So Much Happening in OB . . .

Despite a tricky economy, Ocean Beach keeps humming along with new, exciting events & projects coming your way:

Sunday, Sept. 7 -
OB Jazz Festival
Noon—7pm
Tickets still available (as we went to press).

Friday, Oct. 3 -
CBS TV
“Ex List” Pilot airs
9pm
We are putting together an event that night in many of the businesses that have TVs so we can watch the show together as a community. More info & plans to come.

Saturday, Oct. 11
OB Oktoberfest
10am-8:30pm

Thursday, Oct. 23
Annual OBMA Awards Celebration
6pm to 8:30pm
PL Masonic Center, 1711 Sunset Cliffs Blvd.

September Meeting Calendar
Tue. Sept. 2  8.30am Design Committee
Fri. Sept. 5  8.30am Promotion Comm.
Wed. Sept. 10  8.30am Finance Committee
Wed. Sept. 10  12pm Economic Restructuring Committee
Thurs. Sept. 11  12pm OBMA Board
Mon. Sept. 15  Clean OB Sub Committee
Newport Ave. Antique Center
Tues. Sept. 16  Crime Prevention SubComm.
Lighthouse Ice Cream

Meetings are in the OBMA Office unless otherwise noted.
No place like home . . .

By Rebecca Saffran

Hollywood seems to like this town, but no one loves it like a native. Noah Tafolla, creator and host of the Wonderland series on KPBS, grew up on Muir Ave., and made it his mission to show everyone he can just how wonderful his town is.

Still giddy from his latest editing session for his Del Mar episode, set to air Aug. 25, Noah said he covered the racetrack, and got to hold a million dollars. “It was amazing…bricks of $100,000, five on each arm.”

Called a “rare commodity” by CityBeat’s Jonathan Rosenfeld, Noah’s reputation lies in his genuine delight and an almost childlike curiosity about his surroundings: “I don’t care how much money’s coming in and out of there. I don’t want to know the operation, I don’t want to know all the technical stuff…I just want to have fun, you know? Lay on the money, play with the money...be fun and goofy about it.”

While Noah loves filming everywhere in San Diego, he explained “there’s nothing like filming OB because I know every little nook and cranny and every little spot of this place, which is cool. That’s why I’ve done 3 episodes here over the last 2 years…it just comes easy… I love it. I just love it.”

“OB III,” as Noah calls his latest installment of the OB series, includes some history, but moves into what makes OB what it is today—including bursts of Noah’s signature spontaneity: while filming a story about açai bowls at OB Smoothie, he came across an electric skateboard. “I got to ride it, and was surprised at its power. It was random, and made it into the show. None of that is fake. Stuff just happens.”

The most rewarding part of his work, Noah explained, is after the show airs. Small business owners featured in Noah’s documentaries call him and say, ‘People saw us on your show…we’re busier than we’ve ever been.’ That, for me, is the best.”

Despite everything, Noah said he’s nowhere near done with San Diego. “I’ve only just started. I love being an avenue for small businesses, and other personal interest stories. There’s just so much.”

With his natural curiosity, Noah proves just how much fun it can be to discover your hometown. To catch up with him and his Wonderland episodes, visit www.wonderlandsd.com.

NEWPORT NIGHTS
Ocean Beach Art Walk
The last Saturday of each month
Sept. 27th - 7 pm to 10 pm
For Info: 619-222-0836 www.NewportNights.org

Ocean Beach Farmers Market
Every Wednesday 4pm to 8pm

Fresh vegetables, fruits, flowers, jams and jelly, plus fresh baked goods including all the other fun things at the OB Farmers Market! We have all kinds of new things happening at the OB Farmers Market with exciting artisans in the craft section. We have a Farmers Market Subcommittee, chaired by Gary Gilmore, that will help

Recycle your used cell phones, empty laser & inkjet print cartidges to benefit Point Loma High School Foundation and Alumni Association. Drop off places:
- OBMA Office, 1868 Bacon St.
- Bone Appetit, 4845 Newport Ave.
- Jungle Java, 5047 Newport Ave.
Visit the PLHSFAA web site at www.plhsfaa.org For more information, call Pat Baker, 619-223-9363

David, our Market mgr, with all the artisans in the Market. Also, we have done a facelift on the market over the last 4 weeks. It is looking better than ever. We don’t know if you noticed but Bravo TV had Top Chef here last month and Apple Computers filmed a commercial on site last week.

The office staff is busy fielding calls from visitors interested in coming to the Market. Our targeted visitor advertising is really working.
Welcome New OBMA Members

**Beauty and the Beach Hair Salon**
4727 Point Loma Ave., 221.9192
*Hair Salon*

**The Sanctuary Day Spa**
1955 Cable St., 861.8351
www.TheSanctuarytoday.com

**Turtle Dubbs**
4914 Voltaire St., 961.6434
www.TurtleDubbs.com
*Retail and Resale Clothing and Fashion*

**Procoat Painting**  Lic 806008
www.ProcoatSanDiego.com
619-454-7043
*Painting Contractor*

**Point Break Finance**
4870 Santa Monica Ave. #1c, 619-222-9359
www.PointBreakFinance.com
*Real Estate Loans*

**Ocean Beach Equipment Rentals**
2186 Bacon St.  619-224-2977
*Equipment Rentals*

**The Tilted Stick**
4970 Voltaire St.  619-222-6895
*Bar & Restaurant*

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**Ocean Beach Welcomes Azúcar**

Open since July 3, 2008, Azúcar has enjoyed a positive reception by OB residents and visitors alike. The warm, inviting custom paint and modern lighting as well as the giant plasma screens that display their coffee and food selections create a friendly, relaxing atmosphere to grab coffee and a pastry in the morning, or a quick bite for lunch or dinner.

When you have the chance to check out Azúcar, definitely try their mojito cookie, which has received rave reviews from its patrons. According to owner Vivian Hernandez-Jackson, the mint used for the cookies is ground with sugar to get the oils out, creating a lighter, cleaner flavor. It’s blended with the perfect amount of sugar and baked to a crisp lightness on the outside and moistness on the inside.

Aside from their famous mojito cookies, there are other “can’t leave OB without trying it” items that include their coconut cupcakes, scones (especially their ginger variety), diablo dessert for chocolate lovers, and for a more traditional dessert, flan, which comes from a recipe handed down to Hernandez-Jackson from her mother. The secret ingredient in her flan is cream cheese, which makes the traditionally custard-like consistency thicker and denser. From traditional Cuban to Cuban with flair, Azúcar offers something for everyone.

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Janet Pena, owner of Temptress, had a couple of great things happen. Recently, her store was featured on San Diego Living on Fox 6 News. You can see the video at this link . . . Just find the one called “Celebrate National Underwear Day in Style” http://www.sandiego6.com/content/sandiegoliving/default.aspx. Also, her band, the Corvelles, got nominated for a San Diego Music award for “Best Cover or Tribute Band”! Congratulations to Janet. Temptress, 1918 Bacon St.  619-224-2284.

**The Sanctuary OB** . . . This celebrity spa haven is embraced for its private allure and pampering, from the complimentary foot massage to the world class organic tea bar. The Sanctuary OB is fit for a king and tied up in a bow for his queen. Visit them at 1955 Cable St., San Diego, CA 92107  619-861-8351 or book online at www.TheSanctuarytoday.com

**Point Break Finance** is helping sponsor the Rock Against Leukemia & Lymphoma Concert Benefit @ Dreamstreet on Sat. Sept. 20th, 7pm-1am. All proceeds benefit the Leukemia & Lymphoma society. We are proud to have some of San Diego’s best in rock music helping the cause, including OB’s Own Silver Side with special guests. Thanks for all the support from local OB businesses. If you are interested in sponsoring a raffle package or donation, please contact Saira Jhutty by phone 619-222-9359 or e-mail sairajhutty@hotmail.com http://pages.teamintraining.org/sd/nikesf08/sjhutty.html

Point Break Finance is a new member. Welcome.

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**2009-2010 OB Local Business Directory**
We are just starting to get out the renewals & applications for the upcoming printed directory. Please watch for it in the mail!
**What’s Inside this Edition?**

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**Merchants! Let’s throw a party for the pilot episode of The Ex List**

The new CBS show *The Ex List* airs on Friday, Oct. 3rd at 9pm. Please let us know if your business has TVs and if you want to participate in a community event to watch the new show that features all kinds of places in Ocean Beach. The show could be a huge success and we want to help you participate in that success. *Call us at 619-224-4906.*

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

**Check out the new sign** at Newport & Sunset Cliffs Blvd. It was donated by the OB Community Foundation. Many thanks to US Bank for giving us the wall to put it on.