



Ocean Beach MainStreet Association

SEPTEMBER 2011 NEWSLETTER

BOARD OF DIRECTORS

Barbara Iacometti, President
Details SalonSpa

Julie Klein, 1st Vice President
Julie Designs

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Christopher W. Wilmot, CPA

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






Tickets available at OBMA Office

September Meeting Calendar

Fri. Sept. 2	8:30am	Promo Committee
Tue. Sept 6	8:30am	Design Committee
Tue. Sept 6	2:00pm	OBREL Meeting
Thur. Sept 8	Noon	OBMA Board Meeting
Wed. Sept 14	8:30am	Finance Committee
Wed. Sept 14	Noon	ER Committee
Tues. Sept 20	8:30am	Crime Prevention
Tues. Sept 20	11am-2pm	Revitalization Comm

All meetings at the OBMA office unless otherwise noted.

At the **OBMA Board of Directors** meeting on **August 11th**, the board unanimously supported the following members to serve as the **Executive Board** for the next year. **Congratulations to you all!**

-  **Barbara Iacometti** for President
-  **Julie Klein** for 1st Vice President
-  **Mike Akey** for 2nd Vice President
-  **Mike Stifano** for Treasurer
-  **Yvonne Cruz** for Secretary

General Committee Info: See Calendar pg 1.

♦ **ORGANIZATION:** (Executive Officers ONLY)
Meets as needed.

♦ **FINANCE COMMITTEE:**
Meets the Wednesday 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. Mike Akey, Chairperson

♦ **PROMOTION COMMITTEE:**
Meets the first Friday of the month at 8:30 am
OBMA Office. Tevia Schriebman, Chairperson



♦ **OBREL:**
Meets the first Tuesday of the month at 2pm, OBMA office
Dave Martin & Kevin Alsobrook, Chairpersons

♦ **ECONOMIC RESTRUCTURING:**
Meets the 2nd Wednesday of the month at 12 Noon
OBMA Office. Gary Gilmore, Chairperson

♦ **CRIME PREVENTION COMMITTEE:**
is an Economic Restructuring subcommittee.
Meets the 3rd Tuesday of the month at 8:30am.
Julie Klein, Chairperson

Join one of our committees - 619-224-4906

Join us and meet your fellow merchants at the
James Gang Co. Sundowner
September 15, 2011 - 1931 Bacon St.
5:30pm - 7:30pm

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!
Music and sheer enjoyment abound!

Five Ways to Attract New Customers (It's FREE, FAST and worth a TRY)

I know firsthand the pressure to attract new customers in a challenging economic climate. So you've set up your social media empire using Twitter, Facebook, LinkedIn, and you're blogging too. But how do you make it all work together? You want to reach potential clients and establish your authority online, but what's your plan?

1. Create a Facebook Fan Page There are lots of ways to get creative and engage your customers, and then their friends become your fans and customers too. Facebook offers a free tutorial on how to get started once you log in.

2. Tweet Special Offers or Advice Daily Via Twitter Sprinkles Cupcakes is just one business that encourages customers in its stores and on its Web site to follow the company on Twitter. Every few days, the company sends out messages such as "Celebrate National Chocolate Cake Day! The first 50 people to whisper "rich" at each Sprinkles receive a free dark chocolate cupcake." That gets people into the shop -- and most times they buy another cupcake and a drink.

3. Encourage Customer Reviews on Yelp 90 percent of consumers say they trust recommendations from people they know, and 70 percent say they trust consumer opinions posted online, according to a Nielsen Global Online Consumer Survey.

4. List Your Business on Google and Yahoo When we want to find anything, we turn to Google or Yahoo to search -- and you can't get any bigger in terms of Web sites than these. Google has a Local Business Directory where you can register your business absolutely free. And here's what's most interesting: You don't even need a site to have a strong Web presence. It's open to all types of small businesses -- with hundreds of thousands posted. (Yahoo offers a similar service.) There's no reason not list your business on both sites -- whether you own a mom and pop hardware store or a bar, you want to leverage the extraordinary reach of these search engines. Check out Google's tutorial to help you get started.

5. Be Your Own Publicist

Finally, the Web site "Help A Reporter" is a free daily email service that delivers media queries three times a day right to your inbox from among some 70,000 bloggers, authors, TV reporters, and radio producers. Often the requests are for small business owners -- recent listings seek small business owners to discuss creative financing in this economy; other queries are for gardening experts, jewelry makers; the needs are very diverse. This is a way for you to do your own publicity without the expense of a publicist to get your business mentioned in the media.

Barbara Wold, International Speaking Professional, Author and Business Strategist Global Retail, Consumer & Tourism Expert
P.O. Box 5755, Balboa Island, California 92662 USA. 949.675.8845
bwold@ix.netcom.com

Other Important Local Information:

♦ **PROW!** If you are participating in the PROW Enhancement program, please follow the rules regarding what you can have on the sidewalk. If you need a refresher course, please call Claudia at the office at 619-224-4906.

♦ **Police Authorization Forms** - Please fill out your Police Authorization forms (enclosed) if you want the police to be able to access your property should a crime occur when you are not on site.

♦ **Historical Plaques** - 4 more plaques are being installed to commemorate the history of OB. Thanks to the **OB Community Foundation**, **OB Historical Society** and the **OBMA Design Committee** for making this all happen. We'll be printing an updated Historical Map this month.

♦ We've **Mobilized our website** to keep up with smart phones and tablets.

♦ **Annual OBMA Awards Celebration** - Every year we celebrate all the great things that have happened in OB! *Save the Date!* Oct-27-11 at 6pm and enjoy dinner and awards.

♦ **Sponsors of Community Stage** - Many thanks to the following sponsors of the Sept 10th **OB Music & Art Festival's Community Stage**: **OB Kanobe's, Newport Farms, Pat's Liquor, Abbott Market, BK Printing, Western Towing, James Gang Co., Zed Electric, OB Quik Stop, Mississippi Style Cookin'** (on Newport Ave.).

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 are having a big sale or anniversary? Are you changing your hours or adding a new product line?

FALL FESTIVAL at Point Loma Nazarene University - Saturday, October 22 - 10 a.m. – 2:30 p.m. | PLNU's annual Fall Festival is a FREE community event which includes a pumpkin patch, a petting zoo, pony rides, a rock wall, A Taste of Point Loma (featuring samples from local restaurants), and more! For more information, please visit pointloma.edu/fallfestival.

Just want the OBMA members to know that our wonderful little garden-er with the green thumb that grew the most delicious tomato for our 12th annual Tomato Contest was none other than **Barbara Iacometti** from **Details SalonSpa**! She also grew the second place winner! She won lots of free prizes and had a wonderful time as did we all. *Please pass this on.* Darla from **Pepe's Italian Restaurant**, 1830 Sunset Cliffs Blvd.

Dharma Center, OB's Buddhist meditation hall, is celebrating 13 years of service by offering free meditation classes throughout the month of September. **Dharma Center** provides meditation and mindfulness instruction designed for people who live and work in the world. Most classes are an hour long and open to adults at all levels of experience, including beginners. No reservation necessary. To see our class schedule, please visit our website: www.DharmaCenter.com or drop by to see the calendar posted on our door. **Dharma Center** is located upstairs in the back left corner of 5059 Newport Avenue, #303, OB

Opportunity for Chefs to Save! **The Energy Efficiency for Chefs** seminar is rescheduled to Thurs, Oct. 13. A registration email will be sent out several weeks before the new date. I hope that you will be able to attend. Also, join us for the Food Service Lighting seminar on Sept. 20 and Updates on Food Safety seminar on Oct. 27. Notices for these and other seminars will be sent out closer to the seminar dates. All of these seminars will be held at our brand new Energy Innovation Center. Jane Verbeek-Groth, Energy Programs Advisor Commercial & Industrial Services, San Diego Gas & Electric 8306 Century Park Court, CP 42K, San Diego, CA 92123 Office: (858) 650-6126. Cell: (858) 775-9416 Fax: (858) 654-1117

WELCOME NEW MEMBERS

Billy Lee & the Swamp Critters

619-222-7772

Theswampcritters.com bill@dances.com
Entertainment

Byrna D. Bicknell, EA

619-293-4828

Bookkeeping, Tax Preparation

Last Days Tattoo Co.

4919 B Newport Ave. 619-546-5150

Lastdaystattoo.com

Tattoos, Art Gallery

Fun at the Beach LLC

Funatbeach.com

Vacation Rentals

Une Celebration ~ Tres Magnifique... Vignettes' CHIC 16 Anniversary Event! **Vignettes**, the French-inspired home & garden boutique located in the Ocean Beach Antique district, will be celebrating its' Sweet 16 anniversary with a CHIC 16, gala Parisian event on Saturday, September 24th, 2011 from Noon to 5:00 pm. This momentous occasion will be marked by the appearance & book-signing by author Lynn Sheene with her recently published book, *The Last Time I Saw Paris*. In addition, Artist Karen Lampard will unveil her newest collection of sketches & monumental pastel drawings of ~ *'The Anatomy of French Pastry'*. And, giving paint demonstrations all afternoon, our own - Susan Darnell. 4828 Newport Ave. 619-222-9244

The OBMA would like to welcome **The Fried Locals** as a new member. It is owned by Dan Wallis, you may recognize him if you have been to Sapporo's or from Murphy's at Qualcomm Stadium. Their first event was the **OB Street Fair**. They will be back for **OB Music & Art Festival**. **The Fried Locals** provide a variety of foods from Beignets to Sweet Potato Fries. There are also specials that are specific to each event.

He would like to invite you to join **The Fried Locals** on September 10, 2011 at the **OB Music & Art Festival**. If you bring this announcement with you to the event, you will receive a free taster of a Beignet or Fried Oreo.



Many thanks to Janis Ambrosiani, muralist, who designed the **2011 Community mural** for the OB Street Fair, and Zed Electric who installed it on Mallory's Furniture building, 4905 Newport Ave.



Ocean Beach MainStreet Association
PO Box 7990, San Diego, CA 92167



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San Diego, CA 92107
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Email: info@OceanBeachSanDiego.com



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Small Business Enhancement Program

OceanBeachSanDiego.com

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Oct 7-8
TWO DAYS
OF FUN
THIS YEAR
Check it out



OB OKTOBERFEST Weekend

on **Friday, Oct 7th** from 4pm-10pm

OB Pier parking lot - 21 & up only

Battle of the Bands - Finals

on **Saturday, Oct 8th** *fun for all!!*

BRAT TROT 9am Registration/10am Start

10am - 8pm
VETERAN'S PLAZA

Vendors - Food - Fun
All Ages

10:30am - 10pm
OB PIER Parking Lot

Music - Food - Games
\$3 Entrance - 21 & Up

FOLLOW US ON . . .

Twitter: <http://twitter.com/OceanBeachCA>

Facebook: <http://facebook.com/obma92107>

Please determine which police division you live or work in before completing this form. Go to [In Your Neighborhood](#) for a list of divisions and neighborhoods.

In Your Neighborhood

LETTER OF AGENCY (Trespass Arrest Authorization) San Diego Police Department

Reminder: This form must be renewed every 6 months. Thanks!



Police Division
Start Date
Expiration Date

Sign and remit to:
Western Division
5215 Gaines Street, San Diego, CA 92110
(619)692-4800
FAX: (619) 692-4867
SDPDWestern@pd.sandiego.gov

Business Name
Office Use Only
File ID Number

Last Name First Name M.I.

I am the (Select one) Owner Owner's Agent Person in lawful possession of the property

Business/Property Located at:

Address (Street)
City/State Zip Code
Home Phone Business Phone
FAX Number Parcel No.
San Diego River Bed Properties Only

Recently I have experienced problems at my property (Select all that apply)

Urinating Defecation Littering Drinking Illegal lodging Other

This activity affects me in the following way:

The property is (Select one): Apartment Business Private Home Vacant Lot

On-Site Contact Address Phone

I authorize the San Diego Police Department (SDPD) to act as my agent for the purposes of enforcing all laws against any person found on the property without my consent or without lawful purpose.

I certify that the property listed above is (Select applicable sections):

Closed to the public
 Closed to the public, and posted as NO TRESPASSING (602 P.C.)
 Open to the public, between the hours of and

I authorize the SDPD to ask unauthorized persons to leave the property. If they refuse to do so, or return thereafter, I authorize the SDPD to act as my agent for the purposes of enforcing any law violations on the property. My agent or I will cooperate in the prosecution of persons for these offenses. I understand this letter is valid for a maximum period of SIX MONTHS and it is my responsibility to renew the letter at that time if the need exists.

Emergency Contact, Not Owner or Owner's Agent Home Phone Cell Phone
Pager Other Phone

Signature/Print Date

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- EDD Audits
- Delinquent Tax Filings
- Corporate/ LLC Formation



About Attorney Ronson J. Shamoun
Voted Top Young Attorney in 2009 & 2010



- Local OB Business Owner
- Active Member of OB Planning Board
- Former OB Town Council Member
- Legal Commentator for Channel 10 News
- Owner of OB Subway's, Café Bella & Newport Quik Stop
- Legal Commentator on Fox 6 News
- Legal Commentator for KUSI News

—The Law Offices of—

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For Immediate Release:

THE NEW GANG AT THE JAMES GANG

Well, we know you have all been wondering what's going on at the James Gang. So here we are with the news on the New Gang at the James Gang!

The James Gang has been in OB since 1976. The James brothers were instrumental in starting such OB staples as the Christmas Parade, the Fourth of July Fireworks and the OB Street Fair & Chili Cook-off. They were a driving force in Ocean Beach in the 70's, 80's and even into the new millennium. Over the years, brother after brother left to pursue other ventures, leaving brothers Rich, Pat, and Pat's new bride Susan, to run things.

With the loss of Rich, in 2008, that left Pat & Susan. Over the last few years, they have been looking at the possibility of exploring new opportunities, a slower pace, or maybe even semi-retirement. So, at the end of March, they were presented with an offer that included keeping the James Gang name and the involvement of two longtime friends and employees. Hence, begins the story of the NEW Gang at the James Gang!

The new owners are all OBcians: Bryan Bennett has lived in OB since 1991. He works for Qualcomm and has been there for 15 years. Jim & Elizabeth Berdeguez are new to the area. Jim retired in 2010, as Captain, after 25 years in the Navy, and decided that the San Diego area was where he and Elizabeth wanted to settle. They fell in love with OB and decided to make their home here. They have been OBcians since 2010 but have quickly adapted!

Now, these two guys would do just fine all by themselves but they chose to partner with long time James Gang employees, Paul Bearce and his wife, Leigh Ann. Paul & Leigh Ann have been fixtures in OB since 1986. Paul has been at the James Gang for 18 years as the offset pressman. Leigh Ann has worked on and off at James Gang for some of those 18 years, but most recently, she has been and will continue to be, the coordinator of Loaves & Fishes, our local food bank.

These partners formed an alliance to purchase the James Gang while attending their weekly Life Group at First Baptist Church of Ocean Beach. They are committed to God, each other and continuing and building the long standing community involvement and heritage that the James Gang has enjoyed in Ocean Beach since 1976.

THE LEGACY LIVES ON!

JAMES GANG

C O M P A N Y

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THE LIST GOES ON AND ON.....

Stop by and see what we've been up to!

DOES YOUR INVESTMENT PORTFOLIO HAVE A WEIGHT PROBLEM?



Excesses in life can be unhealthy, and the same goes for investing. Fortunately, Edward Jones can help to determine if you are at risk because you have too much of one stock in your portfolio.

If your portfolio is overweighted, our Systematic Monthly Sell program can help you restore balance gradually by selling a set dollar amount of the over-concentrated stock each month.

You can even use the proceeds from the sale of your stock to automatically purchase additional quality investments that can help bring balance to your portfolio.

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Brian V Schrock
Financial Advisor

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MAKING SENSE OF INVESTING[™]

Missing the Best Days

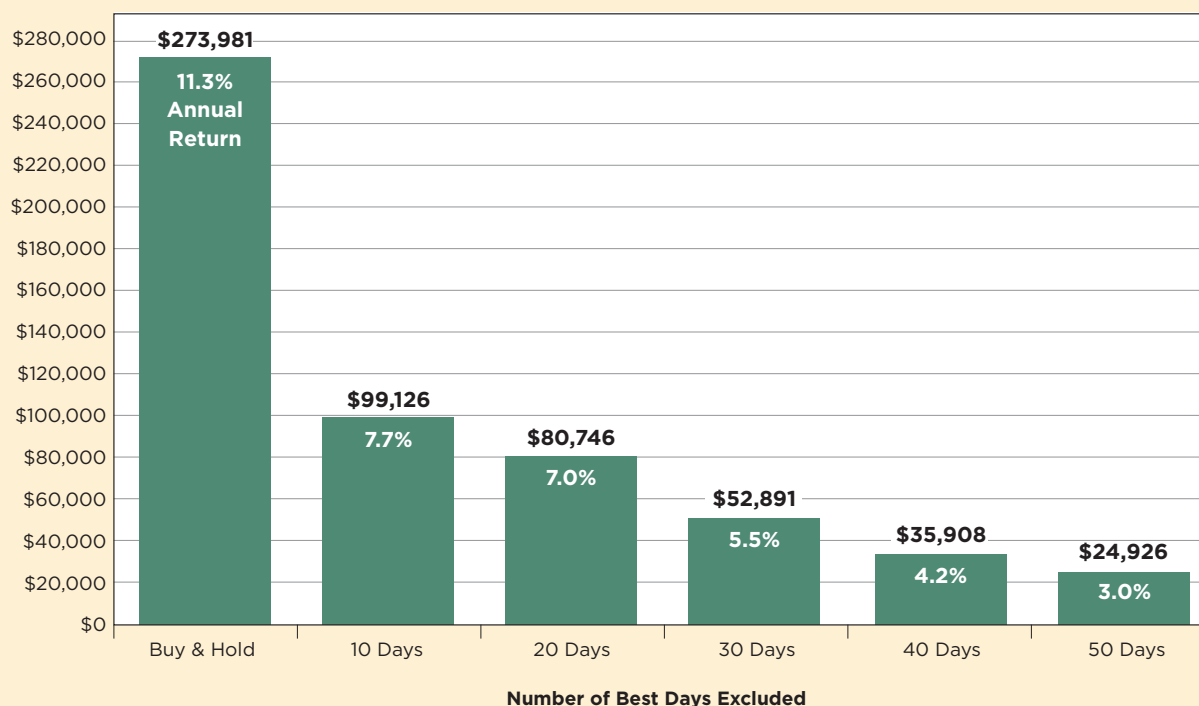
We believe the best asset allocation policy in the world won't matter much if you don't stick to your long-term investment strategy. We don't view stock market declines as a reason to sell quality investments. Rather, declines present an opportunity for investors with long-term goals to purchase additional investments at attractive prices.

You want to be invested on the "best" days. The problem is, no one knows when these days will occur. We believe buying investments when you have the money available and staying invested gives you the best potential to achieve success. Below is an example of how your return can be impacted if you miss some of the best days to be invested.

Investor Behavior Drives Investment Performance

Value of a \$10,000 Investment in the S&P 500

December 1979 - December 2010



Source: Ned Davis Research, Edward Jones calculations. 12/31/1979 - 12/31/2010. These calculations assume the best days, as defined as the top percentage gains for the S&P 500 for the time period designated, would not be included in the return. Total return includes reinvested dividends. These calculations do not include any commissions or transaction fees that an investor may have incurred. If these fees were included, it would have a negative impact on the return. The S&P 500 is an unmanaged index and cannot be invested in directly. Past performance is not a guarantee of future results. Dividends can be increased, decreased or eliminated at any point without notice.

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