

Spring forward!

Don't forget to set your clocks one hour ahead as daylight saving time begins March 11.



# LA JOLLA VILLAGE NEWS

LA JOLLA'S PREFERRED SOURCE FOR LOCAL NEWS

SAN DIEGO COMMUNITY NEWSPAPER GROUP

THURSDAY, MARCH 8, 2012

WWW.SDNEWS.COM ■ VOLUME 17, NUMBER 23



Scott Appleby  
&  
Kerry Appleby Payne

A Family Tradition  
of Real Estate Success  
858-775-2014

WILLIS ALLEN  
REAL ESTATE  
DRE#01197544 DRE#01071814

## buried treasures

La Jolla's



Combing the beaches and tide pools of La Jolla can sometimes produce an abundance of strange objects. Photographer Don Balch was picking up bits of trash at La Jolla Cove in late February when he happened upon what he thought was just another piece of

discarded plastic in the exposed tidal rocks. Upon closer inspection, he discovered it was actually a Chevron gas card, above, perhaps lost at sea in 1965 or 1966.

"After 46 years, it is still surprisingly readable and also shows that plastic is not good for the ocean environment, since it takes so long to break down," he said.

On a separate occasion, Balch happened across a sunfish, left, in the shore break at La Jolla Shores, a sighting he called "pretty rare."

"I have NEVER seen one of these things in spite of being an ocean person my whole life!" he said. "I was pretty astonished to actually see this and ran back to get my camera. [It's] most unusual to see this on the beach. You never know what the ocean might show you at any time!"

Have you found something strange or unusual at the beach in La Jolla? Send us pictures of your rare treasures at [lvn@sdnews.com](mailto:lvn@sdnews.com) for a chance to have your bizarre finds featured in the *La Jolla Village News*.

— Kendra Hartmann



Photo by DON BALCH

## Plans to save post office continue to gain traction

By KENDRA HARTMANN | VILLAGE NEWS

Almost exactly a year and a half ago, La Jollans were commemorating the 75th anniversary of the La Jolla post office with a celebration that included closing down Wall Street as community members enjoyed insider tours of the building amid various festivities. The event — for which the La Jolla Historical Society unveiled a corresponding exhibit, "Postmark La Jolla: History of the U.S. Postal Service in La Jolla" — marked a partnership between the society and the United States Postal Service, as the two organizations worked together in honor of the building's milestone birthday.

Fast-forward 18 months, and the nature of that partnership has changed somewhat. As most La Jollans are well aware, the USPS announced plans earlier this year to close the La Jolla post office, located at 1140 Wall St., in light of its recent financial woes.

Since the announcement, La Jollans have mobilized, garnering more than 1,000 signatures on a petition requesting the Postal Regulatory Commission change the status of the post office from a "relocation" to a "closure" (relocations, said Leslie Davis, head of the Save the La Jolla Post Office task force, have "less visibility and less process").

At a meeting of the task force on March 2, more work was done toward the ultimate goal of saving the La Jolla landmark.

Davis, chairwoman of the La Jolla Historical Society's Preservation Committee, headed the meeting, held at the society's Balmer Annex. Davis discussed the next steps in keeping the community's post office in the building in which it has been housed since 1935.

The task force has outlined three plans under which the post office could

SEE POST OFFICE, Page 4

## Organizers rev up for Concours d'Elegance

### BEYOND limits

JOHNNY MCDONALD

With the meticulous Dr. Cy Conrad in charge, 62 white-gloved judges will define what's the best at La Jolla's eighth annual Concours d'Elegance on the lawn of La Jolla Cove on April 1.

They will explore some of the finest and most expensive automobiles for authenticity, cleanliness and care. Traditionally, vehicle judging at a Concours d'Elegance is much more demanding than that of a neighborhood or general automobile show.

The general aim of the car owner is to present a vehicle that is in the same — or better — condition than it was when it left the production line. Unless original, modifications are not allowed and components must be suitable for the year and model of the automobile.

Often, these quality automobiles are not driven, except for short distances from their trailers to the show field.

And, according to committee chairman Mike Dorvillier, 20 percent will befit the show's theme, which this year is Italian marques.

To be sure, there will be many more different makes and models in the

show that runs from 9 a.m. to 3:30 p.m.

"We'll have between 150 and 155 cars in the actual concours and up to an additional 75 in the [non-competitive] car corral," Dorvillier said. "Honorary chief judge this year will be Ed Gilbertson, who, for 26 years, has been chief judge at Monterey's Pebble Beach concours.

"Most are maintained in top shape at all times," he continued. "As soon as they are parked, they are pampered by their owners. Others [in the corral] are entered just for presentation and

SEE LIMITS, Page 8



Cars on display ranged from near-century-old horseless carriages to muscle cars at last year's La Jolla Motor Car Classic, now called the Concours d'Elegance.

DON BALCH | Village News

### WHAT'S INSIDE:

#### History:



Learn what happened on this week in La Jolla history, **Page 2**

#### Sports:

La Jolla Country Day dominates the CIF Div. IV basketball championships in both the boys' and girls' divisions.

**Page 5**



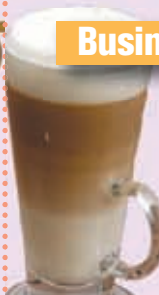
#### Events:

Check out what events await you in La Jolla this week, **Pages 6 & 10**



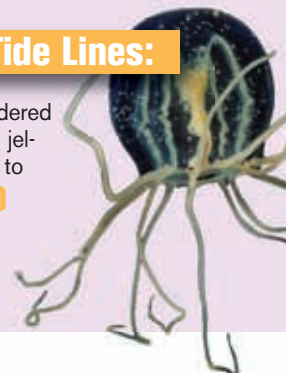
#### Business:

See how Latte by the Sea gives La Jollans their needed pick-me-up, **Page 7**



#### Tide Lines:

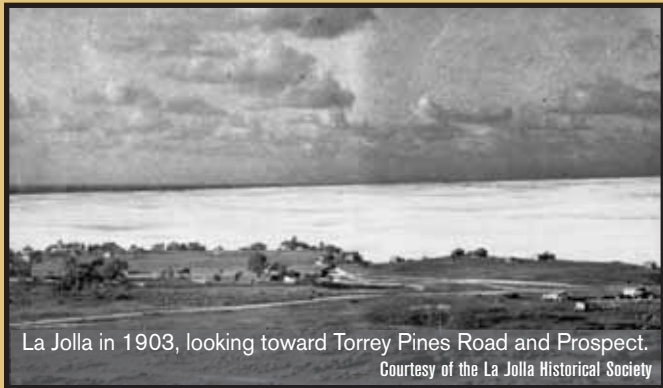
Ever wondered about bell jellies? Turn to **Page 9**





## This week in La Jolla history...

— From Linda Pequegnat's book, "This Day in San Diego History," available at Warwick's and at [www.sunbeltbooks.com](http://www.sunbeltbooks.com)



La Jolla in 1903, looking toward Torrey Pines Road and Prospect.  
Courtesy of the La Jolla Historical Society

### March 9, 1882

An ad appeared in the San Diego newspaper:

"La Jolla for sale: This famous resort, with nearly 400 acres of land, and all the caves, is offered for sale at such a price that the buyer can realize a great profit by a little judicious outlay in such improvements that will attract the public. The owner resides East and wishes to dispose of it soon."

The owner was Charles E. Dean who had bought the 400 acres known as La Jolla Park some 11 years earlier in January 1871.

The La Jolla area was first mapped as a part of the San Diego pueblo in an 1845 survey of San Diego County. It was located in the far northwestern corner of the pueblo and contained 60 lots. Only a portion of those lots (three) were included in the 400 acres of La Jolla Park that Charles Dean owned.

But Dean never developed La Jolla,

although it is thought that he might have built a shack there and dug a well for water that contained only salt water.

After owning La Jolla Park for 13 years, Dean finally sold it in June 1884 to William Armstrong, who then sold it to Charles H. MacArthur in January 1886. Two months later, in March 1886, La Jolla was purchased by F.T. Botsford, later known as the "Father of La Jolla." Botsford wrote in his diary on that March 1886 day, "Bought La Jolla!"

Botsford and his partner, George Heald, subdivided the land and sold the La Jolla Park lots at a big auction in 1887.

**Correction:** In last week's "This week in La Jolla History..." it was reported that Spencer Wilson, manager of the Cove Theatre, came to La Jolla in 1933. In fact, Wilson graduated from La Jolla High School in 1931. He came to the community much earlier.

### OBITUARY

## Alice Whitney Burton Movius, Sep. 30, 1919 – Dec. 5, 2011

The second eldest in a family of six, born to Ward and Ella Lindley Burton, Whitney Movius grew up in Minnesota, enjoying outdoor sports at her home on Lake Minnetonka. She attended Northrop School for Girls in Minneapolis and Carleton College in Northfield, Minn., majoring in English and art and graduating with her B.A. in 1942.

She met Dr. William Robert (Rob) Movius, a Montanan, during his fellowship in otolaryngology at the University of Minnesota Medical School, and they were married in the winter of 1944. After three years of medical practice in Billings, Mont., the Movius family, which included twins Edward and Alice, moved to La Jolla. In 1947 their son, John, was born in La Jolla.

Her husband was affiliated with Scripps Memorial Hospital as an ear, nose and throat surgeon and had a private medical practice in La Jolla for 36 years. Dr. Movius passed away on May 25, 1998 at the age of 84, being remembered for his deep commitment to his specialty and compassionate care



ALICE WHITNEY BURTON MOVIOUS  
of his patients.

The family enjoyed sailing and racing its 16-foot Skimmer sailboat with members of the Mission Bay Yacht Club. Family responsibilities occupied much of Whitney's time — however, she joined P.E.O. Chapter MR in La Jolla and thoroughly enjoyed her membership for more than 60 years.

A graveside service was held at Greenwood Memorial Park on Dec. 13 with Rev. Jeffrey B. Pearson of La Jolla Presbyterian Church officiating. A celebration of life is planned for this summer in Minnesota.

Whitney is survived by her children, Alison Whitney and John Robert Movius of San Diego, and Dr. Edward Gale Movius of Rockville, Md. In addition to her brother, John Burton, and her sister, Hazel Gray, Whitney leaves behind 30 nieces and nephews, and three beloved granddaughters: Elisabeth Whitney (Lisa) Movius, Carly Anne Movius and Christine Marian Movius. She was predeceased by her brothers Gale and Lindley Burton; her sister Elinor Camman; and her grandson, David Lindley Painter.

Donations in her memory may be made to P.E.O. Foundation, Executive Office, 3700 Grand Ave., Des Moines, IA, 50312-2899. Written remembrances may be sent to Dr. Edward G. Movius, 29 Beauvoir Court, MD, 20855-1250.

### Stiegler inducted into AIA



IONE STIEGLER

#### La Jolla architect Ione Stiegler

has been accepted to the American Institute of Architects' (AIA) College of Fellows, one of the highest honors the AIA can bestow on a member. AIA

fellows are elected by a jury of their peers to recognize their architectural

and individual achievements that contribute to both the architectural realm as well as society as a whole.

Stiegler was awarded the honor for redefining the methodology of architectural investigation and advancing the science of historic preservation. Stiegler's award-winning interdisciplinary approach to documenting historic structures combines her own architectural investigation with the investigations of expert historic archaeologists. The results of her collaborative documentation include historically accurate reconstruction, preservation of historically significant

architectural heritage, and provision of disaster recovery records.

Stiegler is chairwoman of the La Jolla Planned District Ordinance Committee and owner and principal architect of IS Architecture — an award-winning, 27-year-old firm dedicated to preserving and renewing California's built environment. She specializes in the preservation of rare and fragile historic adobe resources as well as the creation of custom tailored residential architecture. Stiegler will join the ranks of fellow La Jollan architects, including the late Dale Naegle.



858.459.6868 • 7630 Fay Ave. La Jolla, 92037 • [www.thespaoflajolla.com](http://www.thespaoflajolla.com)

FREE \$50 DYG Mineral Make-up and Skin Care Products  
for the 1st 10 People to Sign-up for 4 Sessions!



*Zumba  
yourself  
into  
shape!*

*What:* Zumba Class  
*When:* March 12th (Wednesday)  
*Time:* 7 p.m. – 8 p.m.  
*Where:* The Spa of La Jolla  
7630 Fay Ave.  
858-459-7630

*Lose  
weight the  
glamorous  
way!*



# CIVICreport: La Jolla Community Planning Association, March 1

By MARIKO LAMB | VILLAGE NEWS

## Permits recommended, attempts to appease LJ Farms neighbors not enough

Findings for a site development permit (SDP) and coastal development permit (CDP) were granted by the La Jolla Community Planning Association at its March 1 meeting to the Encore Trust residence, located at 9872 La Jolla Farms Road, to construct a 21,592-square-foot single-family residence on a vacant 1.52-acre site.

The project's plans have been redesigned several times — culminating in a 25 percent floor-area ratio reduction, increased front and side yard setbacks, and elimination of plans for a separate guesthouse — to accommodate neighbors' initial concerns about bulk and scale.

"We went over all of the things neighbors wanted to talk about, and we tried to address each and every concern," said applicant Martin Weinberg. "We've made a huge number of changes to accommodate for what the neighbors have asked."

He said the city was prepared to recommend the original project as complying with the San Diego Municipal Code and Community Plan. He also said the Coastal Commission had no objections to public views or the building design itself.

"What they did care about was the preservation of the trail and the 15-foot view corridor on the north side of our house, so we worked to keep that," Weinberg said. "We agreed to offer an irrevocable offer of dedication to the

trail. We've provided these easements both on the side yard and the trail. The other thing we agreed to do was improve the trail conditions. We agreed to enhance it and provide additional space to widen it."

Additionally, the Weinbergs agreed to trim the trees on their property to a height of 30 feet.

Despite efforts to cater to neighbors' concerns, a number of dissatisfied La Jolla Farms residents attended the meeting with a petition signed by 65 neighbors to oppose approval of the permits due to blockage of the scenic overlook on Black Gold Road.

Neighbor Mike Bruser said residents and tourists alike enjoy the public views from Black Gold Road, and the view ought to be preserved if at all possible.

"[The applicant] maintains that as long as they stay within the building envelope that they get a free pass from the visual resource protection policies and recommendations," said attorney Evelyn Heidelberg, representative for the neighbors. "There is an alternative building pad that will minimize the impact of roofline on the public view."

LJCPA president Tony Crisafi, also representing neighbors, presented an alternative plan that would put the Encore residence design on a lower building pad.

"Our main objection to the proposed development is its encroachment and degradation of the public view as the result of its location on the site," Crisafi said. "We suggest that the Encore design team push the project down eight feet and out of the public view."

He enumerated other residences nearby that are below the street level

and stated that it would be geologically feasible.

Neighbor Ervin Wheeler said the original property contained one of the first homes built in La Jolla Farms — a small, one-story adobe home that was built 15 feet below the street level.

"We're all used to seeing that. Even though the trees have grown up a bit, that view has been there for 30 to 40 years. It's a big change," he said. "It might be legal under the codes of the city to have a 30-foot house built up right against the street that kind of blocks that view, [but] there ought to be a way to keep the height limit down."

Despite neighbors' pleas, most trustees found the project did, in fact, comply with the San Diego Municipal Code and the Community Plan.

"The scenic overlook is defined in the Community Plan as a view over a private property from the public right of way," said trustee Cindy Thorsen. "I just can't find any aspect of this project that doesn't comply with the Community Plan and Municipal Code. You can't deny somebody their property rights if they comply."

Some trustees said the lot's position on a slope renders the neighbors' "third option" — the plan presented by Crisafi placing the structure on a lower building pad — impossible. Others said that even the best architect would not be able to build a large home on the sloped lot without it being visible in some way.

"If we're going to impose these restrictions on undeveloped private lots, it would make some lots virtually undevelopable," said trustee Phil Merten. "If you've got a view from the roadway that crosses private property, then no

matter what you do you're going to reduce that view. There's no way to preserve it or enhance it."

The vote in favor of granting the CDP and SDP was 8-3-3.

## Time stands still for Kretowicz project

The LJCPA denied a request for an extension of time (EOT) for the Kretowicz residence because of trustee concerns over noncompliance with Coastal Commission regulations.

Thorsen cited the San Diego Municipal Code, saying, "The decision maker shall deny the extension of time if the project would not comply to state or federal law." Thorsen argued that the California Coastal Commission's decision

to deny the project last July is a legal state decision, rendering the denial of the EOT appropriate.

Property owner Ure Kretowicz argued there has been no contradiction with state or federal laws, and that trustees were going outside the auspices of their decision-making abilities in their denial of the EOT.

"You have very strict parameters by which to make a decision on whether or not to grant the EOT," Kretowicz told the trustees. "The parameter isn't whether you have the decision to side or not side with the Coastal Commission. The only thing you've got to worry about in your decision tonight is: num-

SEE LJCPA, Page 6

## 27 Tips to Drive up the Sale Price of Your Home

SAN DIEGO. Because your home may well be your largest asset, selling it is probably one of the most important decisions you will make in your life. And once you have made that decision, you'll want to sell your home for the highest price in the shortest time possible without compromising your sanity. Before you place your home on the market, here is a way to help you to be prepared as possible.

To assist home sellers, a new industry report has just been released called "27 Valuable Tips That You Should Know to Get Your Home Sold Fast and for Top Dollar." It tackles the important issues you need to know to make your home competitive in today's tough, aggres-

sive marketplace.

In this report you'll discover how to avoid financial disaster when selling your home. Using a common-sense approach you will get straight facts about what can make or break the sale of your home.

You owe it to yourself to learn how these important tips will give you the competitive edge to get your home sold fast and for the most amount of money.

To hear a brief recorded message about how to order your FREE copy of this report, call toll-free 1-800-276-0763 and enter 1023. You can call any time, 24 hours a day, 7 days a week. Get your free special report NOW.

Courtesy of Dennis DeSouza Remax Lic. 01220680



## EVERYTHING YOU NEED TO LOOK GORGEOUS!

I extend my personal invitation for you to come visit, browse and let me assist you in finding the perfect **FUR** just for you, from our wide inventory selection.

*Heidi Larson*  
CEO/Owner

Designer Consigner La Jolla



1002 Prospect (above Smash Burger) La Jolla, CA 92037 858.459.1737



## POST OFFICE

CONTINUED FROM Page 1

be saved. Plan A would stop the closure and sale of the building, while Plan B would buy the property through a preservation fund and lease space back to the post office. Plan C would find a buyer who would preserve the building.

Part of Plan A would involve securing a historic designation for the building from the state Office of Historic Preservation. The nomination for the designation, Davis said, went out by certified mail on March 1. The hope is that the state will accept the designation, which, Davis said, will make designation at the local level "virtually done." And even if the designation doesn't go through, she said, the nomination will buy the task force some time.

"There are protections against

[demolishing the building] during [the filing period]," she said. "It takes nine months, and the fact that this [nomination] has gone out should protect the building against imminent danger."

The group also discussed holding a community input meeting to give residents a chance to share their ideas for how the building could be preserved and used in the event it doesn't continue operating in the exact same capacity. A packet containing details of the interior and exterior of the building is available on a disc or as a printout at the historical society's office for a \$5-\$10 donation.

"The purpose of the meeting would be to get input from a variety of potential stakeholders," Davis said. "It would be to get a vision and inspiration for ideas for uses [of the building]."

The meeting, tentatively scheduled for Wednesday, March 21 at 6:30 p.m. (location to be determined), would take place prior to the community meeting with the U.S. Postal Service, the date for which has to be set by the U.S.P.S. and has not yet been scheduled.

At a rally to save the post office on Feb. 4 at Wisteria Cottage, Davis addressed a crowd of more than 100. She pointed to one poignant reason for saving the post office: "The post office is much, much more than a post office," she said. "It's the heart of our community."

To sign the petition to save the post office, visit Warwick's Bookstore (7812 Girard Ave.) or the La Jolla Historical Society (7846 Eads Ave.). For more information, visit [www.savela-jollapostoffice.org](http://www.savela-jollapostoffice.org)

## La Jolla High celebrates 90 years of community history

*Editor's note: The La Jolla Village News is partnering with the journalism class of La Jolla High School. Keep an eye out for stories written by students of LJHS on various topics that affect the community.*

By KATIE ALLEN

SPECIAL TO THE VILLAGE NEWS

In celebration of La Jolla High School's 90th anniversary, a journey through time has taken place. In the past 90 years, many things have happened: the first landing on the moon, the fall of the Berlin Wall and the election of the first African-American president. And during all those monumental steps in history, La Jolla High was there to witness them.

For about the past 10 years, the United States has been preoccupied with fighting in the Middle East. Starting in 2001, after the 9/11 terrorist attacks, the U.S. attacked Afghanistan and its Taliban government. Later, America became involved in the Iraq war. For the current students at La Jolla High, this means that for more than half their lives, they have lived in a war.

Since the start of La Jolla High School's creation in 1921, this is just one of the four wars that have happened: World War II, Korean War, Vietnam War and Desert Storm (not including Iraq and Afghanistan). During these time periods, the students acted both in different and similar ways. After searching through the school archive, the *Hi-Tide* (LJHS's student newspaper) found some amazing relics from the past newspapers.

For one thing, many young men

went straight to the military after high school. In 1946, The *Hi-Tide* interviewed seniors to see what their plans were after high school, and three boys were joining the Navy. Some young men even lied about their ages so they could join as quickly as possible. A LJHS junior named Charles Walden was killed in action during his service in the South Pacific, and was only 17 when he entered the Army. Especially during Vietnam, and the draft, it can be expected that La Jolla's students were involved.

And it was not just the men, but also women who decided to aid U.S. armed forces. Although women were not fighting, some made parts to be used in the machinery of weapons or tools. Others were nurses, spawning presentations for the young LJHS girls about joining the Cadet Nurse Corps. Some participated in smaller, but no less helpful or needed ways, like knitting or sewing, sending care packages, or writing a friendly letter to a soldier overseas.

Of course, in this time period, it was more common to get married quickly after high school and start a family. And it was not unheard of to have a boyfriend in the military. One LJHS *Hi-Tide* writer even wrote: "Broken thoughts of a son, brother, or sweetheart," in the spring of 1945.

In some ways, wars affect La Jolla

SEE LJ HIGH, Page 8

**LA JOLLA**



**\$759,000. 2856 Torrey Pines Rd. 3 BD + Loft, 2.5 BA, 2272 sqft**

Rare La Jolla Shores opportunity. Come home to your beautiful top-floor townhome in the exclusive, gated St. Tropez complex. La Jolla Shores Beach, UCSD, La Jolla Playhouse, Birch Aquarium and Torrey Pines Golf Course are nearby. Climb the spiral staircase to the incredible view loft. Plantation shutters, columned foyer and central vacuum system. Home features vaulted ceilings, elegant updated kitchen and bathrooms. Community pool. Furnishings negotiable.

**ANTON FOX**  
REALTOR®  
CA DRE #01886748

**619.651.1596**

**www.AntonFoxHomes.com**

**INCOME TAX SERVICE**

Follow us!  
[twitter.com/a\\_tax\\_pro](https://twitter.com/a_tax_pro)

**A Tax Pro Income Tax Service**

**Are you getting the Maximum Refund?**

**Conveniently Located**  
**Over 25 Years in the same location**  
**Call to set up your consultation today!**

**Don't throw your money away A Tax Pro Can Help You!**

**5175 Foothill Blvd. San Diego 92109**  
**858-488-1558** [jeff@ataxpro.us](mailto:jeff@ataxpro.us)

PayPal, VISA, MASTERCARD, DISCOVER

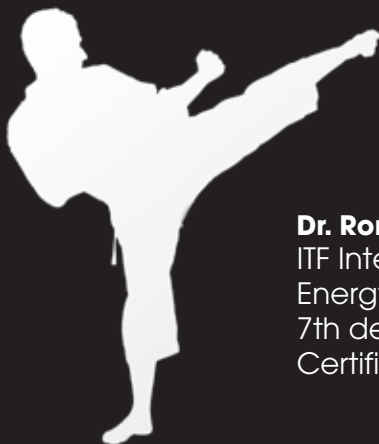
**DYG**  
MINERAL MAKEUP

**Free DYG Mineral make up and Skin care products worth \$50.00**

for the first 10 people to sign up for 4 sessions

**Get physical with Taekwon Do, then, experience the intriguing energy flow of Esoterica Yoga! March 14th, 7:00PM - 8:00PM**

**TAEKWON DO & ESOTERICA YOGA**



**Dr. Ron Shane**  
ITF International Instructor  
Energy Master  
7th degree Black belt  
Certified Kundalini Yoga Master



858.459.6868 • 7630 Fay Ave. La Jolla, 92037 • [www.thespaoflajolla.com](http://www.thespaoflajolla.com)





# Country Day scores big in basketball

By DON BALCH | VILLAGE NEWS

**La Jolla Country Day's girls' varsity basketball team** is a perennial force, especially during the playoff season. The Torreyes beat The Bishop's School 64-39 to capture the San Diego Section CIF Div. IV Girls' Basketball Championships at USD's Jenny Craig Pavilion on March 3. It was the team's third consecutive title and ninth in 10 years.

At 28-1, the Torreyes have now secured the No. 1 seed in the Southern California Div. IV Regionals and get a bye for the first round of playoff games. Bishop's (19-9) also qualified for the playoffs and at press time were preparing for a March 7 game at Santa Fe Springs St. Paul (24-2).

In the Div. IV finals, LJCD shot out to an 18-3 first quarter lead and was in good shape. The Knights closed the gap behind their senior leading scorer Bryn Stark (21 points) and junior Devon Roeper's rebounding (10 points) and outscored the Torreyes in the second quarter, but still trailed 28-16 at the half.

Led by USD-bound sisters Malina and Maya Hood (20 points and 19 rebounds respectively) and junior Kelsey Plum (19 points), LJCD turned up their aggressive defense in the third period and with steals, lay-ups and second-chance points, pulled away by a 27-6 margin. The Torreyes kept the pressure on to eventually take the title once again.

"It's always a great rivalry with them," said Plum afterward.



**La Jolla Country Day School's boys' varsity basketball squad** upset top-seeded Francis Parker 57-40 to win the San Diego Section CIF Div. IV Boys Basketball Championships at USD's Jenny Craig Pavilion on March 3. The two teams had split their regular season Coastal League matches, but this one had higher stakes with a title on the line.

Parker held the Torreyes down to take a low-scoring 12-6 first period advantage and held a 24-20 halftime lead. Then, LJCD exploded and the Lancers went ice cold. Behind junior point guard Sage Burmeister (16 points) and seniors Frank Bamford (14 points) and Jonathan Brewster (13 points), the Torreyes roared out to a 22-3 third-period advantage, from which Parker couldn't recover. Country Day (20-9) also forced 17 turnovers while only having six of their own to help doom the Lancers (17-12).

"It was a heck of a defensive game for us", said Torreyes' coach Ryan Meier after the game.

It was the first section title for the LJCD boys' basketball team in 10 years.

At press time, the Torreyes were heading into a March 7 game for the Southern California Div. IV Regionals playoff against Montebello Cantwell Sacred Heart (25-6) to try to extend their postseason success.

## Youth baseball kicks off with a blast

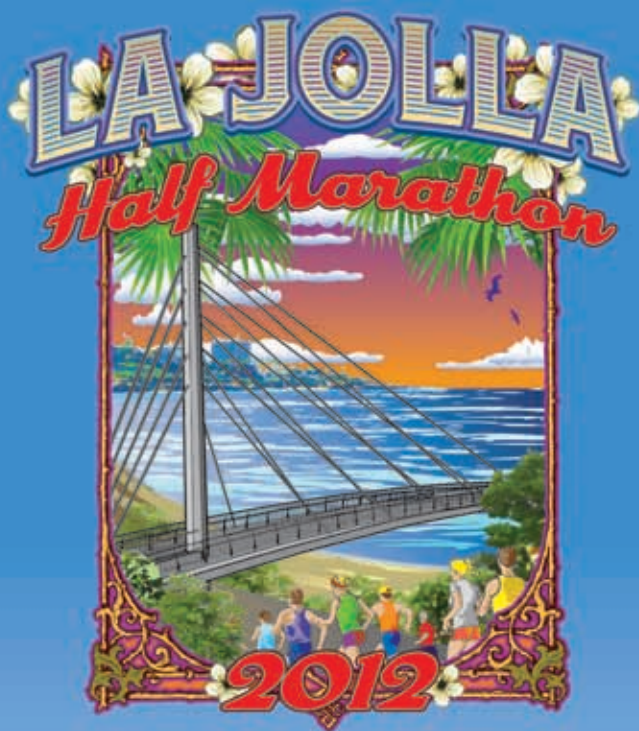
La Jolla Youth Baseball celebrated the opening of its 60th season with an anniversary celebration on March 3 at Bronco Field in the Cliffridge Park Athletic Area.



Players wore their Padres uniforms as Tom Garfinkel, president of the Padres, threw out the first pitch. The Swinging Friar, right, and the Pad Squad were also in attendance. As part of the celebration, a bi-plane flyover took place at 12:20 p.m.



Photos by PAUL HANSEN | Village News



**April 29**

EVENT INFORMATION & ONLINE REGISTRATION  
**RUNLAJOLLA.COM**

**La Jolla Half Marathon Runner's Expo**  
Day Before Race • Saturday April 28  
La Jolla Recreation Center



## Mixing & mingling

### THE CHAMBER'S MISSION

Tostrengthens businesses and the community through leadership, prosperity, information, communication, and community involvement.



### BarFly

**WHAT:** La Jolla & Golden Triangle Chamber of Commerce's "Business After Five" Mixer

**WHERE:** 909 Prospect

**WHEN:** March 14th

5:30-7:30 p.m.

Members \$10.00

Non-members \$15.00



The La Jolla and Golden Triangle Chamber of Commerce is off to a great start in 2012. Be on the lookout for our new social media sites. Our Google Plus account is up and running. Join the Chamber and get in on the Chamber's new networking circle. A representative from Google will be on hand at our next Business After Five Mixer to show everyone how to maximize their social media marketing skills.

Additionally, the Chamber's Google Plus page will link to the Web sites of all Chamber members. We are also working on Face Book and Twitter accounts with

more to follow.

Starting in May we will be accepting applications for candidates for the Board of Directors and various committee chairs. And we can all look forward to our "Gala" BOD Installation Party in the Fall.

To coincide with these new networking opportunities we have hired a new Membership Director, Mr. Yan Melentyev. We will also be having a membership drive through June.

Our last mixer was poolside at the Patrician. A smallish but happy crowd enjoyed a variety of tasty appetizers and great networking. Our special

thanks go to our hostesses: Van Cupples Maria Lynn, Hillary Fields, and Emma Lea Moorman for their hospitality and ambiance.

Join us:  
Thursday March 8th  
for a ribbon cutting to mark the  
Grand Opening of  
Intelligent Office  
4275 Executive Drive, Ste 200  
San Diego, CA 92037  
Starting at 5:50 come and  
enjoy the festivities and see  
how Intelligent Office is on  
the cutting edge of office  
suite technology.

**Best Always,**  
**George Schmall**  
**Chairman**  
**of the Board**



## MUSTGO

## Rummaging for treasures

The La Jolla United Methodist Church will be holding its **52nd annual rummage sale** on Saturday, March 10. Though “doors” open at 8:30 a.m., the sale fills the entire church campus with goods ranging from clothes and furniture to jewelry, toys and everything in between, including hamburgers and cookies out on the patio.

The proceeds from the sale benefit several causes sponsored by the United Methodist Women (UMW), including missions for women and children, CCSA, METRO, and the LJMC Nursery School scholarship fund.

The sale goes until 3:30 p.m., with half-price offers after 1:30 p.m. The La Jolla United Methodist Church is located at 6063 La Jolla Blvd. For more information, call (858) 454-7108 or visit [www.lajolla-unitedmethodist.org](http://www.lajolla-unitedmethodist.org).

## MUSTHEAR

## Muirland Middle musicians ‘honored’

For the first time in several years, **Muirlands Middle School music students have been selected to be a part of the San Diego Unified School District honor bands and orchestras.** Student musicians must pass an audition in order to be selected. The standards are high, and only the hardest working, most talented and dedicated students make the final cut.

Muirlands has traditionally been underrepresented in these ensembles, but that changes this year as the school has

nine students in the honor groups.

The students are: sixth-graders Josie Ballard (viola), Nikki Collins (clarinet), Hannah Hu (cello), Max Leonard (percussion) and Sofia Rodriguez (violin); seventh-graders Abby Cho (violin), Shannon Howard (violin) and Ashley Kong (flute); and eighth-grader Max Halbert (trombone).

Honor concerts will be held on Saturday, March 10 at 7 p.m. (seventh- and eighth-grade honor band and orchestra) at Point Loma Nazarene University's Brown Chapel. On Thursday, March 22, the fifth- and sixth-grade honor band and orchestra will play at the same location at 7 p.m.

## LJCPA

CONTINUED FROM Page 3

ber one, are the plans detrimental to life and safety? And number two, has this application changed in any significant way to what was approved by the Planning Commission or the City Council?”

## Beautifying Coast Boulevard

• Landscape architect Jim Neri presented final plans for the Children's Pool Walkway Beautification project, a redesign proposal of the public promenade and belvedere on Coast Boulevard at the Children's Pool. Neri's plan includes a turnout by the belvedere to enlarge the viewing area, planters along the north wall, seaside seating walls, a public information area and sidewalk expansion to improve pedestrian flow and decrease congestion. La Jolla Parks & Beaches (LJP&B) have secured \$10,000 for the project, and additional private donors and grants are being sought to fund the estimated \$250,000 project. Trustees unanimously approved the concept plan and praised Neri and Phyllis Minick, chairwoman of the LJP&B Beautification Committee, for their dedicated efforts to improve the area according to extensive public input.

## Prepare to pump

• Sewer Pump Station 27, located in Laureate Park at 2211 Avenida De La Playa, will undergo construction from April to October to correct vibration and cavitation issues which have caused pre-

mature wear on the pumps. Over the past several years, only one of the three pumps has been in operation. The other two pumps have been used as parts for the one operating pump. Ninety percent of the construction will be contained within the station, keeping the noise and construction impact at a minimum. The estimated cost of repair is \$1.5 million.

## Other news...

• LJCPA trustees and members approved the latest updates to the LJCPA bylaws, which will be sent to the City Attorney's Office for review and approval.

• LJCPA trustees voted to support the La Jolla Historical Society's efforts to save the La Jolla Post Office on Wall Street.

• Eight new and returning trustees were elected to the LJCPA and will take their seats during the April meeting. Cindy Thorsen, Phil Merten, Dan Courtney, Tom Brady, Nancy Manno and Cynthia Bond will serve three-year terms, and Devin Burstein and Fran Zimmerman will serve one-year terms.

• Helen Boyden, chair of the Permit Review Committee, urged the LJCPA and subcommittees to do more public outreach early in the process to make residents aware of projects under review in their neighborhoods at the local level.

• Roslyn Lane resident Leigh Hyman urged the LJCPA and Traffic and Transportation Committee to include residents — not just merchants — in discussions about a Master Plan for valet parking.

## Selective education

Re: “Letters writers in glass houses should not throw stones,” Feb. 9, Page 6.

I would like to thank Dr. Valentine for highlighting selected portions of my educational background. Only in La Jolla would the receipt of a doctorate in geography (and doctoral research funded in part by the U.S. Marine Mammal Commission), a discipline involving the study of the natural world that dates back to ancient Greece, be considered wholly unsuitable for working in the field of coastal and marine conservation.

Dr. Valentine forgot to include in his review of my career my Master of Science degree in geography from the University of Wisconsin-Madison. That endeavor included field research on the conservation and management of the Tijuana River Valley and Estuary, a NOAA Estuarine Research Reserve and Fish and Wildlife Serve Reserve I helped to establish. The effort included, among other things, being physically assaulted by thugs at the age of 16 for preventing the illegal destruction of the Tijuana Rivermouth, now a state of California marine protected area. Luckily, that assault, in which I was choked and punched in the head, did not shatter the glass house Dr. Valentine believes I inhabit.

It is unfortunate that Dr. Valentine would dismiss the heroic efforts of peniless fishing families from the village of Cabo Pulmo who agreed to stop fishing in order to preserve the only coral reef in the Sea of Cortez and UNESCO World Heritage Site (that is one of a handful of feeding areas for whale sharks in Mexico), as a suitable model for California marine conservation initiatives. These same fishing families are now courageously battling efforts by a Spanish corporation, Hansa Urbana, to build a new mega-city larger than Cancun, adjacent to the world's most robust marine reserve. In contrast in La Jolla, some residents are unwilling even to provide safe refuge for a small population of harbor seals, espousing a belief that only humans have the right to occupy the coast and ocean.

The one issue that Dr. Valentine and I agree on is that the fishermen of the Vizcaino Peninsula in Baja California Surf, Mexico, have successfully managed their lobster and abalone fisheries for the past 50 years. I am proud of the members of our WILDCOAST Chapters in the villages of La Bocana, Punta Abreojos and Bahia Asuncion, who have resisted efforts to develop their coastline and have valiantly fought off

## LETTERS TO THE EDITOR

the efforts of armed narco-poachers to raid their fishing grounds.

Our chapter members have worked with the staff of the Vizcaino Biosphere Reserve, Mexico's largest federal protected area to stop the black market trade in endangered sea turtles and halt the poaching of the nearly extinct peninsular pronghorn. WILDCOAST helped these fishermen obtain Marine Stewardship Certification for their lobster fishery and prevent the Mitsubishi Corporation from building a 500,000-acre industrial salt-harvesting facility on the northern shore of San Ignacio Lagoon at the southern end of their fishing grounds. In addition, we helped initiate a revolving eco-loan project, the first of its kind in Mexico, to help fishermen and whale-watching guides switch from two-stroke outboard engines to less polluting and more fuel-efficient four-stroke outboards.

Since 2005, WILDCOAST has helped to conserve more than 440,000-acres of habitat around San Ignacio, a UNESCO World Heritage Site and gray whale birthing area. In addition, we recently helped Mexico's National Protected Area Commission preserve an additional 150 miles of coastline in the region. These efforts are documented in my books, "Saving the Gray Whale" and "Wild Sea," and are among the reasons I received the San Diego Zoological Society's Conservation Medal and the California Coastal Commission's "Coastal Hero" Award.

The success of WILDCOAST in supporting successfully and globally significant locally based marine conservation initiatives in the Vizcaino region is why next month I will be taking Dr. Carl Safina and a crew from the PBS series "Saving the Ocean" to document the extraordinary conservation work that has been carried out by the fishing families and WILDCOAST Chapter members of the Vizcaino Biosphere Reserve.

What has most inspired me to continue my work with WILDCOAST is the passionate commitment to conservation on the part of the fishermen south of the border that has required huge sacrifices to safeguard a sustainable future for future generations. In California, we would be wise to follow the example of the selfless behavior of these ocean heroes to preserve their coastal and marine heritage.

**Serge Dedina**

Ph.D., executive director, WILDCOAST

## Don't shoot the messenger

Re: The letter by Peggy Davis to the La Jolla Community Planning Association.

Dear La Jolla Community Planning Association (LJCPA) and the residents of La Jolla,

La Jolla continues to grow and change, but some want to “shoot the messenger” of that change. Architects and designers are the messengers of that change; they sculpt the designs that will grace La Jolla far into the future. The driving force that is behind this change is the unique geography and scenic beauty and amenities that make La Jolla one of the most desirable places to live on the West Coast. La Jolla, through its long history, has always been a community of constant change, just as the waves are constantly changing the beaches and coast.

Change will occur — the real question how will that change be managed and under what guidelines? I have served the LJCPA and the La Jolla community for many years, and my view of a narrow interpretation of the Planned District Ordinance and Municipal Code has been consistent over those years. I have always advocated for good projects and fair assessment of property rights. Some seek to silence this diverse point of view.

The Gatto home will be one of the “greenest” and “smartest” homes in La Jolla. The home will have a net zero footprint in energy consumption by the use of geothermal well and photovoltaic systems. The sensory system and advanced home energy management system will dynamically adjust as the microclimate changes at the site.

Mrs. Davis continues to misstate the facts and misrepresent the true nature of the project.

Surveyors and other consultants have certified that their project, as built, fully conforms to their approved Coastal Development Permit (CDP) and this documentation has been accepted by the city. The Gattos have worked closely with their neighbors to address any concerns during construction. They will soon move into their new home and simply wish to continue to be an active part of the La Jolla Shores Community.

Mrs. Davis calls for my resignation, leveling accusations against me and my firm. These accusations are totally without merit or cause. I will continue to serve the La Jolla community and the LJCPA and advocate for property rights and the strict application of the PDO and municipal codes. She is simply trying to silence a voice for reason and fair play in the La Jolla Community.

**Michael Morton**

AIA, principal, Marengo Morton Architects

*Letters to the editor can be sent to [ljvn@sdnews.com](mailto:ljvn@sdnews.com)*



LA JOLLA VILLAGE NEWS  
BEACH & BAY PRESS  
PENINSULA BEACON



**PUBLISHER**  
**MANAGING EDITOR**  
BEACH & BAY PRESS  
PENINSULA BEACON

**EDITOR**  
LA JOLLA VILLAGE NEWS

**REPORTER**

**PRODUCTION**

**ADVERTISING SALES**

**LEGAL / CLASSIFIEDS**

**ACCOUNTING**

JULIE HOISINGTON  
KEVIN MCKAY (x131)  
[bbp@sdnews.com](mailto:bbp@sdnews.com)  
[beacon@sdnews.com](mailto:beacon@sdnews.com)

KENDRA HARTMANN (x133)  
[ljvn@sdnews.com](mailto:ljvn@sdnews.com)

MARIKO LAMB (x132)  
[reporter@sdnews.com](mailto:reporter@sdnews.com)

ANNA MAGULAC  
CHRIS BAKER

MIKE FAHEY (x117)  
MICHAEL LONG (x112)  
HEATHER ADAMS (x115)  
ALICE TONG (x103)

KIM DONALDSON (x140)

HEATHER GLYNN

PATTY ANGLE (x120)

**sdnews.com**  
SAN DIEGO COMMUNITY NEWSPAPER GROUP

1621 Grand Ave., 2nd Floor, Ste C  
San Diego, CA 92109  
(858) 270-3103 Fax: (858) 713-0095

## PHOTOGRAPHERS

DON BALCH, JIM GRANT,  
PAUL HANSEN, MIKE MCCARTHY

## CONTRIBUTORS

BART MENDOZA, BIANCA KOCH,  
CAROL OLTON, DIANA CAVAGNARO,  
JOHN FRY, JOHNNY McDONALD,  
JUDITH GARFIELD, KAI OLIVER-KURTIN,  
LORALEE OLEJNIK, MEAGHAN CLARK,  
NATASHA JOSEFOWITZ, NEAL PUTNAM,  
NICOLE SOURS LARSON, ROB STONE,  
RACHEL HUTMAN, SANDY LIPPE,  
SCOTT HOPKINS, BLAKE BUNCH,  
MARSHA KAY SEFF, WILL BOWEN,  
KEITH ANTIGIOVANNI, MORGAN  
CARMODY, MARTIN JONES WESTLIN,  
PATRICIA WALSH, VINCENT ANDRUNAS,

## SUBMISSIONS

Announcements, photos and story ideas are welcomed. We ask that content be sent at least one week prior to publication and include valid contact information.

## OPINIONS

The opinions expressed on the Opinion Page do not necessarily reflect those of this paper or the San Diego Community Newspaper Group. To submit a signed letter or guest column, please e-mail the respective publication's editor (at right) or send to 4645 Cass Street, San Diego, CA, 92109. We reserve the right to edit for clarity, accuracy, brevity and liability.

## COPYRIGHT © 2012

All rights are reserved. This newspaper is printed in the United States of America with soy inks and recycled paper. Please recycle.



## What's the scoop?

Highlighting La Jolla businesses

By **MARIKO LAMB** | VILLAGE NEWS

A typical working day in the bustling La Jolla business district likely entails frequent runs to grab caffeinated morning or midday pick-me-ups, quick snack fixes and to-go lunches to keep hard-working professionals energized during the daily grind.

Instead of trading gourmet coffee and quality food for the company coffee pot or nearest fast food joint, one option is Latte by the Sea — a centrally-located, one-stop-shop on 7855 Ivanhoe Ave. — to pick up some fresh coffee and healthy, locally sourced fare.

The kiosk offers much more than one might expect from a typical coffee stand: hot paninis, soups and breakfast burri-

# Latte by the Sea gives La Jolla a quick pick-me-up

tos; hot, iced or blended gourmet coffee concoctions; and healthy juices, smoothies, salads and wraps, to name a few.

All of the goodies available at the stand are locally sourced right from San Diego's own backyard, including coffee blends from Cafe Moto — a division of the former long-standing parent company Pannikin Coffee & Tea — all-natural vegan, vegetarian and gluten-free soups from Decker Brothers in Pacific Beach, and gourmet paninis and wraps from Feast On This, a local catering company that utilizes a revolutionary communication system to enable deaf employees, like Feast On This owner Matthew Baker, to communicate with clients.

Area locals have been trickling out from nearby office buildings or the Wall



Above, customers get a taste of what Latte by the Sea has to offer with a hot espresso tasting. Right, owner John Christofferson, coffee consultant Melanie Baird and employee Jacqueline Arroyo.

Photos by **MARIKO LAMB** | Village News



Street post office to get their hot and healthy meal fix, fresh, nutritious fruit drinks, or any of the coffee cart's varieties of gourmet coffees, lattes and espresso blends since owner John Christofferson opened the spot in May last year.

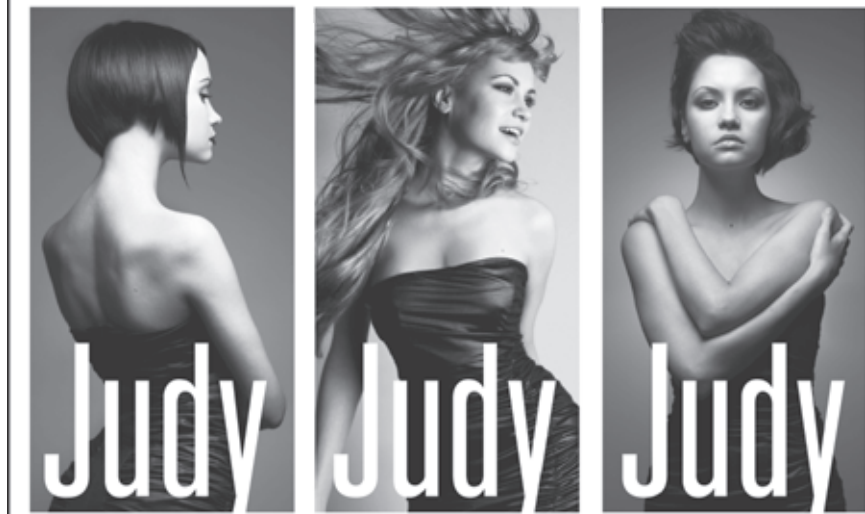
Christofferson's career background was not one that was at all associated with coffee, aside from his self-proclaimed addiction to caffeinated beverages. The venture came about, he said, in the way perhaps many new business ventures have started over the last few years — a change of career

prompted by the loss of a job.

"My history is in software design, mainly for medical devices, in the last 10 or 15 years," he said. "My job got outsourced to India with a bunch of other people here, and I thought, 'What am I going to do at my age?'"

SEE **LATTE**, Page 8

## MIND, BODY & SOUL



Judy Judy Judy Hair Salon is located in downtown La Jolla  
7734 Herschel Ave. Suite P, 858.456.2344 • [www.beautybyjudy.info](http://www.beautybyjudy.info)

**Adding more volume is the number one requested service at our hair salon.**

We specialize in 100% natural hair extensions as featured on America's Next Top Model. This gentle technique won't damage your own hair and there are no styling limitations.

**\$200 OFF**  
your first full head of hair extensions

## Beauty by Judy

**Help for Thinning Hair – Adding Volume is the Number 1 Requested Service!**

According to the Women's Institute for Fine and Thinning hair, there are 30 million women who are currently experiencing hair loss. It can begin as early as puberty, although it usually occurs between 35 and 55 years of age. In the past several years effective treatments have become available for fine, thinning hair. Professional hair loss treatments are most effective when used at the first

signs of thinning or hair loss. After analysis of hair type and problem a personal treatment program should consist of the following: • Prepare – massage with essential oils • Shampoo – treatment shampoo for your hair type • Condition – for dry or damaged hair • Treat – apply products for hair loss.

### Hair Color

**Q:** Should you color your hair if your hair is prematurely gray, or could gray help your business? **A:** Gray can be a matter of self-esteem. You may not be presenting your most professional,

attractive self. By the way, the old adage gray men are distinguished, women are old doesn't hold true. Gray is a grooming issue, not a gender issue. A good rule of thumb, is to go one shade lighter than the natural color so it does not look harsh and goes with the skin tone. Low-lighting colors gray hair and leaves some natural hair showing, which makes gray hair less apparent. All white hair can make some women look washed out. Warm, tan, or golden tones can add color to the hair and skin tones.



**Colleen Van Horn**  
RN, BSN, PHN, CCM C.E.O.



**"Assisting with care needs when you need a little help"**

- Home care for adults; hourly & live-in.
- Specializing in Alzheimer's, dementia, post-operative & rehabilitation care.
- Medication reminders, meal prep, transportation.
- Expertise in geriatric care management.
- All caregivers insured, criminal backgrounds checked and covered by workers compensation.

**1-877-731-1442 (toll-free)**  
[www.innovativehc.com](http://www.innovativehc.com)

### Extensions

Volume and length can be added with extensions. A unique patented process using real human hair attached with a protein bond does not damage your hair. The bonds are so discreet you can style your hair any way you choose. Most women who want this service suffer from thin, weak, and damaged hair, but once this application process has been applied, you will be amazed at the transformation that occurs, not only in your hair, but also in your outlook! Extensions come in 40 different shades.

Call for your **FREE** consultation and receive **\$200 off** on your first full head of hair replacements. 858- 456-2344 or go to [www.beautybyjudy.info](http://www.beautybyjudy.info)  
Judy Judy Judy Hair Salon  
7734 Herschel #P, La Jolla

## Why Would You Need a Geriatric Care Manager?

Jim's elderly father lived several hours from him and Jim was concerned. He knew his dad needed more help but wasn't ready for assisted living and wanted to continue living in his home. Jim went to The National Association of Professional Geriatric Care Managers and did a search for a care manager in his father's area. He found Innovative Healthcare Consultants listed, interviewed and hired one of our RN geriatric care managers to

assist in coordinating his needs.

Since Jim didn't have experience or live in the area, the care manager was able to get Jim's father into a daily meal program, through the VA, she got dad hearing aides and also got him a lifeline bracelet for emergencies. She takes Jim's dad to doctor's appointments, advocates for him, coordinates his medications and makes home visits to check on his well being. She reports back to Jim, with his father's permission.

Is it expensive? Not really when you consider the care manager is on call 24/7 for any crisis situation. The first few weeks coordinating the care and concerns hours may be increased. Then once the person is headed in the right direction, hours decrease and your peace of mind is restored. Medical needs increase as you age, so hiring a nurse geriatric care manager who specialize in helping to achieve the best health outcomes may be desired. You want someone who has been in the field for awhile and has experience in dealing with elder ailments. All the RN Care Managers at Innovative Healthcare Consultants are listed on the national website.

Expect the care manager to be your eyes and ears to your parent or spouse. Jim's father eventually needed more care and the care manager was able to arrange the move close to Jim, which was the most economical option. Jim says "The care manager allowed me to stop worrying and enjoy my dad's final years." See our website at [www.innovativehc.com](http://www.innovativehc.com) or call us at (877) 731-1442.

## ATTENTION REALTORS & PROPERTY OWNERS:

Oceanfront Paradise Rentals is looking for properties to place on our  
NEW STATE-OF-THE-ART WEBSITE!

OUR WEBSITE GOES OUT TO ALL TRAVEL AGENCIES AND



We are a Vacation Rental & Property Management Company with 30 years experience in managing properties. We specialize in properties in La Jolla, Mission Beach, Pacific Beach, Downtown and Point Loma.



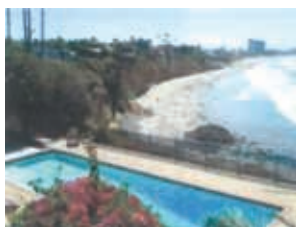
**Oceanfront Paradise Rentals**

858-354-7385

VACATION RENTALS • PROPERTY MANAGEMENT

#1 In San Diego Vacation Rentals

[www.oceanfrontparadiserentals.com](http://www.oceanfrontparadiserentals.com)





## LJ HIGH

CONTINUED FROM Page 4

High students in identical ways as it has in the past. To this day, young men and women are still joining and fighting for our country. However, there is no draft and most students will continue on to college, then a career, then marriage.

In the end, it is important to remember that La Jolla High School is one of the most acclaimed schools in the nation. The school produces students that benefit the community and themselves. La Jolla has left a legacy that is hard to live up to, but if La Jollans can come together as a community, everyone can recall the past and look forward to the future.

— *Katie Allen is a 15-year-old sophomore at La Jolla High School. She attended Torrey Pines Elementary and Muirlands Middle schools. She participates in tennis and lacrosse, and has dabbled in theater. She enjoys music, cooking, traveling and reading and hopes to attend school on the East Coast and receive a degree in liberal arts.*

## LIMITS

CONTINUED FROM Page 1

not to be judged. Some of these may be previous winners and the owners prefer to let others have a chance at winning."

Proceeds from the event again will benefit the nonprofit La Jolla Historical Society, as well as the downtown-based Monarch School.

With entry requests continuing to mount, Dorvillier said the committee may be forced to turn away some requests next year.

"We just don't have the room," he said.

Keith Martin returns as the emcee and will present awards recognizing winners, including the Keith Martin Sports Car Market Report Trophy award during the Saturday Motor Tour and the San Diego Auto Museum Director's Choice award.

Community involvement has been an imperative element to the event this year, Dorvillier said.

"We wanted to focus with the community," he said. "We have worked with many local businesses this year."

He singled out La Valencia Hotel's new general manager Vikram Sood, whom he called "a huge partner for our show."

### Book signings

In conjunction with an in honor of the Concours, Warwick's will be hosting a couple of book-signing events with appropriately themed books. Authors Scott Jacobs and Linda Weldon will be at the bookstore on March 30.

Jacobs' book, titled "The Art of Scott Jacobs: The Complete Works," was listed on Jay Leno's Book of the Month Club. Jacobs' artwork adorns the concours program each year, with last year's original pulling in \$75,000.

Weldon's book, "Road Racing: Drivers of the '60s and '70s," has much of her original photography, taken when photographers were able to get up-close-and-personal at road races.

For more information, visit [www.lajollaconcours.com](http://www.lajollaconcours.com) and [www.warwicks.com](http://www.warwicks.com).

— *Johnny McDonald is a longtime writer and columnist for the San Diego Community Newspaper Group. He can be reached at [johnny23@cox.net](mailto:johnny23@cox.net).*

## A celebration of leadership and classical music on a luxurious ranch



**JFS: left:** Mark Spitzer and Jill Borg Spitzer (she's retiring CEO of JFS; honoree), Michael Hopkins (new JFS CEO), Carole and Jerry Turk (honorary chairs).

**MM: below:** Ronald Thomas (cellist), Anton Nel (pianist), Nancy Laturno Bojanic (MM founding executive director), Mark Laturno, Radomir Bojanic



**JFS: left:** Marc Russo and Leslie Fastlicht Russo (she's auction committee chair), Ashley Stone (event co-chair) and Ryan Stone, Jennifer Levitt (event co-chair) and Jay Levitt



**JFS: above:** Naomi and Michael Rabkin, Susan Shmalo, Gene Carswell, Julie and Paul Datnow



**MM: above:** Vicki Robbin, Tom Wilcox, Kim Heller (concert sponsor), Pat and Chris Weil



**MM: above:** Ole Prahm, Irene Valenti (host), Esther Nahama (Club Amadeus chair), Cynthia and Vernon Aguirre



On March 3, the Hyatt Aventine was the scene for the "Heart and Soul" gala held annually by Jewish Family Services (JFS). The popular event was a sellout again this year, with about 600 guests, and brought in more than \$1 million. The prestigious organization will use the

proceeds to further its innovative programs and broad array of services providing critical care for individuals and families from birth to old age. But despite all the success, it was a bitter-sweet occasion, because the event honored Jill Borg Spitzer, a charismatic and immensely popular leader, who's now retiring after 26 years as CEO. When she started in 1984, JFS had a staff of 20 and few volunteers, an annual budget of \$500,000, and was focused on family counseling. Becoming executive director/CEO in 1986, she led the organization's growth. The staff now numbers over 300 (aided by more than 1,000 volunteers), the annual budget

approaches \$20 million, and JFS has become one of the most well-respected organizations of its kind in the country.

After a huge reception in the Hyatt's Barcino Pavilion, the celebration continued with dinner and the program in the Aventine Ballroom. Gala co-chairs Murray Galinson, Jennifer Levitt and Ashley Stone were introduced, and Rabbi Lenore Bohm gave the invocation, noting that the honoree had vision, passion ... and a great pair of legs. (Jill loves playing basketball, which helps explain her healthy, youthful appearance.)

During the ensuing live auction, TV's funny (if irreverent) Sam "the Cooking Guy" Zien offered a dinner party for six. He looked around the room and said,

"Is it me, or are there a lot of Jews here?"

The dinner will be at his home's kitchen, where he shoots his show.

"Full disclosure," he warned; "I cook with bacon. If you don't want it, you don't have to have it. If you want it, I'll bring it on!"

His item went for \$5,000, and he donated a second one that went for the same price, raising \$10,000 for JFS' Project SARAH, which deals with domestic abuse.

After an impressively professional video tribute showcasing Jill's accomplishments, honorary chair Jerry Turk introduced the San Diego Gay Men's Chorus. Arriving onstage carrying basketballs, they aptly per-

SEE SOCIETY, Page 9



**JFS: above:** Coop Cooprider, Hermeen Scharaga, Patti Cooprider, Reena Horowitz, Sam and Judy White



**MM: above:** Alexandra Pearson, Paul Meschler, Dr. Merle Fischlowitz and Teresa Fischlowitz, Donna Wannop, Barbara Debruine, Ernie Ligon



**JFS: above:** Hamilton and Estelle Loeb, Sam Horowitz, Joyce Gattas, Stefanie Schiff, Joel Smith

## LATTE

CONTINUED FROM Page 7

After a visit to France in 2000 with his wife, he took note of the high quality of coffee he encountered at every turn.

"Even on the train the coffee was good," he said. "I realized that maybe that's what I should try to do, and I'm having a lot of fun doing it. I meet a lot of people and really enjoy talking with them."

Christofferson's previous career in the software industry was one that was solitary, stifling his personable character.

"I really enjoy this. You wear a lot of different hats," he said. "Why didn't I do this earlier? This would have been a lot more fun."

Part of the success of the coffee cart comes from that enthusiasm — and

that of his employees. Just like a La Jolla version of "Cheers," the baristas behind the counter get to know customers' names and drink orders, and repeat customers can collect stamps for free drinks on a drink card, held at the counter. For the chance to win additional free items, the cart holds a business-card raffle each Friday.

Christofferson's rapid learning curve in the coffee business was not without a bit of help. UCSD graduate and 13-year coffee shop owner Melanie Baird has been Christofferson's right-hand gal for coffee consulting.

"I've been working with him for a year and a half now. He uses me for tastings and I do all the fliers. I just share my knowledge with him basically," Baird said. "We try to teach everyone the exact same, so when people come they always have the same experience with people who are positive, smiling, happy and ask how

you like your coffee. We take our time to interview really good people who really want to be here and try to build it up."

Christofferson, Baird and the ladies behind the counter are always attentive to what their customers want, even changing or adding menu items at customers' requests.

"We try to focus on very healthy snacks-to-go that keep you going throughout the day. In this area, people are very health conscious. They work

out all the time and eat healthy," Baird said. "There's not really another coffee cart out there in La Jolla like this."

Latte by the Sea is open from 7:30 a.m. to 3 p.m. Monday through Friday, with happy hour specials from 2 to 3 p.m. and regular tastings throughout the month.

Christofferson owns another cafe inside Tri-City Medical Center in Oceanside and has plans for another San Diego location in the future.



## Flores Landscape Construction Specializing in Interlocking Pavers

Concrete • Driveways • Block Walls • Patios • Fences Natural  
Stones • Lighting • Synthetic Turf Lawns  
Hauling • Complete Yard Care • Tree Service  
Sprinkler Repair • Installation

Free Estimates • Reasonable Prices  
(858) 952-4915





# Traveling bell jelly takes the red eye



## Tide Lines

JUDITH LEA GARFIELD

When it comes to moving around, some jelly species fly below the radar and always take the red eye. A bell jelly belonging to the genus *Polyorchis* escapes predatory eyes by traveling in rapid pulse motion just above the seafloor. Its tentacles are amazingly elastic, contracting to very short and stout when in active swimming mode or extending to twice the bell’s length, especially when drifting. A bell jelly travels light, being that its umbrella is both transparent and small (no more than 2 inches high). A local species, *P. haplus*, is confined to California waters but another similar species, *P. penicillatus*, ranges all along the North American coast. I can’t count on seeing the bell jelly on a regular basis, not only because of its size and color-free umbrella, but because it is common in some years and nearly absent in others.

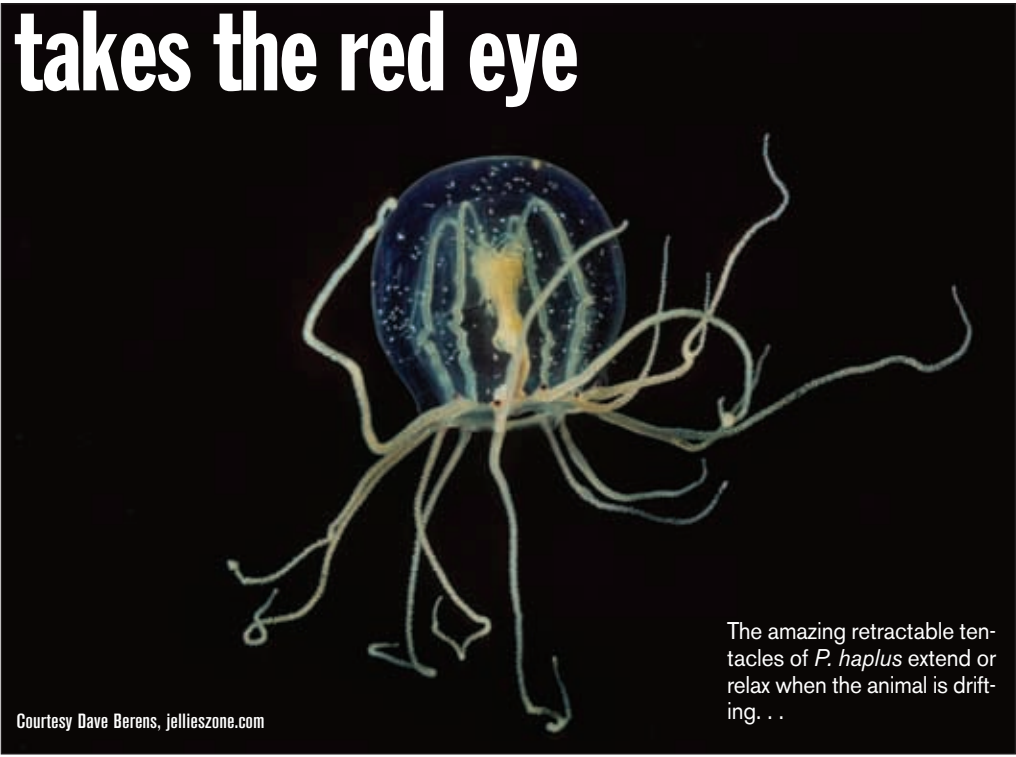
Small crustaceans and worms that poke along near or on the seafloor are favorite eats. After being nabbed by poison-filled tentacles, the captured food is transferred to the mouth, which is attached to a long, tubular stomach extending nearly the bell’s vertical length. It isn’t luck that determines whether a jelly dines en route but distinctive, bright-red, light-sensitive ocelli (eye spots) located at the base of each tentacle that detect prey. In this case, seeing isn’t about identifying the big “E”

on any eye chart but surmising light from shadow. I know the bell jelly sees something, based on its feverish pulsing to escape the flashes from my strobe. Looking under the bell, one finds organs, besides the stomach. Of note are the gonads (sex organs)—more a collection of sausage-like appendages that dangle from the under surface of the umbrella. Early taxonomists were clearly impressed enough to celebrate them by choosing *Polyorchis*, meaning many testicles, for the genus.

Back in the 1800s, when this bell jelly was identified, no one could have imagined its role in modern neuroscience studies. Though the jelly has long been known to bear nerve-rich tissues within its margins, not until the last couple of decades has it been understood that the tissues contain the neurotransmitter dopamine. In higher animals, neurotransmitters comprise a group of chemicals that allow nerve cells (a.k.a. neurons) to communicate with each other and, as a result, produce or inhibit actions (mental, emotional, physical). Though they don’t actually touch each other to communicate, neurons exchange information in the spaces (synapses) between where one neuron ends and another begins. When a message reaches the end of the first neuron, it triggers the release of neurotransmitter chemicals into the synapse, then these chemicals travel across the synapse and touch the beginning part of the next neuron in the chain. That



Try this on for scale. A *P. haplus* bell jelly is dwarfed by my gloved hand. ©2012 Judith Lea Garfield



Courtesy Dave Berens, jellieszone.com

The amazing retractable tentacles of *P. haplus* extend or relax when the animal is drifting. . .

touch triggers the next neuron to spread the message on down the chain of cells. Dopamine, a well-known neurotransmitter chemical, has been used in human treatment (L-dopa) for motor diseases like Parkinson’s. But neurotransmitter mechanisms can go haywire, with other brain disorder outcomes like hallucinations, paranoia, depression and other symptoms of mental illness.

The phylum Cnidaria comprises what are believed to be the most primitive organisms (jellies, anemones and corals) with a true nervous system. Dopamine is found in extracts taken from the nerve-rich tissues of the margins of this jelly (not so for other compounds in the same family like epinephrine, norepinephrine and serotonin) and is shown to be involved in the jelly’s swimming mechanism from studies carried out on contracting (crumpling) and relaxing pulses.

While dopamine is known to be floating around the tissue that surrounds the nerve cells, only recently have researchers carried out experiments that lead them to believe the nerve cells themselves might be responsible for releasing the neurotransmitter. If so, the message would be released from the neuron then relayed to the muscle to permit contraction. Whether or not the dopamine-rich tissue is the neurotransmitter link inhibiting or modulating the jelly’s central nervous system will only be known when studies definitively show that dopamine is also present inside the nerve cells, not just in the sur-



. . . and retract or crumple when in the act of pulse-swimming. ©2012 Judith Lea Garfield

rounding tissue, and that the cells do in fact release dopamine.

Some may wonder why time is “wasted” studying a primitive animal without a brain just because it has dopamine, when we should be putting our time and money into understanding and treating brain malfunctions? That the bell jelly has bottom-rung status evolutionarily speaks to its relatively simple mechanics (few nerve cells next to our billions of nerve cells), making it an easier model to study. Although we branched off from jellies, we still share origins, so understanding the workings of a jelly provides us with a refined starting point with which to understand ourselves. In this case, knowledge gleaned from understanding the jelly neurotransmitter mechanism helps us reconstruct the early evolution of the ways and means of neurochemical communication, since it is presumed that it was in the Cnidaria, or a common ancestor, that such mechanisms first evolved.

— Judith Lea Garfield, biologist and underwater photographer, has authored two natural history books about the underwater park off La Jolla Cove and La Jolla Shores. Send comments to jgarfield@ucsd.edu

## SCIENCEbriefs Seafloor takes shape

Google Earth recently released the latest version of its ocean terrain, which now has sharper resolution of its seafloor maps and more accurate imagery in key ocean areas. The mapping is possible because of data assembled by Scripps Institution of Oceanography scientists, NOAA researchers and UCSD students, as reported in Scripps’ electronic magazine, Explorations Now.

“The original version of Google Ocean was a newly developed prototype map that had high resolution but also contained thousands of blunders related to the original archived ship data,” said Scripps geophysicist David Sandwell. “UCSD undergraduate students spent the past three years identifying and correcting the blunders as well as adding all the multibeam echosounder data archived at the National Geophysical Data Center in Boulder, Colorado.”

The Google Earth map that is now available for public use matches the map that is currently used in the research community, making the program useful as a tool for planning voyages into uncharted areas, said Sandwell.

## Species thrive where water temps collide

Director of the Scripps Center for Marine Biodiversity and Conservation Lisa Levin led a scientific exploration into a rare oceanic environment off the Costa Rican coast where hydrothermal vent systems, which emit hot water in surges, meets cold areas where methane seeps from the ocean bottom.

In this unusual underwater ecosystem — coined the “hydrothermal seep” — Levin and her colleagues discovered a large number of unknown species amongst a vast cover of tubeworms in the area.

“There are plenty of surprises left in the deep sea,” said Levin. “Not only are there new species, but there are almost certainly new communities and ecosystems to be discovered.”

Levin’s study is published in the Scripps Institution of Oceanography’s March 7 issue of the Proceedings of the Royal Society B. Scripps coauthors include Greg Rouse, Geoffrey Cook and Ben Grupe.

A “foundation” species of tubeworm found in hot vents and cold seeps. Photo by Greg Rouse, courtesy of Scripps Institution of Oceanography

## SOCIETY

CONTINUED FROM Page 8

formed three songs (no; “Sweet Georgia Brown” was not one of them), earning a grand ovation. Jerry also announced that part of the Turk Family Center will now be known as the Jill Borg Spitzer Administrative Wing. He presented the honoree onstage, and the entire audience rose for a standing ovation. Jill spoke briefly, saying “Judaism is not the

services we attend, but the services we perform.” She then introduced Michael Hopkins, the new CEO. It’s said that he’ll have some big shoes to fill (meant in the nicest way, of course).

Lavish dessert buffets topped off the evening, as the band NRG played for dancing. They’re getting a lot of gigs these days — probably because they’re really quite good.

\*\*\*

Mainly Mozart (MM) held a soirée this past Sunday at the luxurious Valenti

Ranch. It was one of their larger Club Amadeus events, with 120 guests, including members of their elite “Club A” support group, prospective members and guests of the host, Irene Valenti. It began with a very social wine and champagne reception and a silent auction of wine gift baskets on the verandah, before moving indoors for a concert featuring two very accomplished musicians.

Ronald Thomas performed on cello, and Anton Nel on piano. Both enjoy sig-

nificant international acclaim, and have been part of the MM family for years, so all were eager to hear them play. Their program included Schumann’s Fantasiestücke in A minor/A major, Beethoven’s Theme and Seven Variations on “Bei Mannern” (from Mozart’s “The Magic Flute”), and Brahms’ Sonata for Cello and Piano No. 2 in F (this last piece particularly difficult, but flawlessly performed). It was unusually warm for early March, and MM conductor and founding music director David

Atherton — himself comfortably (if somewhat informally) dressed — invited the gentlemen present to doff their jackets. Cellist Thomas declined the suggestion, saying “It’s no cooler with your jacket off — and it’s a little less attractive.”

After the hourlong performance, guests enjoyed hors d’oeuvres and desserts presented outdoors by MM’s “Official Chef,” Ron McMillan of Catering Solutions, as the sun set and the evening cooled.



**THURSDAY, March 8**

• **La Jolla Town Council meeting**, 5 p.m., La Jolla Recreation Center, 615 Prospect St., (858) 454-1444, [www.lajollatown-council.org](http://www.lajollatown-council.org), free

• **“Granito: How to Nail a Dictator,”** 8 p.m., The Loft at UCSD, 9500 Gilman Drive, screening of the political thriller / memoir of genocide and justice, (858) 534-8497, [www.artpwr.edu](http://www.artpwr.edu), \$8

• **Baby Sign Language**, 9:45 a.m., La Jolla Library, 7555 Draper Ave., join author Monta Briant for ASL fun with songs, stories and tips on using sign language with children, (858) 552-1657, [www.lajollalibrary.org](http://www.lajollalibrary.org), free

• **UCSD Singers**, 7 p.m., CPMC Theatre, 9500 Gilman Drive, students of Philip Larson perform music by composers Antonio Vivaldi, Josquin and Ralph Vaughan Williams, (858) 534-3229, [music.ucsd.edu](http://music.ucsd.edu), free

• **UCSD Jazz Concert**, 8 p.m., Conrad Prebys Concert Hall, 9500 Gilman Drive, (858) 534-3229, [music.ucsd.edu](http://music.ucsd.edu), free

**FRIDAY, March 9**

• **Screening of “The Stranger,”** 3 p.m., La Jolla Library, 7555 Draper Ave., free popcorn and the third installment of film noir classics from the 1950s and 1960s, (858) 552-1657, [www.lajollalibrary.org](http://www.lajollalibrary.org), free

• **Mainly Mozart concert**, 7:30 p.m., The

Neurosciences Institute, 10640 John Jay Hopkins Drive, Beethoven and Brahms with a wine celebration before and Q&A after, (619) 239-0100, [www.mainly-mozart.org](http://www.mainly-mozart.org), \$55

**SATURDAY, March 10**

• **Printmania Family ArtLab**, Museum of Contemporary Art La Jolla, 700 Prospect St., explore the John Baldessari's new gallery then enjoy a printing workshop inspired by Baldessari's process, recommended for families with children ages 5 and older, (858) 454-3541, [www.mcasd.org](http://www.mcasd.org), \$10 for members and military families, \$25 for nonmember families

• **TapWater concert**, 8:30 p.m., The Loft at UCSD, 9500 Gilman Drive, (858) 534-8497, [www.artpwr.edu](http://www.artpwr.edu), free for Loft member, \$6 for UCSD students, \$12 regular admission

• **Guided walking tour of historic La Jolla**, 10 to 11:30 a.m., Wisteria Cottage, 780 Prospect St., RSVP required, (858) 480-6424, [www.lajollahistory.org](http://www.lajollahistory.org), \$10

• **Dustin Donahue concert**, 8 p.m., Conrad Prebys Concert Hall, 9500 Gilman Drive, Donahue performs some of the earliest solo percussion repertoire from the 1950s and 1960s, (858) 534-3229, [music.ucsd.edu](http://music.ucsd.edu), free

**SUNDAY, March 11**

• **La Jolla Open Aire Market**, 9 a.m. to 1 p.m., La Jolla Elementary School, Girard

Avenue and Genter Street, (858) 454-1699, [www.lajollamarket.com](http://www.lajollamarket.com), free

• **Stephen Solook concert**, 3 p.m., CPMC Theatre, 9500 Gilman Drive, percussionist Solook presents a concert of music by esteemed Department of Music faculty, (858) 534-3229, [music-ucsd.edu](http://music-ucsd.edu), free

**MONDAY, March 12**

• **Holly Hofmann and friends mini concert**, noon, Athenaeum, 1008 Wall St., free lunchtime treat featuring jazz, chamber and world music, (858) 454-5872, [ljanthenaeum.org](http://ljanthenaeum.org), free

• **Jewelry making with Yolanda**, 2:30 to 3:30 p.m., Riford Center, 6811 La Jolla Blvd., (858) 459-0831, [www.rifordcenter.org](http://www.rifordcenter.org), \$15 for members and \$20 for nonmembers

• **A Railway to Damascus**, 7 p.m., Taubman Drama Workshop, 4126 Executive Drive, (858) 362-1362, [www.lfjcc.org](http://www.lfjcc.org), \$8 to \$10

**TUESDAY, March 13**

• **Investment Club meeting**, 2 to 3 p.m., Riford Center, 6811 La Jolla Blvd., discussion of economic trends, financial planning observations and current investment topics, (858) 459-0831, [www.rifordcenter.org](http://www.rifordcenter.org), free

**WEDNESDAY, March 14**

• **Book discussion with author Patrick**

**McMahon**, 6:30 p.m., La Jolla Library, 7555 Draper Ave., local author McMahon will discuss his book, “Becoming Patrick: A Memoir,” (858) 552-1657, [www.lajolla-library.org](http://www.lajolla-library.org)

**THURSDAY, March 15**

• **Museum of Contemporary Art open house**, 5 to 7 p.m., 700 Prospect St., free admission to the museum plus free guide-led tours, (858) 454-3541, [www.mcasd.org](http://www.mcasd.org), free

• **The Ian Tordella Group with DGQ in concert**, The Loft at UCSD, 9500 Gilman Drive, modern tenor saxophonists with influences from modern jazz to electronic music, (858) 534-8497, [www.artpwr.edu](http://www.artpwr.edu), free

• **La Jolla Town Council Sunsetter happy hour**, 5 to 7 p.m., Chedi Thai Bistro, 737 Pearl St., meet and mingle, (858) 454-1444, [www.lajollatowncouncil.org](http://www.lajollatowncouncil.org), \$5 for La Jolla Council Members and \$10 for nonmembers

• **ShadowPlay exhibition**, 6:30 p.m., Athenaeum, 1008 Wall St., Alexander Jackson's Line and Shadow exhibition of ink line drawings, (858) 454-5872, [www.ljathenaeum.org](http://www.ljathenaeum.org), free

• **“Grease!”** 7 p.m., La Jolla High School auditorium, 750 Nautilus St., stars juniors Truly Bailey and Giovanni Moujaes as Sandy Dumbrowski and Danny Zuko, runs through March 17, \$7-\$15

**‘Fresh Talent’ comes to La Jolla**

The La Jolla Art Association will feature the talent of new and upcoming artists in the San Diego area in its next show, “Fresh Talent.”

Running from March 12-25, the association will host a gala opening March 17 from 4 to 7:30 p.m. At 6 p.m., former Hollywood television writer, producer and Emmy-Award winner David Wiemers will lead a discussion with the artists to give insight into their works on display.

“This will be a great opportunity to get inside the mind of an artist and see what the creative process is all about,” said Wiemers. “It never fails to make the art more interesting.”

The La Jolla Art Gallery is open free to the public from 11 a.m. to 5 p.m. Mondays through Sundays and is located at 8100 Paseo del Ocaso. For more information, call (858) 459-1196 or visit [www.lajollaart.org](http://www.lajollaart.org).



*America's Best*  
**DONOVAN'S**  
STEAK & CHOP HOUSE  
877-698-6666  
6TH & K - GASLAMP  
LA JOLLA  
PHOENIX  
[DONOVANSSTEAKHOUSE.COM](http://DONOVANSSTEAKHOUSE.COM)  
OPEN AT 4:00PM. DINNER AT 5:00PM.  
RESERVATIONS RECOMMENDED.  
BUSINESS CASUAL. VALET PARKING AVAILABLE.



**STATION SUSHI**  
20% OFF SUSHI  
with this ad, cannot be combined with any other offer  
Excluding Fridays.  
5752 La Jolla Blvd. (858) 551-0410  
[stationsushi-birdrock.com](http://stationsushi-birdrock.com)  
Mira Monte  
La Canada St.  
LA JOLLA BLVD  
Bird Rock Ave.



VOTED "BEST BREAKFAST"  
**Breakfast & Lunch**  
Open Daily 6am-3pm  
The Original **Broken Yolk Café**  
\$2.00 OFF Any Entree  
\$8 minimum entree purchase plus beverage, per person  
Limit 4 per coupon. 1 coupon per table.  
No separate checks. Not valid on weekends, holidays or with any other coupons, specials, offers or with private groups.  
Visit us online at: [www.thebrokenyolkcafe.com](http://www.thebrokenyolkcafe.com)  
Visit us at our other locations:  
Gaslamp • Eastlake  
La Costa • San Marcos  
Oceanside - NOW OPEN!  
Point Loma - NOW OPEN!  
Pacific Beach  
1851 Garnet Ave.  
(858) 270-YOLK



**COASTAL DINING**  
IN AND AROUND  
LA JOLLA

**Donovan's Steak House**

They may look good enough to eat, but the paintings and sculptures at Donovan's of La Jolla are strictly off limits – so you'll have to content yourself with the USDA prime beef, the eatery's star attraction. If steak isn't in the plan, pork and veal chops and succulent seafood will satisfy the most discriminating of palates. And at Donovan's, fresh seasonal vegetables and your choice of potato are always included with each entrée.

**Cafe Milano**

Enjoy a taste of Milano right here in La Jolla. Chef - owner Pasquale's 25 years of experience with Northern Italian Cuisine and hospitality offers only the best and most incredible meal for the entire family. Chef - owner Pasquale will always go that extra mile from their homemade bread, pasta, dessert to your main dish and a variety of his signature sauces, you will surely leave the restaurant already planning when you will be back again! We hope to serve you soon!

**Station Sushi**

Station Sushi can handle your late night private party for 20 - 40 people (10 person minimum-10:30 pm to 1:30 am). And the best part is for only \$40. per person it's All-you-can-eat AND drink (some restrictions apply). Join us for Happy Hour Sunday-Thursday 5:30 to 7 pm. We are now open for lunch Monday-Friday 12-2 pm. Dinner Monday-Sunday 5:30-close. Full Bar. [www.stationsushi-birdrock.com](http://www.stationsushi-birdrock.com)

**Jersey Mike's**

Jersey Mike's is a sub shop that embodies the Jersey Shore, serves up classic sub sandwiches, wraps, and salads for dine in or take out. Menu items includes the popular original Italian sub, a meat lover's dream, with provolone, ham, prosciuttini, cappacuolo, salami and pepperoni, guaranteed to be always freshly sliced. Jersey Mike's also offers hot subs like the famous Philly cheese steak, grilled. East coast transplants will be happy to hear that they can get their fill of Tastykakes – a rare treat on the West Coast – at Jersey Mike's.

**The Broken Yolk Café**

The Broken Yolk Café offers a large selection of home cooked meals in a comfortable and casual atmosphere. There are over 20 different omelets to choose from as well as a wide variety of other breakfast favorites which include pancakes, waffles and French toast. Feel more like lunch? Try one of our juicy ½ pound burgers or one of our large sandwiches.



**C A F E MILANO**  
HOMEMADE PASTA • FRESH SEAFOOD • LOBSTER RAVIOLI  
MILANO  
Hours of operation:  
Mon. - Fri.: 11:30am-10:00pm  
Sat.: 12:00pm-10:00 pm  
Sun.: 12:00pm-9:00pm  
711 Pearl St. | (858)454-3806  
[www.cafemilanolajolla.com](http://www.cafemilanolajolla.com)



**Jersey Mike's SUBS**  
SINCE 1956  
Always Fresh Sliced!  
Always Fresh Grilled!  
Now Open in La Jolla!  
7836 HERSCHEL AVE.  
858-200-9888  
Visit Us at Solana Beach  
915 LOMAS SANTA FE  
858-259-9111  
Coming Soon to Pacific Beach  
1975 GARNET AVENUE  
Bicycle delivery available  
in the Village for \$20 minimum  
Store hours: 7 a.m. - 9 p.m. daily  
[visitjerseymikes.com](http://visitjerseymikes.com)



## ANNOUNCEMENTS 100

## ▼ calendar/events

**SENIOR CRIBBAGE GROUP** Join us for a friendly cribbage game, Thursdays at 9:15. Call 858-581-844

## ▼ lost &amp; found

**LOST RING** at intersection of Reed Ave & Ingraham St. Sentimental. \$200 reward. Call to describe. (801) 446-5353

## HELP WANTED 250

## ACCOUNTING CAREER SCHOOL

One program trains you for multiple job opportunities!

Be job-ready in 6 months for many job positions: accounting and AR, AP clerks; bookkeepers; Quick-Books specialists...or, start your own bookkeeping business!

## ACCOUNTING ACADEMY

Call for brochure: 858-836-1420  
Next classes begin March 26th  
www.theaccountingacademy.com

## ▼ general help wanted

**AIRLINES ARE HIRING** Train for hands on Aviation Career. FAA approved program. Financial aid if qualified- Job placement assistance. Call Aviation Institute of Maintenance 888-242-3214 toll free.

**AMATEUR FEMALE MODELS** Amateur Female Models Wanted: \$700 and more per day. All expenses paid. Easy money. (619) 702-7911

**BARBER/STYLIST WANTED** PARADISE BARBER SALON is now hiring licensed barber/stylist...commission/ boothrent available...if you are interres please contact Saida@ 619/756-7778 or (619) 929-7310

**OCEAN CORP** Houston, TX. Train for NEW Career... "Underwater Welder. Commercial Diver. \*NDT/ Weld Inspector. Job placement and financial aid for those who qualify. 800-321-0298.

## ITEMS FOR SALE 300

## ▼ garage/yard sales

**GIGANTIC 52ND ANNUAL** Rummage Sale! La Jolla United Methodist Church Sat March 10th 8:30-3:30 1/2 price after 1:30 6063 La Jolla Blvd. www.lajollaundermethodist.org

**PT. LOMA /OB YARD SALE** Saturday May 12th. Sign up today for the largest community garage sale in 2012. You have until Friday May11th @7pm to sign up for this event. See our website BIGPLSALE.COM email information to bigplsale@gmail.com

## ▼ misc. for sale

**FAST FOOD DISCOUNT CARDS** Fast Food Discount Cards that never expires. 24 Restaurants including Arby's, Wendys, Pizza Hut, Krispy Kreme and more. Cost \$20. R. T. 3115 WhiteHorse Road PMB 177, Greenville, SC 29611. (864) 295-5551

**MANGOSTEEN THE QUEEN OF FRUITS** Feel better now and try risk free today: www. My-Mangosteen.net

**MAKAYLA-ANNDESIGNS.COM** Handmade & handcrafted jewelry. Unique and at low prices! www. Makayla-AnnDesigns.com

**OUTLET CENTER DOORS WINDOWS** We have warehouse full of Doors, Windows, Flooring reduced Prices (858) 268-0679

**RECENT UCLA GRADUATE** helps students of all ages with studies! ~\$15/ hr. tutorLindsey@gmail.com

**RESALE & NEW** women's clothes, accessories, shoes, jewelry, \$5 - 35, Designer BARGAINS, Tierrasanta. (619) 985-6700

## ▼ misc. for trade

**ATT READERS! FREE BOOKS!** Trade your books for free at www.PaperBackSwap.com!

## ITEMS WANTED 325

**GOT OLD COMIC BOOKS?** Local collector seeks vintage comic books and paperbacks from 1950s and older. Let's make a deal! Contact me at sandiegocomics@yahoo.com.

## PETS &amp; PET SERVICES 400

## ▼ pet adoption/sale



**ENGLISH BULLDOG** Male, 11 Weeks old, AKC registered, Shots, Vet Checked, Champion Line, house broken Asking for \$600, Email:lisadavid144@hotmail.com (619) 575-8510 x ID 3118830

## ▼ pet services

**K9 PHYSICAL THERAPY/REHAB** CUTTING EDGE K9 REHAB www.cuttingedgek9.com We have been Featured On Local And National News, Radio And A Number Of Local Papers And Magazine Articles. Swimming is one of our strongest recommendations for most K9's. It

is an ideal form of exercise for a number of reasons. We offer assisted swimming in a warm water environment. The benefits are: • Non-weight-bearing (reducing stress on joints) • Facilitates full use of the front and hind legs vs. partial use as seen with underwater treadmills • Dogs are often able to actively swim although unable to move their legs on land (due to stroke/ spinal injury) • Allows manual techniques by therapist/ manual resistance to an affected limb • Swimming in a controlled environment is the safest way for clients to exercise. • Speeds recovery following injury/ surgery • Improves function and quality of life • Works reciprocal muscle groups throughout the session (helps correct muscle imbalances) • Reduces pain and inflammation • Reduces canine obesity thus decreasing the risk of other health-related problems • Increases strength, range of motion and cardiovascular conditioning • Prevents overheating through proper water temp • Increases tolerance for extended cardiovascular training • Decreases recovery time • Reduces post-exercise soreness • Provides good cross training for the competitive, athletic dog (619) 227-7802



**ZIGGY**  
He is a 7 year neutered male greyhound mix A real gentleman! A good looking great dog! You would be one lucky family to have such a good boy hanging out with you! He is fixed, chipped and vaccinated.  
**Call SNAP Foster:**  
**760-815-0945 Or Email:**  
**volunteer@snap-sandiego.org**



**CAT ADOPTION SERVICE**  
An All Volunteer Non Profit Corporation  
Lucky was rescued off the streets of SE San Diego abandoned by a roadside. Lucky and many other Rescued Cats and Kittens are looking for loving permanent homes. Come visit them at the **La Jolla Petsmart** located in La Jolla Village Square.

For more information please visit our website at **www.catadoptionservice.org**

## MISC. SVCS. OFFERED 450

## ▼ services offered

**LJ ARCHITECTURAL DESIGNS** Construction permits, blueprints, Residential Designs. LOW RATES!!! SE HABLA ESPANOL LIC.#069268 (619) 817-7787

**REMODEL & ADDITION SPECIALISTS** FREE ESTIMATES. No job too small. Call to see our portfolio or Email us at RichardNileConstruction@yahoo.com (619) 684-0336

**BUSY HOUSEWIFE OR CAREER WOMAN** I can help you with: \*\*Grocery shopping \*\*Running errands \*\*Household management \$20 per hour + mileage Call Kirsty 619 379 8750

## BUSINESS OPTS. 550

## ▼ income opportunities

**WWW.SPORTSGIRLJEWELRY.COM** FUND RAISERS FOR YOUTH SPORTS- VERY PROFITABLE

**WANT TO** Purchase minerals and other oil/ gas interests. Send details to: P. O. Box 13557, Denver, CO 80201

## REAL ESTATE 800

## ▼ investment properties

SERVING S.D. SINCE 1967

**INVESTMENT PROPERTY SPECIALISTS, SALES & EXCHANGES**  
APARTMENTS • OFFICE BUILDINGS  
COMMERCIAL • LEASING • FEE COUNSELING  
• RESORT PROPERTIES ANYWHERE  
• REAL ESTATE PROBLEM SOLVING

**GEORGE JONILONIS**  
"The Estate Builder"  
858-278-4040

3536 Ashford St., San Diego, CA 92111  
in Clairemont.  
gjonilonis@att.net  
Fax 760-431-4744

## ▼ for sale or exchange

**DEL MAR LAGOON VIEW HOME** buy, lease or lease option, \$1.65mil. Kearney Mesa 21,800 sq ft office building just reduced \$300K, now \$3.35mil. Buy 200 ft Baja beach lots or 9 miles (or less) Pacific Ocean front land. Need a partner to develop all or part. Local resale shop biz for sale. Many more RE opportunities. Geo Jonilonis Rltr 619 454 4151

## LEGAL ADS 900

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003026 THE NAME(S) OF BUSINESS: SHARON CONNORS & ASSOCIATES** located at: 1043 RELIANCE WAY DEL MAR, CA. 92014 is hereby registered by the following owner(s): SHARON A. CONNORS This business is being conducted by: AN INDIVIDUAL. The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB

01, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-002887 THE NAME(S) OF BUSINESS: BETTY BRITE CLEANING** located at: 4366 WINONA AVE #1 SAN DIEGO, CA. 92115 is hereby registered by the following owner(s): BEATRIZ RADDATZ This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 01/31/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 31, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003853 THE NAME(S) OF BUSINESS: NEWPORT QUIK STOP PARTY STORE, NEWPORT QUIK STOP AND PARTY STORE** located at: 4921 NEWPORT AVE. SAN DIEGO, CA. 92107 is hereby registered by the following owner(s): NEWPORT QUIK STOP INC This business is being conducted by: A CORPORATION NEWPORT QUIK STOP INC. 4921 NEWPORT AVE. SAN DIEGO, CA. 92107 CALIFORNIA The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 09, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**SUMMONS** IN A CIVIL ACTION Case No. 51-CV-1247-GT-RBB UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF CALIFORNIA, UNITED STATES OF AMERICA, CAHUILLA BAND OF INDIANS, RAMONA BAND OF CAHUILLA, PLAINTIFFS, v. FALLBROOK PUBLIC UTILITY DISTRICT, et al., Defendants, TO: GHASSEM BAHRAM-BEYGULI, YOU ARE HEREBY SUMMONED and required to file with the Clerk of this Court and serve upon PLAINTIFF'S ATTORNEY Scott McElroy, MCELROY, MEYER, WALKER & CONDON, P.C., 1007 Pearl Street, Suite 220, Boulder, CO 80302, Tel: (303) 442-2021, an answer to the complaint which is herewith served upon you, within such time as to be set by subsequent order of the Court pursuant to order of Judge Thompson dated July 22, 2009 (Docket #5174). If you fail to do so, judgement by default will be taken against you for the relief demanded in the complaint. DATED: October 20, 2009. Publish Dates: FEB 16, 23 MAR 01 AND 08, 2012

**SUMMONS** IN A CIVIL ACTION Case No. 51-CV-1247-GT-RBB UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF CALIFORNIA, UNITED STATES OF AMERICA, CAHUILLA BAND OF INDIANS, RAMONA BAND OF CAHUILLA, PLAINTIFFS, v. FALLBROOK PUBLIC UTILITY DISTRICT, et al., Defendants, TO: GHASSEM BAHRAM-BEYGULI, YOU ARE HEREBY SUMMONED and required to file with the Clerk of this Court and serve upon PLAINTIFF'S ATTORNEY Curtis Berkey ALEXANDER BEKEY, WILLIAMS & WEATHERS LLP, 2030 Addison Street, Suite 410, Berkeley, CA 94704, Tel: (510) 548-7070, an answer to the complaint which is herewith served upon you, within such time as to be set by subsequent order of the Court (Docket #5174). If you fail to do so, judgement by default will be taken against you for the relief demanded in the complaint. DATED: October 20, 2009. Publish Dates: FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-002579 THE NAME(S) OF BUSINESS: PREMIERE PROPERTY GROUP OF CALIFORNIA** located at: 4881 ROLANDO AVE. SAN DIEGO, CA. 92115 is hereby registered by the following owner(s): DONNA JAMES, ANGELA WASHINGTON This business is being conducted by: A GENERAL PARTNERSHIP The transaction of business began on: 01/01/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 27, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003959 THE NAME(S) OF BUSINESS: FINEST CITY LUXURY TRANSPORTATION** located at: 1947 CHALCEDONY ST. SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): ELENA DELACRUZ This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 02/07/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 09, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-001802 THE NAME(S) OF BUSINESS: SAN DIEGO EXCELLENT ADVENTURES, S.E. ADVENTURES, SUP DIEGO, P.B. SPORTS (PACIFIC BEACH SPORTS), SAN DIEGO DIVE & KAYAK, SUP BUB (SUP-BUB.COM)** located at: 2727 DE ANZA RD. SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): JUSTIN CANNATELLA This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 06/01/06 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 19, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003618 THE NAME(S) OF BUSINESS: BASEBALL BARD** located at: 6660 CAMINITO HERMITAGE LA JOLLA, CA. 92037 is hereby registered by the following owner(s): RICHARD M. SICKMAN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 02/07/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 07, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003922 THE NAME(S) OF BUSINESS: JR PRODUCE** located at: 3455 DEL REY ST SUITE 4 SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): JUAN A. RICARDO, MARIA A. PACHECO LOPEZ This business is being conducted by: HUSBAND AND WIFE The transaction of business began on: 02/05/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 09, 2012 ISSUE DATE(S): FEB 16, 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003718 THE NAME(S) OF BUSINESS: CHALCEDONY 11** located at: 1727 CHALCEDONY ST. SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): 1. LOUIS OTTO EMMIE, TRUST 2. ROBERT CAETTLI, TRUSTEE 3. CAROLYN M. CAETTLI, TRUSTEE 4. STEPHANIE EMMIE, TRUSTEE This business is being conducted by: A TRUST The transaction of business began on: 12/15/1987 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 08, 2012 ISSUE DATE(S): FEB 23 MAR 01, 08 AND 15, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003445 THE NAME(S) OF BUSINESS: THE PRODUCTION ASYLUM** located at: 719 SONRISA STREET SOLANA BEACH, CA. 92075 is hereby registered by the following owner(s): KRAUSE, SAUTTER & ASSOCIATES This business is being conducted by: A CORPORATION KRAUSE, SAUTTER & ASSOCIATES 719 SONRISA ST. SOLANA BEACH, CA. 92075 CALIFORNIA The transaction of business began on: 01/01/1996 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 06, 2012 ISSUE DATE(S): FEB 23 MAR 01, 08 AND 15, 2012

**SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2012-00092223-CU-PT-CTL** PETITIONER OR ATTORNEY, DEVIN RAGE BORILLO 10766

DABNEY DR, #32 SAN DIEGO, CA. 92126 858-336-5454 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM DEVIN RAGE TOLENTINO BORILLO TO DEVIN RAGE TOLENTINO THE COURT ORDERS THAT all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition should not be granted. Any person objecting to the name changes described above must file a written objection that indicates the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing. NOTICE OF HEARING TO BE HELD ON MAR 29, 2012 TIME : 8:30 AM DEPT: 8 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATE(S): FEB 23 MAR 01, 08 AND 15, 2012

**NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL** 1350 Front St., Room 5056, San Diego, CA. 92101 (619) 525-4064, Filing Date: February 1, 2011 To Whom It May Concern: The Name(s) of the Applicant(s) is/are: BBG CAL LLC The applicant listed above is applying to the Department of Alcoholic Beverage Control to sell alcoholic beverage at: 1851-1853 BACON ST SAN DIEGO, CA. 92107 Type of license(s) applied for: 47-ON-SALE GENERAL EATING PLACE Issue Date(s): FEB 23 MAR 01 AND 08, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-002299 THE NAME(S) OF BUSINESS: POINT LOMA JUICE AND SMOOTHIE** located at: 1255 ROSECRANS ST. #101 SAN DIEGO, CA. 92106 is hereby registered by the following owner(s): JESSE HARKOUS This business is being conducted by: AN INDIVIDUAL The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 25, 2012 ISSUE DATE(S): FEB 23 MAR 01, 08 AND 15, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-004746 THE NAME(S) OF BUSINESS: SIMPLY BE MASSAGE THERAPY** located at: 4870 SANTA MONICA AVE. #2B SAN DIEGO, CA. 92107 is hereby registered by the following owner(s): JOHANNA KARLSSON, MARCOS RODRIGUEZ This business is being conducted by: HUSBAND AND WIFE The transaction of business began on: 02/01/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 17, 2012 ISSUE DATE(S): MAR 01, 08, 15 AND 22, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-003842 THE NAME(S) OF BUSINESS: SUNNY SMILES TO YOU** located at: 5580 LA JOLLA BLVD. #144 LA JOLLA, CA. 92037 is hereby registered by the following owner(s): ALICIA C. DALY, RD HAP INC. This business is being conducted by: A CORPORATION ALICIA C. DALY, RD HAP INC. 5580 LA JOLLA BLVD. LA JOLLA, CA. 92037 CALIFORNIA The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 08, 2012 ISSUE DATE(S): MAR 01, 08, 15 AND 22, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-005018 THE NAME(S) OF BUSINESS: BK ENTERPRISES** located at: 7010 CONVOY COURT SAN DIEGO, CA. 92111 is hereby registered by the following owner(s): BRADLEY K ENGLEHARDT This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 02/02/88 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 22, 2012 ISSUE DATE(S): MAR 01, 08, 15 AND 22, 2012

**SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2012-00092209-CU-PT-CTL** PETITIONER OR ATTORNEY, KEVIN JAMES RANSLEM 5275 TOSCANA WAY #112 SAN DIEGO, CA. 92122 858-848-5382 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM KEVIN JAMES RANSLEM TO KEVIN JAMES OSKOW THE COURT ORDERS THAT all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition should not be granted. Any person objecting to the name changes described above must file a written objection that indicates the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing. NOTICE OF HEARING TO BE HELD ON MAR 29, 2012 TIME : 8:30 AM DEPT: 8 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATE(S): MAR 01, 08, 15 AND 22, 2012

**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO: 2012-004708 (1) FICTITIOUS BUSINESS NAME(S): a. EPIC EATS (2) LOCATED AT: 4014 SKYLINE RD. SAN DIEGO, CA. 92008 (3) THE FICTITIOUS BUSINESS NAME REFERED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: 11/15/2011, and assigned File No. 2011-0131790 (4) IS (ARE) ABANDONED BY THE FOLLOWING REGISTRANT(S): RAY MC CARTY 820 WILBUR AVE. SAN DIEGO, CA. 92109 The statement was filed with David L. Butler, County Clerk of San Diego County on: FEB 17, 2012 Issue date(s): MAR 01, 08, 15 AND 22, 2012**

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-002481 THE NAME(S) OF BUSINESS: FLOORS GALORE** located at: 1352 HORNBLENDE SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): MIKK DAZA This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 08/01/11 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 26, 2012 ISSUE DATE(S): FEB 23 MAR 01, 08, 15 AND 22, 2012

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-005496 THE NAME(S) OF BUSINESS: CHIP'S BEACH EATZ** located at: 820 WILBUR AVE. SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): RAY A. MC CARTY This business is being conducted by: AN INDIVIDUAL The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 27, 2012 ISSUE DATE(S): MAR 01, 08, 15, 22 AND MAR 01, 2012

**SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2012-00092919-CU-PT-CTL** PETITIONER OR ATTORNEY, FENG GUO, MENG YING LI 8106 CAMINO TRANQUILLO SAN DIEGO, CA. 92122 480-231-5534 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM FENG GUO, MENG YING LI ON BEHALF OF MINOR EDDIE GUO TO EDDIE KAI GUO THE COURT ORDERS THAT all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition should not be granted. Any person objecting to the name changes described above must file a written objection that indicates the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing. NOTICE OF HEARING TO

## Growing from Seed

### Organic Garden Class

with John Noble

Sunday March 11

11am \$20.00

-materials included-

Learn about soils, seeds and sprouting

Class is open to homeowners and professionals.

Inquire about our apprenticeship program.

Office/Retail Hours

Mon-Fri 10am-2pm

Sat 10am-5pm

Closed Sun

3685 Voltaire St. San Diego

619 223 5229

coastalsage.com

## Family Activities FREE with museum admission.

Children 12 and under FREE with paid adult admission.\*

Most activities from 11:00 am - 3:00 pm.

Saturday March 17

# BALBOA PARK

# Family Day

## Science

- More than 20 participating cultural attractions
- Science-themed crafts & hand-on activities (including Spanish Village Art Center)
- Exhibits & films exploring nature and science
- DNA moving performance along Prado walkway 11:15am
- Butterfly release in the Zoro Gardens
- Get up close with live reptiles & human bones
- Make paper airplanes

San Diego Festival of Science & Engineering • March 17-24

Free Expo Day at PETCO Park • March 24, 10am-5pm

130+ Hand-On Exhibits and 16 Stage Performances

Complete schedule at [balboapark.org](http://balboapark.org)

Register to win great prizes at Balboa Park Visitors Center

Information 619.239.0512 Balboa Park Visitor Center

\*restrictions may apply

BE HELD ON APR 11, 2012 TIME : 8:30 AM DEPT: 8 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATE(S): MAR 01, 08 15 AND 22, 2012

**SUPERIOR COURT OF CALIFORNIA NORTH COUNTY REGIONAL CENTER 325 SOUTH MELROSE VISTA, CA. 92081 CASE NO: 37-2012-00051398-CU-PT-NC**

PETITIONER OR ATTORNEY, SHADY MOHSEN NASRY 926 E. WASHINGTON AVE. APT. 102 ESCONDIDO, CA. 92025 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM SHADY MOHSEN NASRY TO SHADDI MOHSEN HABIB THE COURT ORDERS THAT all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition should not be granted. Any person objecting to the name changes described above must file a written objection that indicates the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing. NOTICE OF HEARING TO BE HELD ON APR 17, 2012 TIME : 8:30 AM DEPT: 3 SAME AS NOTED ABOVE ISSUE DATE(S): MAR 01, 08, 15 AND 22, 2012

**SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2012-00092754-CU-PT-CTL** PETITIONER OR ATTORNEY, KYU WUN CHA BY HIS PARENTS MI SOOK LEE AND SEONG HUN CHA 16016 BARBOCK STREET #196 san diego, ca. 92127 858-602-2809 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM MI SOOK LEE AND SEONG HUN CHA ON BEHALF OF MINOR KYU WUN CHA TO RYAN KYUWON CHA THE COURT ORDERS THAT all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition should not be granted. Any person objecting to the name changes described above must file a written objection that indicates the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing. NOTICE OF HEARING TO BE HELD ON APR 12, 2012 TIME : 8:30 AM DEPT: 8 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATE(S): MAR 08 15, 22 AND MAR 29, 2012

**NOTICE OF PETITION TO ADMINISTER ESTATE OF: LOY F. TAYLOR CASE NUMBER: 37-2012-00150852-PR-LA-CTL.** 1. To all heirs, beneficiaries, creditors, contingent creditors, and persons who may be otherwise interested in the will or estate, or both, of (specify all names by which the decedent was known): LOY F. TAYLOR, LOY ERNEST TAYLOR. 2. A Petition for Probate has been filed by: STACI E. BOWMAN in the Superior Court of California, County of: SAN DIEGO. 3. The Petition for Probate requests that STACI E. BOWMAN, be appointed as personal representative to administer the estate of the decedent. 4. The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court. 5. The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, the personal representative will be required to give notice to interested persons unless they have waived notice or consented

**FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-005886 THE NAME(S) OF BUSINESS: THE**

**MITCHELL GROUP** located at: 1456 LAW ST. SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): GLE



**BATHTUB REFINISHING****CORY TATZ  
BATHTUBS & SINKS  
REFINISHING**

Specializing in

- Kitchen Sink Refinishing
- Tile Refinishing
- Bathtub Refinishing
- Porcelain and Fiberglass
- Fiberglass Tub Crack Support & Repairs

**"Over 25 Years Experience"****619.464.5141**

Lic #560438

**CLEANING**


**Maid Service**  
Top to Bottom  
detailed cleaning  
Weekly • Monthly • Special Occasions  
**MOVE OUT SPECIALS**  
**FREE ESTIMATES!**  
Call Valentina  
**(858) 229-0016**

San Diego's Premier House Cleaning  
and Carpet Cleaning ServiceCompetitive Pricing.  
Weekend and same day service.**A Perfect Shine  
Cleaning Service**APerfectShine.com  
**619.269.1745****Cleaning Service**  
by Cecilia Sanchez  
Family owned & operated  
15 years experience.**Office, residential &  
vacancy cleanings**#1 vacation  
rental expertsFree estimates  
& excellent  
references  
(619)  
**248-5238****Maribel's  
Cleaning Services**

- Commercial / Residential
- Foreclosures
- Vacation Rental Expert
- Move In / Outs
- Same-Day Service

Once - Weekly - Bi-Weekly - Monthly  
• Cleaning Supplies Provided  
• Best Prices  
• Great References• Free Estimate •  
**(619) 715-2888**  
maribel.cleaningservice@gmail.com  
License # 068798 Insured**CONSTRUCTION****Re-Stucco  
Specialists**

Interior Plaster/Drywall Repairs

*All Work  
Guaranteed*  
30+ Years Experience  
Lic. # 694956Repairs • Lath & Plaster  
Re-Stucco • Custom Work  
Clean • Reliable • Reasonable**D'arlex**  
**619-846-2734** Cell  
**619-265-9294**  
Email: darlex0907@hotmail.com**CONSTRUCTION****Trinity Pacific  
Construction**

Summer is almost over!

**10% Discount!\***Call today to get  
your home ready  
for the winter!

RESIDENTIAL &amp; COMMERCIAL

\*New customers • Labor only

See our work at:

**www.trinitypacific.net****Call #619.674.8967**

Ca. G.C.Lic#: 945528

**GARDENING-LANDSCAPING****WATER WISE  
LANDSCAPE**

- Sustainable Landscape,
- Organic Maintenance,
- Water Management,
- Green Design,
- Rockgardens,
- Xeriscape,
- Lighting

CA Lic #633203

**800 329-9887**

aristocratlandscape.com

**Teco's Gardening**Tree Trimming  
Lawn Renovation  
New Plants & Design  
Whole Tree Removal  
Sprinkler Installation/Repair  
General Clean-Ups  
Stump Grinder Service  
Clean Palms & Trees**We Also Do:**Fencing, Floors, Stucco Repairs  
Concrete, Demolition, Brick & Block Walls  
Drywall, Painting, Roofing  
Plumbing, Drains Installed/Repaired  
General Hauling**Low Prices Free Estimates****(858) 503-5976****(858) 220-6184**

t\_teco@yahoo.com

FREE ESTIMATES  
REFERENCES**R&V  
Ruperto  
Vazques**Tree Trimming • Hauling  
Sod Lawn • Clean Up Trash  
Concrete • Gardening  
Fertilized • Landscaping • Drain Water  
Sprinkler Installation • Wood Fencing

Ph: (858) 573-6950

Cell: (858) 518-0981

P.O. Box 710398

San Diego, CA 92171

**Jose's  
Gardening Clean-up**Hedges hauling • Reasonable Rates  
Free Estimates • References**619-847-1535****COASTAL  
LANDSCAPING**

- COMPLETE WEEKLY MAINTENANCE
- FENCES
- TREE TRIMMING
- SPRINKLER SYSTEMS & REPAIRS
- DESIGN & CONSTRUCTION
- CLEANUP & HAULING
- LOWEST PRICES GUARANTEED



LET US KNOW WHAT WE CAN DO FOR YOU.

**858-692-6160****GARDENING-LANDSCAPING**Complete Landscapes & Design  
Sprinkler Installation & Repair

Yard Maintenance

**www.pointlomalandscape.com****(619) 523-4900**VISA CA License #783646  
Bonded and Insured**JMACLANDSCAPE.COM**

COMPLETE LANDSCAPE &amp;

BUILDING SERVICES

HOA Friendly

Insured, Bonded

SOD Installation

Sprinklers (installation and repair)

Tree Trimming

Commercial &amp; Residential

**BRANDON COPP****619.726.6836**

jmac3586@aol.com

bcbbrandoncopp@gmail.com

**MOVING****COLEMAN  
MOVING SYSTEMS INC.**Office/Residential | Free Wardrobes  
7 DAYS A WEEK | FREE ESTIMATES

FAMILY OWNED SINCE 1979

**619.223.2255**

BBB MEMBER | INSURED LIC #CAL T-189466

**HARDWOOD FLOORING**

- REFINISHING
- REPAIR
- INSTALLATION

SPECIALIZING IN  
HARDWOOD FLOORS

Over 20 years experience in San Diego

**JOHN WEIGHTMAN****(619) 218-8828****HANDYMAN**

Fredz Handyman Service

Serving the Beaches for over 25 years.  
Painting, Furniture Assembly, and  
Home Maintenance.  
Small job specialist. Non-contractor.  
(619) 223-9236 FredzHandymanService.comPAINTING  
CARPENTRY  
DRYWALL  
ELECTRICAL  
PLUMBING**858-876-9455**

Serving all

San Diego County

**www.asapsandiego.com****HAULING****A VETERAN HAULING**  
Insured • ReliableBest Prices & Free Estimates  
10% Discount - Senior & Veteran

Call A Veteran

**619-225-8362****HAULING****I LUV JUNK  
HAULING**You Call-We Haul!  
No Job Too Small!Evictions, cleanouts,  
construction debris,  
tree trimming, etc.**619-933-4346**  
**www.iluvjunk.com****10% Senior  
Discount****HOME IMPROVEMENT****ORTIZ  
HOME IMPROVEMENT**Concrete Work  
Wood Decks  
Interior Remodeling  
Patio Cover  
Painting - Interior/Exterior  
Landscaping  
Hardscaping  
Custom Showers**858.349.9698****RENT-A-HUSBAND**Handyman with 30 years experience  
All Trades • Hourly or Bid  
Prompt, Affordable, Professional  
InsuredAsk for Bob  
**858-454-5922****PAINTING****TP BROWNE  
Painting**Interior • Exterior • Apartments  
Condos • Residential • Commercial38 Years Experience  
CA Lic # 568222 Bonded**619-742-9091****(619) 795-9429****www.chuckiespainting.com**  
**chuckgjr@cox.net**  
CA Lic. #925325**Painting & Handyman Services**

- Power Washing • Lighting •
- Electrical • Plumbing •
- Carpentry • Dry Wall •

**Call Don 858-273-4239****POOL CARE****SWIMCARE**The Pool Service & Repair  
people you keep.

30 yrs in the neighborhood

**(858) 232-7898**

TOM RIVES Cont. Lic# 445392

**PLUMBING****RMI****Plumbing and Heating  
Contractor**Self-employed with 25 Years  
Experience. Residential &  
Commercial Work.Water Heaters  
Garbage Disposals  
Wall Heaters  
Faucets, Etc.

Serving OB &amp; Point Loma

**(619) 840-9191**

Lic #948453

**PLUMBING****BILL HARPER PLUMBING .COM**

Phone Estimates

Complete Home Plumbing / Rooter  
Re-Pipes, Gas, Sewer & Water Heaters  
Self Employed w/ 25 years Experience  
Lic #504044**CALL BILL 619-224-0586****SENIOR SERVICES****Loving Angels  
Home Care**

compassionate caregiver

HELPING MAINTAIN YOUR  
INDEPENDENCE & SAFETY AT HOME

Activities of Daily Living

24 Hour Care

Hygiene

Shower Service

Medication Reminders

Doctors Appointments

ALZHEIMER'S CARE

25 Years of Experience Licensed

**619-288-5675 619-573-5367**

Dignified Senior Assisted Living

**www.casarosarcfe.com****619-223-1451**

Private Room Now Available

Point Loma

**ROOFING**

SMITH ROOFING CO.

224-ROOF, INC.

Lic. # 924807

Scott Smith, has been serving the

beach communities since 1979.

**858-272-ROOF (7663)****619-224-ROOF (7663)****SURFBOARD REPAIR**

REPAIRS • RESTORATIONS • SALES

OPEN 10AM - 6PM • 12PM - 6PM TUES.

619.224.2010

PLA - OBMA - A+ RATING

**TILE****D.K. TILE**Repairs, re-grouts & installations  
of all ceramic tile & stone.  
All work done by owner.

Free Estimates Lic # 428658

**858.566.7454 858.382.2472****Religious Directory**Come home ...  
and bring the Kids!**Sunday Worship Services • 9 & 10:30am**

Rev. Dr. Michael J. Spitters, Lead Pastor

**8320 La Jolla Scenic Drive North • La Jolla • CA****858.453.3550****www.torreypineschurch.org****NON-DENOMINATIONAL****SAN DIEGO BAHAI COMMUNITY**

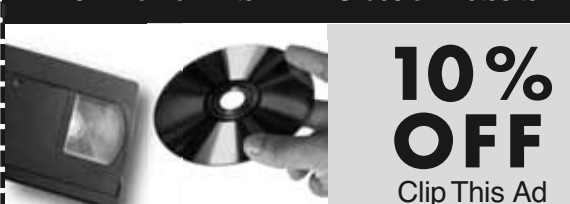
6545 Alcalá Knolls Dr. (off Linda Vista Rd.)

SUNDAY 9:00 - 10:00 Interfaith Devotions; 10:30 - 12:30 Introductory Talk &amp; Discussion

Please Call 858-274-0178 for Directions or for more information

General Baha'i Info - **www.bahai.org** **www.sandiegobahai.org****VIDEO to DVD**

Film 8mm &amp; 16mm to DVD | Slides &amp; Photos to DVD

**10%  
OFF**  
Clip This AdVideo Tapes Deteriorate Don't Lose Your Memories  
Record to DVD • Play on Computer or TV**NEW ADDRESS! 5390 Napa St. • 619.220.8500 • videotodvd.com****Your Ad Here!**  
As low as  
**\$45/week!****Call Kim**  
**858.270.3103**  
**x140**



## Local Realtor Makes News Joining the Fastest Growing International Real Estate Brand -



Local Realtor, Justin Brennan just-made waves when he was recruited to help poster child Harcourts Prestige Properties, one of La Jolla's newest real estate offices. Harcourts is the 8th largest real estate brand in the world with over 12,000 agents in 800 offices spanning more than 10 countries around the world. Harcourts has strategically chosen San Diego County as its next market for expansion. Until Nov 2010 Harcourts had only operated internationally. Since entering the Irvine market in 2010, Harcourts has begun to dominate.

"We've studied the La Jolla and San Diego markets for several years now. Timing is critical. Every market we enter, we always hear the same thing... it's different here and you won't be able to dominate this market the way you have elsewhere. Fortunately for us, we have proven successful in very similar markets. Our people, systems and timing are vital to the success of our strategy," said

Harcourts USA CEO Aaron Hodson "To be in this market locally, you must market globally"

Justin Brennan joined Harcourts because they provide an amazing opportunity globally. "It is very important for my clients to know that their home is exposed internationally in a way no other company has attempted before. Harcourts technology is rad." The company is very unique and innovative in the way they break into markets. The traditional approach to marketing homes is changing with technology

**"Harcourts technology is rad."**

**"We all buy and sell things in our lives with emotion and then we justify with logic. Facts tell, stories sell."**

Justin has been a resident of La Jolla since 1997 when his father, Jim Brennan, moved the family into the La Jolla Shores neighborhood. "La Jolla is truly a remarkable place to live, work and play. I have the greatest job in the world - to help people." Over the years, the Brennan family has developed several luxury homes throughout La Jolla, Encinitas and Del Mar. As a licensed broker, general contractor and developer, Justin is able to help his clients in many different ways.

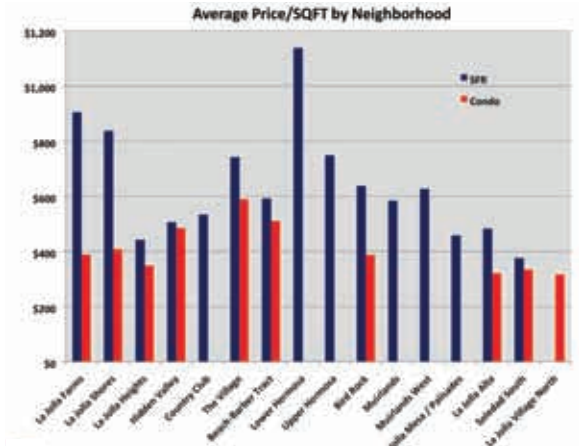
While many people get down and frustrated with this market, Justin sees enormous opportunity. "In moments of suffering, greatest is born."

"I strive to be the local expert. I want to be the best." Understanding market trends and interpreting it for clients is critical for their success. This is why Justin studies market data and shares it. It is not enough to just know basic market info; you need to know data specific to neighborhoods and your client's home. "The data is a big boring book, I provide the cliff notes."

**"Attitude is everything. Be kinder than necessary, for everyone you meet is fighting some kind of battle. Live simply, love generously, care deeply, speak kindly, and leave the rest to chance. Life isn't about waiting for the storm to pass. It's about learning to dance in the rain. I hope you dance."**

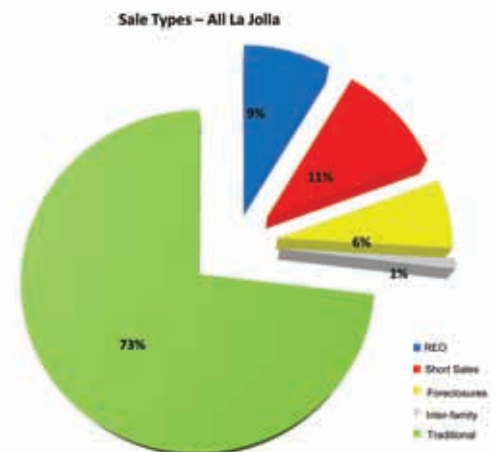
- Justin Brennan

We at the La Jolla Village News wish Justin and his team much success in the coming years!



Above: The bar chart below shows the average price/sqft for homes in La Jolla by neighborhood. You can see how the lower Hermosa area has the highest price/sqft

Below: Pie chart shows the percentage of La Jolla sales in 2011 represented by each category



## **SOLD IN THE LAST 30 DAYS BY PATRICK IN LA JOLLA!**



**2710 Carriagedale Row - Ridgegate**  
**SOLD FOR \$800,000**



**1132 Avenida Amantea -Muirlands**  
**Panoramic Ocean Views**  
**SOLD FOR \$1,605,000**

**BUYER REPRESENTED**



**Patrick Belhon** Realtor

Member of the French-American Chamber of Commerce

Mobile # (619) 866-7550 Office # (858) 459-0501

[www.patrickbelhon.prudentialcal.com](http://www.patrickbelhon.prudentialcal.com)

DRE Lic. # 01856584



*I speak French.  
Parle francais!*

**TASH TEAM**





*Always* **Fresh Sliced!**  
*Always* **Fresh Grilled!**

*Now Open*  
*in* **La Jolla!**  
7836 HERSCHEL AVE.  
**858-200-9888**

*Visit Us at*  
**Solana Beach**  
915 LOMAS SANTA FE  
**858-259-9111**

*Coming Soon to*  
**Pacific Beach**  
1975 GARNET AVENUE



*Catering & Delivery Available!* Call for details

<p><b>BUY ANY GIANT SUB</b> <i>and a 22 oz. fountain drink</i> <b>GET A REGULAR SUB FREE!</b></p> <p></p> <p><small>OFFER VALID ONLY AT PARTICIPATING LOCATIONS</small> One coupon per person per visit. Not to be combined with other offers. No cash value. Redeemable in person only. 2330</p>	<p><b>\$1.00</b> <i>off any</i> <b>REGULAR</b> <b>\$2.00</b> <i>off any</i> <b>GIANT</b></p> <p></p> <p><small>OFFER VALID ONLY AT PARTICIPATING LOCATIONS</small> One coupon per person per visit. Not to be combined with other offers. No cash value. Redeemable in person only. 2301-2304</p>	<p><b>BUY 2 GIANTS</b> <b>GET THE 3rd</b> <i>for only</i> <b>\$2.99</b></p> <p></p> <p><small>*OF EQUAL OR LESSER VALUE.</small> <small>OFFER VALID ONLY AT PARTICIPATING LOCATIONS</small> One coupon per person per visit. Not to be combined with other offers. No cash value. Redeemable in person only. 2306</p>
--	--	--



CA DRE Broker's # 01312924 Karen Dodge  
CA DRE Broker's # 01312925 Mike Dodge

# Pacific paradise REALTY

**Pacific Beach Office Condo For Sale or Lease**



Remodeled Executive Condo in Central PB. 1139 SF & additional storage. Professional Reception area and library/conference room. 2 offices with space for 2-5 more! \$1600 per month lease or \$305,000 purchase.



**Karen & Mike DODGE**  
Find Your Place in Paradise

**Karen: 619-379-1194 • Mike: 619-384-8538**  
E-mail: Karen-Mike@San.rr.com  
Web: www.karen-mike.com  
4931 Cass St. North Pacific Beach

## OPEN HOUSES

### LA JOLLA

Mar 7-10 12-4pm	8005 Ocean Lane	1BR/1BA	\$695,000	Natalie Harris • 858-926-9343
Fri 1-4 Sun 1-4pm	7161 Country Club	6BR/6.5BA	\$2,495,000	Jasmine Wilson • 858-204-6885 & Karen Ekroos • 858-735-9299
Sat & Sun 12-3pm	6455 La Jolla Blvd. #236	2BR/2BA		Al Johnston • 619-944-1116
Sat & Sun 1-4pm	7575 Eads Ave. #305	2BR/2BA	\$655,000	The Daniels Group • 858-232-2985
Sat & Sun 12-3pm	2770 Palomino Cir	4BR/3BA	\$1,050,000	Charlotte Weber • 858-967-0805
Sat & Sun 1-4pm	6683 Aranda Ave.	3BR/2.5BA	\$1,060,000	David Schroedl • 858-459-0202
Sat & Sun 1-4pm	553 Bonair Place	3BR/2.5BA	\$1,195,000	Natasha Alexander • 858-336-9051 & Alex De Rosa • 858-752-3803
Sat 1-4pm	2116 Merida Court	2BR/3.5BA	\$1,295,000	Andrew Jabro • 858-525-5498
Sat & Sun 11-3pm	100 Coast #202	2BR/2BA	\$1,375,000	Peter Barnes • 858-246-6228
Sat & Sun 1-4pm	6543 Avenida Wilfredo	4BR/3.5BA	\$1,600,000-\$1,800,876	David Schroedl • 858-459-0202
Sat & Sun 12-3pm	1542 El Paseo Real	4BR/4.5BA	\$3,700,000	Laleh Hedayat • 858-774-2018
Sat & Sun 1-4pm	5380 Calumet Ave.	3BR/2BA	\$5,400,000	Maxine & Marti Gellens • 858-551-6630
Sat & Sun 1-4pm	5410 Calumet Ave.	4BR/5.5BA	\$6,975,000	Maxine & Marti Gellens • 858-551-6630
Sat 1-4pm	7575 Eads Ave. #307	3BR/3BA	\$975,000	Dina Lander • 619-992-4532
Sat 1-4pm	2116 Merida Court	2BR/3.5BA	\$1,295,000	Andrew Jabro • 858-525-5498
Sat 1-4pm	1831 Amalfi St.	3BR/4BA	\$1,970,000	Jasmine Wilson • 858-204-6885
Sat 1-4pm	6669 Neptune Place	4BR/4BA	\$3,400,000	Drew Nelson • 858-215-3739
Sun 1-4pm	7550 Eads Ave. #401	2BR/2BA	\$649,000	Jeff Middaugh • 858-459-3851
Sun 1-4pm	7575 Eads Ave. #307	3BR/3BA	\$975,000	Claudia Turchin • 858-454-0555
Sun 1-4pm	5366 Chelsea Ave.	3BR/2BA	\$1,199,000	Greg Phillips • 858-999-6000
Sun 1-4pm	549 Bonair Place	3BR/2.5BA	\$1,235,000	Cindy Eyer • 619-755-8757
Sun 1-4pm	8751 Glenwick Lane	4BR/3BA	\$1,295,000-\$1,375,000	Carol Hernstad • 858-775-4473
Sun 1-4pm	6607 Avenida De Las Pescas	4BR/3BA	\$1,400,000	Ed Cabo & Gretchen Monak • 619-894-2111
Sun 1-4pm	7651 Country Club Dr.	3BR/3.5BA	\$1,500,000-\$1,700,876	Jim Mc Inerney & Rachel Christensen • 858-551-7233
Sun 1-4pm	7781 Hillside Dr.	4BR/4BA	\$2,895,000	Suasna Corrigan Patty Cohen • 858-229-8120
Sun 1-4pm	7812 Sierra Mar Dr.	5BR/5BA	\$2,975,000	The Daniels Group • 858-243-3860
Sun 1-4pm	2023 Via Ladeta	5BR/4.5BA	\$3,290,000	Maxine & Marti Gellens • 858-551-6630
Sun 1-4pm	7727 Lookout Dr.	5BR/4BA	\$4,900,000	Courtney Bennett • 858-353-4436

## Getting Your Home Ready To Sell This Spring?

**Experts Say: Start planning for it 60 to 90 days before you sell.** A recent interview with Jeffrey Middaugh of Coldwell Banker, revealed several helpful tips for anyone who is thinking of selling their San Diego County home.

Many Home Owners think they can't sell their home in today's real estate market. The fact is over 33,000 homes sold in San Diego County in 2011. The good news is you don't need to sell below market. With the right marketing plan you can sell at 2012 market prices.

One secret to getting top dollar is list with an agent who will market your property to the entire world.

There's a free report available that shows you the things that buyers most look for in a home, and how to make your house irresistible to buyers. You'll learn;

- Why buyers love model homes and how to make your house show like one.
- A \$2 designer's secret that could net you \$5,000 to \$10,000 more when you sell your home.
- How to sell your home without even putting it on the market.
- Three things you can do to get your house on a buyer's "must see" list.

Jeffrey has compiled a free report that can be mailed to you

**How to Sell Your House for Top Dollar - Fast!** This report details several specific ways to prepare your house for sale. Jeffrey says the information in this report is the secret to his 20 years of success in selling homes so quickly, and the reason he can guarantee to sell any house in less than 90 days.

**To get a copy of this free report, *How to Sell Your House for Top Dollar - Fast!*** Just call 888-611-8015, ext. 654, for a free 24 hour recorded message.

There's no cost or obligation and your report will be mailed today!

Jeffrey Middaugh, (619) 709-1251  
Coldwell Banker, dre #01214036

## HOT REAL ESTATE PROPERTIES

### GET YOUR PIECE OF GOLD



**Kathy Evans**  
**858.488.SELL**



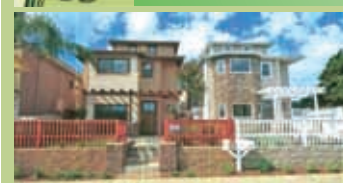
**BRAND NEW CONSTRUCTION IN A COVETED PACIFIC BEACH LOCATION**



**March Right Over and Take a Look at These New Homes!**  
**Call Today for Information!**

**BERNIE SOSNA**

"TIL COME TO YOUR RESCUE"  
DIRECT: 858.490.6127  
CELL: 619.977.4334  
WWW.BERNIESOSNA.COM  
LICENSE: 01104934



Brand NEW SFR w/roof top decks, 3BR, 1 optional room, 3.5BA, sun room, combo living m/dining rm & fireplace. Homes are energy efficient w/solar electricity, A/C & tank-less water heater, 2 car detached garage port. Front and back patios! **PACIFIC BEACH \$799,000 & \$839,000** 4076 & 4080 Morrell Street



2BR/2BA incredible condo right on the boardwalk! Watch the sunset with 180 degree views of the Pacific. Just minutes to the sand; watch stunningly beautiful sunsets, updated kitchen w/granite counters & European sinks in baths; ocean views from practically every room. **PACIFIC BEACH \$749,000**



**Century 21**  
Let's Choose Pacific

## A Clear Day You Can See Forever

Enjoy the panoramic ocean views from this Muirlands home with 4-bedroom/3.5 bath, private courtyard and lap pool, gourmet kitchen, 3-separate living areas with fireplaces, marble and wood flooring, huge master suite, exercise room or office, plus a separate guest or maid's quarters.

**Asking \$2,795,000**

**RE/MAX**

## Real Estate Directory

Advertise for as low as \$75 per week.

Call Kim for details.

**858 270 3103 x140**



**MBREA**

## Mission Bay Real Estate Association

Real Estate Trade Association for 92109

"Where professionals meet to serve you"

**www.mbreanet**

*Back on Market with Huge Price Reduction!*



**Charles Stephens**  
(858) 682-5561  
Charles@CharlesStephens.com  
WWW.CHARLESSTEPHENS.COM

**North Pacific Beach**  
**935 BERYL STREET #1**  
Offered at \$519,000

- 3 Bedrooms, 2 1/2 Baths
- Approx. 1,529 Sq. Ft.\*
- Central Courtyard Patio
- Bamboo Wood Floors
- High Ceilings
- Full Sized Laundry
- Water Filtration System
- 2 Car Garage + 1 Space
- Plenty of Storage
- Walk to Beach!



**Gallery PROPERTIES**

\*All information is deemed reliable but not guaranteed. Buyer should verify all measurements prior to close of escrow; DRE # 01271344

## \*THE TIME TO BUY, THE TIME TO SELL\*

Klatt Realty has been serving the needs of La Jolla Real Estate owners since September 1972. If you are thinking about selling or leasing your California property, call us. We are experienced off-site property managers too.



**JOSEPH DEAN KLATT PhD**  
LIST WHERE THE REAL ESTATE ACTION IS

**KLATT REALTY INC.**

(858) 454-9672

1124 Wall St., La Jolla Enya

e-mail: DrJosephKlatt@san.rr.com  
www.KlattRealty.com



Just Listed! • Open This Saturday & Sunday 1-4  
Absolutely Amazing Family Home in Muirlands Village



Open This Saturday & Sunday 1-4 • 6543 Avenida Wilfredo

This Wonderful Spacious Remodeled One-Level Home in Muirlands Village has it all! Walls of glass open out to an entertainer's dream yard featuring a beautiful salt-water, solar-heated pool and spa, a lounge area for the adults and a grassy yard area for the kids. Indoor-Outdoor living personified to absolute perfection! Boasting a chef's ideal kitchen. Gorgeous Ocean, Sunset and Village Views from this private paradise are yours everyday. Situated on a quiet cul-de-sac on over .40 of an acre and overlooking a lush canyon, this 4BR/3.5BA home with office is just a short stroll to the Beach, Village and Schools. Call David or Marc to view this home!

Seller will entertain offers between \$1,600,000 & \$1,800,876  
[www.6543AvenidaWilfredo.com](http://www.6543AvenidaWilfredo.com)

**Marc Lipschitz**  
619-857-2882  
[mlipschitz@prusd.com](mailto:mlipschitz@prusd.com) DRE #01048968  
[www.MarcKnowsLaJolla.com](http://www.MarcKnowsLaJolla.com)

We get Results! • Call Us to Buy or Sell your Home  
Top 1/2% of all Prudential Agents in the Entire United States



**David Schroedl**  
858-459-0202  
[dgs@san.rr.com](mailto:dgs@san.rr.com) DRE #00982592  
[www.DavidKnowsLaJolla.com](http://www.DavidKnowsLaJolla.com)

COLDWELL BANKER

[californiamoves.com](http://californiamoves.com)



**LINDA MARRONE**  
(858) 456-3224  
[lmarrone@san.rr.com](mailto:lmarrone@san.rr.com)  
[www.LindaMarrone.com](http://www.LindaMarrone.com)  
Selling La Jolla's Barber Tract since 1990  
DRE License 01081197



*Beach Living with Spanish Style*

Located in the heart of La Jolla's Barber Tract, this historically designated 3BR/2BA 1930s Spanish Bungalow has been restored to perfection and is filled with custom features both inside and out. A spacious living opens to a sun-drenched walled patio with a fireplace and fountains and you can open a gate and walk down a secluded cul-de-sac to a beautiful white sand beach. The charming neighborhood is just minutes to the Village, shopping and restaurants. With Mills Act property tax savings in place, this alluring home will make you smile in more ways than one!

Offered at: \$1,985,000



La Jolla Office | 930 Prospect Street | 858.459.3851

RESIDENTIAL BROKERAGE

3,300 Offices | 97,000 Agents | 50 Countries | 106 Years of Experience