



# Ocean Beach MainStreet Association November 2011 NEWSLETTER

## BOARD OF DIRECTORS

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*Details SalonSpa*

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### **STAFF:**

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Liz Greene, Creative Director**

### **Farmers Market Staff:**

**David Klamon & Community Crops,**  
*Market Managers*

**Angel, Chris & Mike**



## 2011 Annual



# OBMA AWARDS CELEBRATION

It was another exciting evening. We'll post the photos on our website right away since we had to go to print before we could integrate the photos from the evening. Here's our list of Awardees:

★ **Tevia Schriebman, Promotion Committee Chairperson** gave awards to:

- **Hodad's** – Patriotic Service Award
- **Ocean Beach Surf & Skate** – Best use of social media
- **Lighthouse Ice Cream** – Most Enthusiastic community spirit
- **Shannon Brown, Brown Marketing** – Business Award for Outstanding Marketing Strategies for the OB Street Fair
- **Pacific Shores** – 70th Anniversary in the Ocean Beach
- **Joe Ewing** – Community Player Award - Lifetime OB Press Pass

★ **Mike Akey, Design Committee Chairperson** gave Sunflower Awards to:

- **South Beach Bar & Grill** – Best view expansion
- **Sessions Public** – Best use of a narrow interior
- **Ashley Lewis – Dog Beach Design** – Beautification through her Banner Designs
- **Therapie Day Spa** – Serene new use of an interior space
- **Victor's Salon** – Vibrant new use of an interior space
- **Electric Ladyland** – Most creative design of an interior space
- **Inn at Sunset Cliffs** – Outstanding Landscape Re-design

★ **Gary Gilmore, ER Committee Chairperson** gave awards to:

- **Sarah Chavez** – Community Player, Community Road Construction
- **Seth's Chop Shop** – Community Player, Farmers Market
- **Starbucks** – Community Player, Farmers Market
- **Electric Ladyland** (Paul & Lynn Bolton) Business Award for providing an All Ages Friendly Entertainment Venue.
- **The Joint** - Business Award for Outstanding Restaurant Revitalization.

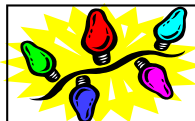
*Continued on page 2*

## November Meeting Calendar

Tues Nov 1	8:30am	Design Committee
Tues Nov 1	2pm	OBREL Meeting
Fri. Nov. 4	8:30am	Promotion Committee
Wed Nov 9	8:30am	Finance Committee
Wed Nov 9	Noon	ER Committee
Thur Nov 10	Noon	Board of Directors Meeting
Tues Nov 15	8:30am	Crime Prevention Comm.

*Meetings held at OBMA office unless otherwise noted.*

*Office will be closed Thursday Nov. 24th for Thanksgiving and Friday, Nov. 25th*



## OBMA Holiday Decorating Contest

**NEW**

### Celebrate with Lights

The OBMA Promotion Committee is having a new holiday decorating contest this holiday season . . . In an attempt to have all the businesses participate in making Ocean Beach look bright and vibrant we all need to work together decorate stores and offices with lights. We have **block captains** for the commercial areas and a **map** to see which group you are in and who your block captain is.

*continued see page 3*



## Ocean Beach Farmer's Market

Every Wednesday 4pm to 8pm  
 Winter hours 4pm to 7pm starting Nov. 9th  
 Fresh vegetables, fruit, flowers, jams, nuts,  
 hummus, salsa, fresh baked goods, arts &  
 crafts, & local musicians!  
 4900 block. Newport Ave.

### Powerful Visual Merchandising for Retailers

If you missed our recent seminar with **Bruce Baker**, well-known speaker from **Goodsalesnow.com**, then you missed a really informative talk about visual merchandising and how to maximize your sales.

We received word that we had this opportunity just days before it happened and we sent out a mass email to our members to let them know about it. If you didn't receive that email please email **Liz** at our office and let her know that you want your email address added to our e-blasts. Bruce talked about everything from great lighting and cleaning your store windows to the design of each display, types of wall coverings and window displays. He also reiterated the need for positive, happy interaction with customers so that we provide a really nice experience for them.

**Kelly Patri** from **Bone Appetit**, **Alex Gilmore** from **Gilmore Family Jewelers**, **Evan Wallich** from **James Gang Printing Co.**, and **Mandie Pouwels** and **Michelle Greathouse** from **South Coast Surf Shop** signed up to have walk-throughs of their stores with Bruce.

We're going to follow up with them and find out if they made any changes to their businesses after the seminar and the time they spent with Bruce Baker. *Watch for more on this subject!*

### PLEASE SAY YES TO SDSU STUDENTS!

Over November and December, you may be asked by SDSU students if they could interview you regarding a marketing study. The **OB MainStreet Association** is working with **SDSU** as part of our current marketing study. We're meeting with **Professor Esther Mead** (a local resident) and her students. This is part of a major effort by **OBMA** to provide our members with the most up-to-date and comprehensive market analysis regarding what currently exists in our community, what members of the community want for the future, and what visitors want. From this information, we will work towards a vision for the coming years.

Awards Celebration. . . *Continued from page 1*

#### ★ Julie Klein, Crime Prevention Committee

Chairperson gave awards to:

- **Officer David Surwilo** – Community Partner Award
- **Greg Gieselman** – Community Partner Award for his efforts on Graffiti Abatement
- **Union Bank - Community Partner Award** for sponsoring the Awards Celebration
- **Pt. Loma Masonic Center** - Community Partner Award.

#### ★ Barbara Iacometti, Organization Chair & President of OBMA gave special awards to:

- **Four Year Presidential Award** went to **Mike Akey**
- **Dedication to OB Community Award** went to **Susan & Pat James**
- **Community Volunteerism Award** went to **Craig Gerwig**
- **Community Caretaker Award** – **Julie Klein**
- **25th Anniversary OB Dollars for Scholars**– **Katie Elsbree**

★ **Many thanks** to the following merchants who donated the great food and beverages for the event once again! It was fantastic . . .  
*In no particular order:*



- |  |                                 |
|--|---------------------------------|
| <b>WOW Walk on Water Café</b>              | <b>To the Point</b>             |
| <b>Livingston's</b>                        | <b>Lazy Hummingbird Coffee</b>  |
| <b>Newport Pizza &amp; Ale</b>             | <b>O'Bistro</b>                 |
| <b>Newbreak Coffee</b>                     | <b>Olive Tree Marketplace</b>   |
| <b>Daybreak</b>                            | <b>Shades Oceanfront Bistro</b> |
| <b>Ciao Bella</b>                          | <b>OB Services</b>              |
| <b>Nico's</b>                              | <b>Bar-B-Que House</b>          |
| <b>Pizza Port</b>                          | <b>CJ's Catering</b>            |
| <b>OB Noodle House</b>                     | <b>Newport Quik</b>             |
| <b>Little Chef Chinese</b>                 | <b>Nati's</b>                   |
| <b>Nick's at the Pier</b>                  | <b>Litickers Mexican Grill</b>  |
| <b>Blue Parrot</b>                         | <b>Espresso Pizza</b>           |
| <b>Bravos Mexican Bistro &amp; Cantina</b> | <b>Poma's</b>                   |
| <b>Newport Farms Market</b>                | <b>Lighthouse Ice Cream</b>     |
| <b>Abbott Market</b>                       |                                 |

**Many thanks to Union Bank for again sponsoring this fun FREE Awards Celebration.**

**Luisa Allen** - As many of you have already heard, **Luisa Allen** who worked at **Nati's** since it opened, passed away on Oct. 15th. A memorial was held to honor her life on Friday, October 28th at **Sacred Heart** in **OB**. She will definitely be missed by all. For more information feel free to contact **Nati's Mexican Restaurant** 619 224-3369.







# 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/your employees received a special award? Are you are having a big sale or anniversary? Are you changing your hours/adding a new product line?

Getting married? Don't forget your engagement photos. Contact Josh Utley of **Intrepid Network** to schedule a time and place to photograph you before the big day. Use your engagement photos for your guest book, announcements and to share with family and friends. All photos are professionally re-touched and provided on a CD. View some of our latest engagement photos here: <http://www.intrepidnetwork.net/engagement-photos> Congratulations! - Josh Utley

Zumba classes are being offered at **Electric Ladyland Art & Music Center**, \$8 per class or discounted if you purchase a block of 10. Please contact 222-0836, 4944 Newport Avenue.

**SD Beach Improvement Group** attended the OBMA Board of Directors meeting last month and presented the organization with a check for over \$500 which they are donating to us for our beautification and clean up efforts. Laura Hendrickson made the presentation and she is the Chairperson of SD BIG.

**Oasis Christian Fellowship** has relocated to the Episcopal Church Center at 2083 Sunset Cliffs Blvd. They will start Sunday services being on November 6th. Please check their website for more information at [TheOasisChurchOB.com](http://TheOasisChurchOB.com)

**Jungle Java** is presenting a Fall Workshop Series 'Create Cool Gifts on a Budget'. Check us out on Facebook at Jungle Java in OB or stop by the shop for more details.

Heirloom Gatherings is hosting a 'Dinner at the Beach' at **Jungle Java** on Nov 3. Farm to Beach to Table. Details are on facebook at [JungleJavainOB](http://JungleJavainOB) events page.

**CityBeat Magazine** came out with their "Best Of" awards and there were many OB 1st place winners. Please check our website at [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com) for the winners.

## New/Changes for OBMA Members

Good Life's new website [goodlifebikinishop.com](http://goodlifebikinishop.com)

**Fashion World Media**  
619-581-5497  
Magazine/Publishing



OBMA Holiday Decorating Contest continued from page 1

**To Participate:** Put up lights in your windows or on your building. Use any kind of lights: white lights, colorful lights, chasing lights, LED lights . . . whatever you want. Help to contact as many of your neighboring businesses to participate as possible. Keep your lights on from dusk until midnight each night during December. Put up your lights before the OB Parade (of course leave your lights on during the Parade!) Notify your block captain that you are participating.

**Judging:** Judging for the "Celebrate with Lights" Contest will be from Dec. 3rd at dusk through Dec. 10th at dusk. (Make sure your lights are on every night!)

**What you will Win:** Winning blocks of businesses will be featured in the **Beacon** (December 15th issue), Facebook and promoted through our email blasts and our January Newsletter. We will have photos taken of all the winning participants and posted on [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com).

*The OBMA Promotion Committee will be delivering holiday promo packages to members on Nov. 4th. Watch for them!*



Union Bank employees do their part to keep our beach clean!

**San Diego Coastkeeper** is a nonprofit organization dedicated to protecting the regions inland and coastal water. Their Signs of the Tides quarterly forums blend education, community empowerment and advocacy. They invite communities, scientists, representatives from the city, professional and local experts to share information and concerns regarding issues specific to San Diego's waterways. The next Signs of the Tides event is scheduled for **Tuesday, December 6, 2011 from 6-8pm at Electric Ladyland on Newport Ave. (4944 Newport Ave.)**. The topic for this forum is **Low Impact Development**, with a focus on **Ocean Beach** as a potential model of how San Diego can implement new low impact practices to prevent pollution related to stormwater runoff. Students from the New School of Architecture and Design will create theoretical designs of how LID can solve specific runoff problems within our community.

## Mark your calendars for all the Upcoming 2011 OB events:



- Tue. Nov. 8th OB Restaurant Walk - 5pm--9pm  
Throughout Ocean Beach. info: 619-224-4906.
- Thur. Dec 1st OB Tree Auction- 6:30-9:30pm Sunshine Co. Saloon. Info: 619-515-4400.
- Sat. Dec. 3rd, 10th, 17th, 24th 2011 OB Craft Fair - 9-3pm  
Veteran's Plaza
- Sat. Dec. 3rd - 2011 OB Christmas Parade - 5:05 pm  
Along Newport Avenue. [OceanBeachParade@gmail.com](mailto:OceanBeachParade@gmail.com)
- Thurs. Dec 6 - Signs of the Tides 6pm-8pm at Electric Ladyland . For more information, please check out [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)



## 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](http://www.OceanBeachSanDiego.com)

Email: [info@OceanBeachSanDiego.com](mailto:info@OceanBeachSanDiego.com)



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



**OceanBeachSanDiego.com . . . For all your information!**



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**Tue., Nov. 8, 5-8pm**

## **OB Restaurant Walk Tickets**

are on Sale for **\$15** at

### **Dog Beach Dog Wash**

4933 Voltaire St. 619-532-1700

### **Sunshine Co Saloon**

5028 Newport Ave. 619-222-0722

### **Indulgence Salon**

4956 Newport Ave. 619-225-8854

### **Lucy's Tavern**

4906 Voltaire St. 619-224-0834

### **OB Farmers Market**

Wednesday nights

### **OBMA Office**

1868 Bacon Street 619-224-4906

Get your tickets early

**Merchants** . . . Leave your lights on during the Restaurant Walk to provide more light!

## **OB Oktoberfest**

*What a great event on  
Fri & Sat Oct 7-8!*

**Best Turnout \* Great Volunteers  
Fun for 2 days! \* Perfect weather**

Our volunteers raised over \$13,000 for maintenance & beautification projects in our commercial districts.



Friday's Blondeathon was a huge success!



The Sausage Eating Contest!

Photos by Joe Ewing

Follow us on Twitter:

<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!

<http://www.facebook.com/OBMA92107>



Would you like to receive this newsletter by email only?

If so, please call 224-4906 or email

[info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com) and let us know.

Thank you for your support, Ocean Beach!



## Best of San Diego Winner!



Massage | facials | Waxing | Yoga | airbrush tanning  
Microdermabrasion | Spa tastings

### Book your Holiday Spa Tasting Party at Thérapie!

#### spa tasting menu

please choose three treatments

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##### **unwind thérapie.**

soothing upper back and  
neck massage

##### **river rock teaser.**

warm stones and organic  
grapeseed oil

##### **bright eyes.**

brightens, lightens and  
reinvigorates eye area

##### **vitaminé hand thérapie.**

hydrating vitamin C mask, massage,  
image hand crème

##### **petite glow thérapie.**

cleanse, seasonal mask,  
hydrating s.p.f.

##### **rosemary happy feet.**

scrub, massage, hot compresses

#### Perfect for:

Company Parties  
Bridal Showers  
Baby Showers  
Girl's Night Out  
Birthday Celebrations

Now accepting reservations of up to 12.

All Tastings include wine selections from  
**The 3<sup>rd</sup> Corner** as well as  
seasonal cupcakes from **Azucar** to be  
enjoyed in our cozy spa lounge.  
Catered Hors D'oeuvres available  
upon request.

#### **\$65 per person**

\*Book a party for 9  
or more and the  
host is **free!**



welcome to bliss.

Massage | Facials | Waxing | Yoga | Airbrush Tanning | Spa Tastings

## Autumn Offerings at Thérapie

*...because we could all use a little spice!*

*Please feel welcome to arrive early or linger after your scheduled appointment time in order to enjoy complimentary Organic Spiced Cider and house-made autumnal hors d'oeuvres in our lounge.*

### **Hot Spiced Rum Massage.....\$59**

Indulge in a 50 minute massage with a unique blend of organic grapeseed, cinammon, clove and arnica oils. Upgrade to an 80 minute treatment for just \$20! **May also be booked as a couples thérapie.**

### **Flavors of Fall Facial.....\$59**

Pumpkin, pear, apple and grape enzymes blend together in delicious harmony to brighten, tighten and give your face a gorgeous autumn glow. Add microdermabrasion for only \$20!

### **Harvest Glow Airbrush Tanning.....\$24**

A new addition to our menu! We proudly feature an all-natural, dye-free tanning solution, effortlessly applied to your skin by one of our trained therapists. Add this thérapie on to another full-priced treatment for only \$19!

\*offer valid for new clients only and may not be combined with other promotions. valid for booking thru 11/31/11.



### **\$49 Massage or Facial!**

Present this coupon when booking in order to receive a 50 minute Flow Thérapie Signature Massage or Antioxi-danté Facial.



### **Couples Thérapie**

\$100

Includes two 50 minute massages in our deluxe treatment room and wine selections from **The 3<sup>rd</sup> Corner Wine Shop!**



**Book your appointment by calling 619.780.8700  
or visit us online at [www.therapiedayspa.com](http://www.therapiedayspa.com)**



**You're Invited**



**Edward Jones**<sup>®</sup>  
MAKING SENSE OF INVESTING

## An Invitation Just for You

Join us.... At Edward Jones, we believe financial education is an important part of achieving your goals. That's why we're excited to invite you to our upcoming workshop, where you'll learn about important investment strategies.

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**Presentation: Tax-advantaged Solutions**

**Presenter:** John Lundy

**Title:** Vice-President, Independent & Bank Division

**Organization:** Franklin Templeton

**Presentation:**

**Presenter:**

**Title:**

**Organization:**

**Hosted by: BRIAN V. SCHROCK**

**When:** December 2, 2011

6:00 p.m.

**Where:** Ocean Beach People's Organic Food Market

4765 Voltaire St San Diego, CA 92107

COMMUNITY ROOM (Street Parking Only)

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To reserve space for yourself and a guest at this educational workshop, please call Jocelyn at (619) 223-8357 no later than November 29, 2011.

Please see reverse side for important disclosures.

The investments in mutual funds, variable annuities and unit investment trusts UIT(s) are offered by prospectus. You should consider the investment objective, risks, and charges and expenses carefully before investing. The prospectus contains this and other information. Your Edward Jones financial advisor can provide a prospectus, which you should read carefully before investing.

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