www.musicasyoulikeit.com.

Electric Music Studios Studio D, the 3rd suite of The Electric Chair, will be transformed into a music instruction and rehearsal studio. We accept kids ages 6 to 18 for instruction in BASS GUITAR, KEYBOARDS, GUITAR, DRUMS and VOCALS at a very affordable rate. Your son or daughter will have an individual lesson each week, learning to play

music they actually enjoy. The lessons cover music theory and will be tailored to fit your child's skill level. Lessons are scheduled for 45 minutes and weekend rehearsal sessions will be Saturday/Sunday for 2 hours.

Visit electricmusicstudios.com or call 619.222.0836 for more information. 4944 Newport Ave., 92107



Welcome New OBMA Members

Simple Computer Repair

3619 C Midway Drive
San Diego, CA 92110
619-222-2544

Computer Services

Coconut Peet's Surfboard Repair & Trading Co. LLC

4104-4050 Voltaire St
619-224-2010

Surfboard Repair & Secondhand Surfboards

Body Temple OB

1804 Cable St., Suite A
619-808-9219

Massage, Acupuncture, Health Services

Stuff 2 Puff

4881 Newport Ave. Suite A
619-523-1617

Smoke Shop

Red Trolley Homes LLC

1889 Bacon St., Suite 8
619-677-3601

Real Estate Investments

2009 OB Street Fair Mural has a permanent home!

Many thanks
to
Union Bank
for hosting
the mural on
their building. Please



check it out . . . It's on the wall next to the drive thru! A huge thanks to **Zed Electric** for a really outstanding job installing the mural. It looks awesome!
A special thanks to **Janis Ambrosiani** who designed the mural and made it happen!



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

Happy
St. Patrick's
Day!!!

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



OceanBeachSanDiego.com . . . For all your information!

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June 26, 2010



**Vendor
Applications
available
NOW**



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% the vendor rate and first priority. Sponsorships can be tailor made for your business!

Please Call us TODAY!

224-4906

A person is sitting on a chair in a library, holding a large yellow sign. The sign has the text "JESUS?" and "SKEPTICS WELCOME" written on it in red. The person is wearing a dark jacket and pants. The library has bookshelves filled with books and a window in the background.

JESUS?

**SKEPTICS
WELCOME**

**COME JOIN US EASTER SUNDAY
April 4, 2010 9:00am & 10:30am**



**1ST BAPTIST CHURCH
OF OCEAN BEACH**

4790 Santa Monica Ave
San Diego, CA 619-223-7187

www.ob1st.org

Sunday Services: 9:00am & 10:30

July

Freedom Fest @ Robb Field (4)
San Clemente Beach Camping (16-18)

AUGUST

Vcation Bible School/Day Camp (2-6)
Forrest Home Youth Summer Camp (8-14)

September

PLNU Concert Event (3)
Youth All-Nighter Lock In (8-14)

March

Haiti Benefit Concert (1)
OB Kite Festival (6)
Community BBQ (13)

April

GOOD FRIDAY Service (2) 7:00pm
Easter Services (4)

May

Mexico House Building Mission (22)
Mothers Day Service (9)

JUNE

Dad's Day Service (20)

OCTOBER

Spaghetti Dinner & Talent Show (16)
Family Ministry Retreat in Idyllwyld (6)
Community BBQ (13)

December

OB1 Float in Christmas Parade (4)
Children's Happy Birthday Jesus Party (4)
Nightmare Before Christmas:
Annual Christmas Musical (10, 11 & 12)
Christmas Eve Service (24)



HELP YOUR EMPLOYEES BUILD A BETTER FINANCIAL FUTURE.

Employee financial education benefits your entire organization. Our no-cost program can help your employees:

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- Enhance their satisfaction and loyalty through demonstrated concern for the benefits and retirement plan decisions they face

You'll find that financial education is good for your employees and your business.

Call today to get started.

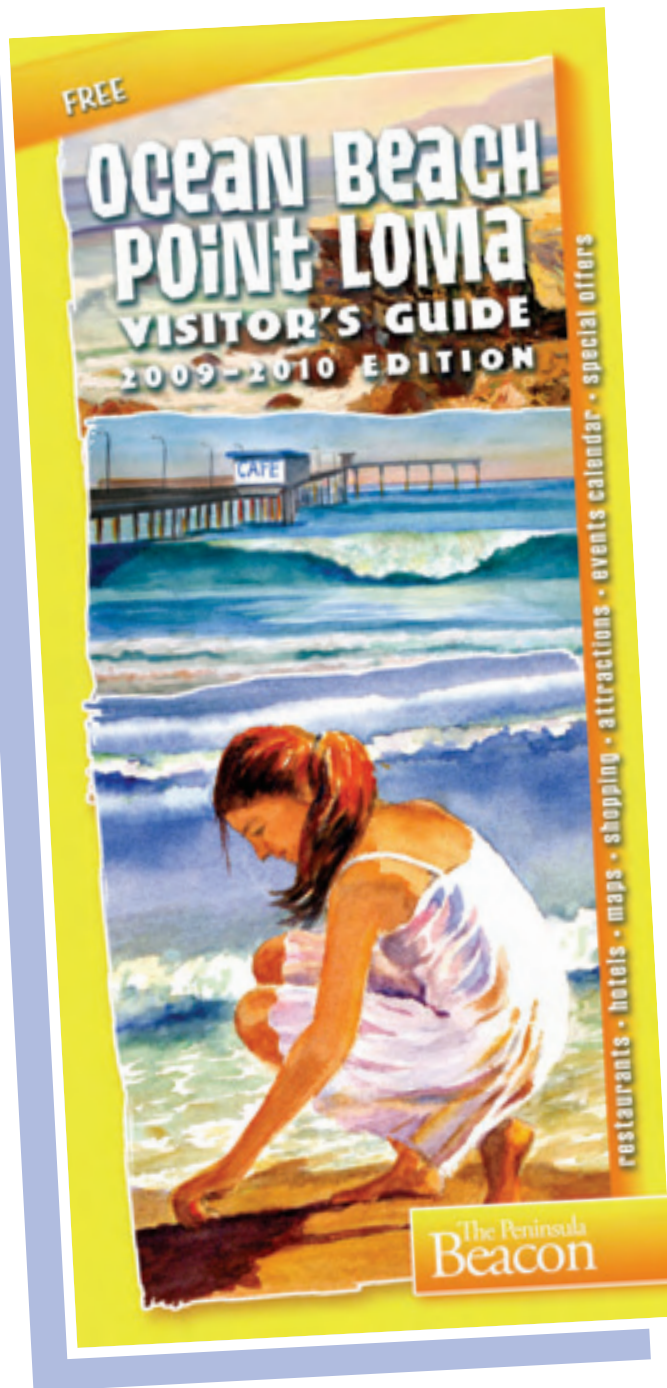


Brian V Schrock
Financial Advisor

5083 Santa Monica Ave Suite 1A
San Diego, CA 92107
619-223-8357

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Be part of the 2010 Visitor's Guide!

These useful, colorful, pocket-sized guides will be filled with places to eat, shop, play and stay in Point Loma, Ocean Beach, and surrounding areas.

Reach local residents and the thousands of visitors who vacation here every year.

Guides will be distributed throughout San Diego to high traffic visitor locations.

For even greater coverage, advertise in the Downtown, Pacific Beach, and La Jolla visitor guides at discounted rates!

Call today to reserve your space in these popular annual publications.

Mike Fahey
858-270-3103 x117

Ad Deadline is April 30, 2010

LA JOLLA VILLAGE NEWS
 SAN DIEGO DOWNTOWN NEWS



BEACH & BAY PRESS
 PENINSULA BEACON

SAN DIEGO COMMUNITY NEWSPAPER GROUP • PO Box 9550, SAN DIEGO, CA 92169 • 858-270-3103

VISITOR'S GUIDE RATES 2010

LISTING

YOUR BUSINESS NAME HERE

Address Telephone

1. **Listing includes:**
2. •Large, Bold Name
3. •Large, Bold Address
4. •Large, Bold Telephone
5. •Plus 5 additional lines

Listing\$235.00

Includes name, address and telephone PLUS 5 additional lines. Each additional line after 5 lines: \$9.00

DISPLAY ADS

- Back Cover\$1600.00
- Inside Back\$1150.00
- Inside Front\$1300.00
- Page Three\$1300.00
- Full Page (3"x8")\$995.00
- 1/2 Page (3"x4")\$650.00
- 1/4 Page (3"x2")\$445.00
- 1/8 Page (3"x1")\$315.00

All rates include a 5 line listing.



Contact Mike Fahey
for more information:
858-270-3103 x117
mikefahey@sdnews.com



Receive a 20% discount on additional Visitor Guides.

La Jolla Village News
San Diego Downtown News
Beach & Bay Press
Peninsula Beacon

Yes! I want to be a part of the new 2010 Visitor's Guides.

Call (858) 270-3103 x117 or Fax (858) 713-0095

Size: _____ Price: _____

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Business Name: _____

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