



PENINSULA BEACON

SAN DIEGO COMMUNITY NEWSPAPER GROUP

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Bolstering business

Council steps in to ease permit headaches on curbside dining

By MARIKO LAMB | THE BEACON

City Council President Todd Gloria and council members Lorie Zapf and Kevin Faulconer recently announced their resolve to reform the lengthy and expensive permitting process restaurant owners must endure to establish outdoor dining at restaurants in their districts.

"We live in a beautiful city with fantastic weather, and you shouldn't have to pay thousands of dollars for a permit to eat outside," said District 2 City Councilman Faulconer at a press conference at OB Noodle House on Jan. 31.

Under current regulations, even for a small restaurant hoping to add a few tables outside, permitting fees are upward of \$12,000 before construction can even begin. In beach communities, these prohibitive fees nearly double due to additional coastal regulations, said Faulconer.

"This is the end of the road for burdensome fees and the beginning of more sidewalk dining for San Diegans," he said.

The costly, time consuming and, at times, unpredictable permitting process was brought to the attention of the council by the San Diego Chapter of the California Restaurant Association (CRA) last year, leading to a City Council discussion about how to roll back regulations for business owners and ultimately boost the local economy.

"They've really taken a proactive approach to being business friendly, and it's basically a common-sense approach," said Mike Morton Jr., president of the CRA in San Diego. "It's simple. Put more seats out on the sidewalk, create a buzz and get more people to places like the OB Noodle House and other small restaurants."

He said the small change will help grow the economy in big ways, creating jobs and adding dollars to the city as a result.



District 2 City Councilman Kevin Faulconer announces his commitment to help cut red tape on restaurant permitting fees during a press conference outside the OB Noodle House on Jan. 31.

Photo by Mariko Lamb | The Beacon

"As the economy continues to be a bit stagnant, restaurants continue to be one of the bright spots," he said. "We're adding good jobs and we're adding dollars to the city and the communities they're part of."

According to a local economic impact report released by CRA, San Diego's 3,315 restaurants helped rake in a projected \$2.9 billion in gross sales in 2012.

"Restaurants are the No. 1 contributor of taxable retail sales in San Diego," said Faulconer. That's money that we can use to pave roads, clean beaches and keep police

and firefighters out doing what they do best. When restaurants and small businesses win, San Diegans win."

The sidewalk café proposal limits outdoor expansion of a restaurant to a single row of tables within 4 1/2 feet of the building, while still allowing a clear path of travel on the sidewalk without a barrier in between. The city's Planning Commission will look at the proposed changes in February and the Land Use & Housing Committee will make recommendations on the proposal in March.

Lifeguards raise bar on 2013 budget goals

By MARIKO LAMB | THE BEACON

Like everyone else focusing on self-improvement after the holidays, the San Diego lifeguard union has established its goals for the new year and hopes to see its objectives become reality in 2013. Here are six areas of improvement the lifeguard union hopes to focus on alongside city leaders as it sets its sights on the coming year.

INFRASTRUCTURE

"We want to work with the new mayor [Bob Filner] and be in concert with his goals as much as we can," said lifeguard union spokes-man Sgt. Ed Harris. "Part of that for us — and he's talked about it — is doing infrastructure."

Certain projects, like the Chil-

dren's Pool and La Jolla Cove lifeguard towers, are fully funded and are simply awaiting shovels to start digging.

"The Children's Pool and Cove tower are big on our list," said Harris. "We've been told for the last three to four years that the Children's Pool and the Cove towers would get built starting next year. So our goal is to find out why that is not happening."

Another objective for the lifeguard union is to secure funding for the North Pacific Beach lifeguard station, which is currently in its community-level design phase.

"We have mobile-minis and trailers on just about every beach, so you go down to your beautiful,

SEE LIFEGUARDS, Page 7



Lifeguard officials said they will be pursuing many new goals for 2013, including more standardized training, needed equipment and other needs.

Midway District hotel explosion, suspected drug-lab case injures 3

By MARIKO LAMB | THE BEACON

An explosion on the second floor of the Heritage Inn, located on Channel Way near Sports Arena Boulevard, caused an estimated \$600,000 in damage to the hotel and injured three of the hotel's guests on Jan. 30, according to authorities.

Just after 11 a.m., several people from the hotel called 911, saying they heard an explosion, people screaming and saw flames emitting from the building. Once fire crews arrived on scene, the blaze was extinguished within minutes, said San Diego fire department spokesman Maurice Luque.

According to police reports, a 21-year-old man and a woman in her 20s were extracting hash oil from marijuana using spray cans of butane when the man lit a cigarette and ignited the butane fumes.

"This is the first explosion we've had from [a hash oil extraction lab] in San Diego County," said Amy Roderick,

Drug Enforcement Administration (DEA) spokeswoman. "A lot of times they sell that to dispensaries because the dispensaries use the hash oil in a lot of the edibles."

The man suffered critical burns over his entire body and the woman suffered serious injuries to her face, hands and feet. Another hotel guest, a 20-year-old man in the adjacent room, had minor injuries to his face and hands from the blast.

"The heat of the blast ignited insulation in the blown-open walls and the fire traveled up through the walls into the attic," said Luque of the extent of the hotel's damage, which included \$500,000 in damage to the structure and a \$100,000 loss to contents in the rooms affected by the blast and fire.

All injured parties were transported to the UC San Diego Medical Regional Burn Center following the explosion, and the DEA is investigating the incident.

Peninsula Shepherd Center serves as helping hand to area seniors

By MARIKO LAMB | THE BEACON

While wisdom may ripen with age, the telltale signs of getting older grow increasingly evident with the deterioration of senses, the weakening of one's physical prowess and an escalating susceptibility to bodily aches and pains.

Although senior citizens' minds may be sharper than ever, their ability to conduct what were once simple, daily tasks like driving, fixing up the house or picking up groceries, become arduous — at times impossible — endeavors.

That's where the locally-based senior support system, Peninsula Shepherd Center (PSC), comes in, providing essential services like transportation, home-shopping delivery and social programs for seniors ages 60 and older in Point Loma, Ocean Beach and the Midway District.

"The needs of Peninsula seniors are not



Peninsula Shepherd Center's popular "Out and About Peninsula" transportation program offers seniors in Ocean Beach, Midway and Point Loma a ride to grocery stores, medical appointments and other essential errands.

Courtesy photo

SEE SENIORS, Page 7

Man earns 3-year term after judge calls him a 'terror' to community

By NEAL PUTNAM | THE BEACON

A 19-year-old Ocean Beach man was sentenced Jan. 22 to three years in state prison for robbing two juveniles of their cell phones at knife-point. The judge described him as a "terror" because the man was on probation at

the time for a stabbing on Newport Avenue some months earlier.

Gibran Torres Perez said nothing after San Diego Superior Court Judge Dwayne Moring described him as "being a terror in the community, assaulting people, (and) wearing protective armor."

Prosecutors agreed with the judge's assessment.

"He has been a terror throughout all of 2012," said Deputy District Attorney Roy Lai, adding that Perez showed "a lack of remorse about his actions ... and continued to carry weapons."

The robberies were committed on

Oct. 29 on Voltaire Street. Perez was on probation for an April 14 incident in which a 20-year-old man was stabbed with a metal tool and taken to a hospital.

"It saddens me to see a young kid go to prison," said Perez's attorney, Tim Brackney, who suggested Perez get a lower sentence in county jail instead of

prison. He said the offenses occurred because Perez misused alcohol and drugs.

Moring said "probation is out" for Perez with respect to the new offense, noting Perez "failed miserably" for offenses he committed as a juvenile.

Perez is expected to serve 85 percent of the three-year term.



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ASKING PRICE: \$875,000



MOVE RIGHT IN!

3428 GARRISON STREET

Move-in ready home with views of the bay. Remodeled kitchen and baths, wood floors, grassy yard, 3BR/2BA, ample parking and storage. Walking distance to shopping, and restaurants. Nice!

\$739,000



TWO UNITS - OCEAN BEACH!

Terrific 2 bedroom \ 1 bath house and separate 1 bedroom \ 1 bath cottage. Separate yards and many upgrades Always rented!

\$535,000



COVETED WOODED AREA HOME!

This gorgeous home in the 'wooded area' of Point Loma offers charm and elegance throughout! The inviting and spacious floor plan features 4+ bedrooms, 3.5 baths and over 2700 square feet. This is the home you've been waiting for!

ASKING PRICE: \$1,270,000



NORTH PACIFIC BEACH

Just three short blocks to the beach, this home was remodeled in 2007. Originally a duplex, it was converted to a single family home. Lot is still zoned for 2 units! Features include hardwood floors, kitchen with granite counters and stainless steel appliances, travertine tiled bathrooms and an abundance of windows throughout for loads of natural light! Backyard has large patio and grassy area, great for entertaining and playing!

\$895,000



4626 CAPE MAY

This lovely home is move-in ready! Gorgeous hardwood floors throughout. Remodeled kitchen has Corian counters & Stainless appliances. Upgraded Baths, Fireplace, some ocean view from LR, Central Heat & A/C. Lg backyard, 3 car garage + RV/Boat pkg off alley. R-2 Lot with potential galore.

OFFERED AT \$749,000



BAY & CITY VIEWS IN POINT LOMA!

Overlooking Shelter Island, Marinas & Yacht Clubs, this spacious two story 4 BR/2BA home enjoys panoramic views of San Diego Bay, Harbor & City from both levels! 8,500 sf lot!

\$1,195,000



Grappling for victory

Chase Harris, in maroon, battles a San Diego High School opponent in the 106-pound weight class as the Point Loma High Pointers added to their string of dual-meet victories recently with a resounding win over the Cavers.

Photo by Scott Hopkins | The Beacon

Custom Comfort with Panoramic Views



4451 Newport Avenue, Point Loma

MLS# 130005870



This completely renovated Point Loma luxury home features upgrades throughout, including a gourmet kitchen with granite counter and stainless appliances, that opens to a spacious family room with corner wood-burning fireplace, private master suite with comfortable retreat and large veranda with white-water ocean and city lights views, 5 bedrooms, 4 bathrooms, over 3,000 square feet over-sized rear-entry garage, and so much more. If you're going to see one home, this is a must see.



Listed at \$1,250,000

Call **Kent Dial** for a private visit!

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MAN on the Street

By Marsha Kay Seff

Most Obecians love where they live. Ask them what changes they'd like to see in 2013 and they have to stop and think about it. But here are some of their wishes for this year:



BRETT SCHADE

"I wish for a flea-less Dog Beach."



CAMILA MATYAS

"I wish for a cleaner downtown. We love it here and that's the only thing that bothers me."

"There's really nothing I would change."

Photos by
Marsha Kay Seff
The Beacon



"I wish people were more respectful of the beach."



LOLLI SANDBERG

"I hate when I go to Dog Beach and people are on their cells and don't watch their dogs or pick up after them. I wish everyone would pick up their dog's mess and someone else's."



JOHN OTTERBEIN

"More organic marijuana, please. I have asthma and am a medicinal patient."



KORY LEE



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DRE #01000767

POINT LOMA

\$449,000



Incredibly beautiful 2bd/2ba, 1477 esf, Single Story. This home boasts gracious living spaces & upgrades with the right touch of luxury. Finishes include granite counters in kitchen & bar areas, Fireplace in living room, 2 pantry's in kitchen + tiled back splash & under cabinet lighting & a 20x12 back patio. Simply elegant!

CHULA VISTA

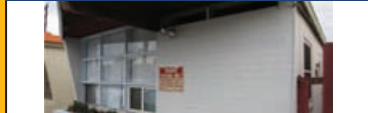
\$599,000



Unbelievably beautiful home in immaculate condition! 6bd/4.5ba, 3,817 esf. Grand entry into sprawling living room with vaulted ceilings, with mountain views. Formal dining room w/gourmet kitchen completely upgraded with granite counters. Large inviting family room w/fireplace. Large private backyard w/patio & fountain!

OCEAN BEACH

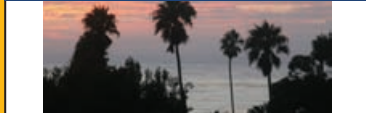
\$550,000



One Block to Ocean/Beach! GREAT LOCATION! Talk about living in the heart of OB or buying your dream rental property!! This one will not disappoint. In need of cosmetic TLC but has huge potential. Awesome pool perfect for those Sunday Beach BBQ's w/friends/family. 2bd/1ba, 800 esf. and a 1bd/1ba, 500 esf.

SUNSET CLIFFS

\$1,475,000



Ocean View architectural masterpiece! 4bd/3.5ba, 3509 esf. Experience the overly exceptional taste for design. Extremely inviting layout brings the outside in & expands to allow for unlimited entertaining possibilities! You will not find another home on the market with these functionally, cosmetic & structurally perfect aspects.

MISSION BEACH DUPLEX

\$995,000



Sunny side of court! Luxury bay side duplex. Upper unit is spacious w/2 fireplaces, cathedral ceilings, deck w/views to bay, marble tile entry & counters in kitchen, large master suite w/fireplace & jacuzzi tub. Lower unit is spacious w/large living area w/fireplace, open kitchen w/bar, separate laundry & an excellent history as a summer rental.

OCEAN BEACH

\$799,000 - \$839,000



Charming 4bd/2ba, 1,560 esf. home recently upgraded to add additional square footage! Best view street in upper Ocean Beach. Walking distance to Cove beach and all of downtown Ocean Beach! Old world arches from living to kitchen. Hardwood floors, fireplace and high vaulted wood beam ceilings. 2 car gar.



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3. Rental now with future development potential
4. Perfect for putting unwanted relative, child who wants to move away from home that you can still keep an eye on, out of town guest, artist studio, exercise room, meditation space, office...the use is endless!

3119 Keats • Priced to sell at **\$524,900**

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Large kitchen with eating area, 2 fireplaces, large family room, large living room/dining area, master bedroom walk-in closet, master bath with walk-in shower plus bathtub, large laundry room, covered patio. Large back yard with lawn & fruit trees, oversized 2 car garage plus separate work room/storage room.

3419 Garrison Street • 2BR 2 BA • 1775 sq.ft • **\$799,000**



Surfing, Sunbathing, Sunset strolls at Sunset Cliffs!

Spacious living room with fireplace & view of the ocean. Open Airy floor plan, EZ care California lifestyle home, EZ care yard. Move in ready with potential for expansion. No deed height restrictions. Short distance from Ladera Street Beach & Sunset Cliffs Natural Park.

4473 Algericas • 3 BR 2 BA • 1760 sq.ft. • **\$925,000**

Sunset Cliffs

Wonderful 2 bedroom Cape Cod Gem. Fantastic curb appeal. Walk to the beach. Enjoy sunsets on the large deck off the living and kitchen areas. Updated bathroom with Travertine walls and floors. Wood floors throughout.

1495 Ebers Street • **\$649,000.00**

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Ocean Beach | \$2,849,000

Trophy property just 1-1/2 blocks to the sand. Oversized 14,000 appx sf lot. Great mix of units. 6-1 br/1 ba, 2-2 br/1 ba, 1-3 br/1 ba & 1-4 br/2 ba and 8 garages. Improvements and upgrades overlast couple of years. Fresh painted ext.



Point Loma | \$189,000

Baycrest 1 bedroom, 900 appx sf, fireplace, Small yard, great layout, laundry hookups, 2 pools, FHA approved.



Ocean Beach | \$765,000

3 bedroom, 2 bath home in a great neighborhood of upper OB. Some features include hardwood floors, pool & hot tub. This house sits on a large lot with beautiful views from backyard.



Hillcrest | \$569,000

Mid Century Modern building overlooking Balboa Park. 2 bedroom, 2 bath. Fab complex, pool, 2 parking spaces.



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Ocean Beach | \$450,000

Quaint beach bungalow! Upgrades include: European-style kit, mirrored wardrobe doors in bedroom, additional loft for guests, 2 baths. Zoned for 2 units.



Wooded Area | \$1,265,000

Wooded area, cul-de-sac on the "Point." Harbor and city views from 2nd story. 3 bedroom, 3.5 bath. 10,100 appx sf lot. 3,500 appx sf footprint of house. As-is.



La Playa | \$2,499,000

Robert Maw mid-century modern masterpiece. This 5 bedroom, 4.5 bath celebrates place, communicates purpose, elicits emotion and generates a timeless image.



La Playa | \$1,295,000

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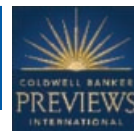
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Jeffrey Allison went to Mississippi for the holidays, and sported *The Beacon* for some light reading in Jackson Airport. Shirts in background say: "Yes we can read, a few of us even write." And, "Yes we wear shoes, a few of us even wear cleats."



Ali Spies, Jeanie Spies and Chris Wilson stopped at the Togwotee Mountain Lodge just north of Jackson Hole, Wyo. for lunch around Christmas. The family spent a week skiing, boarding and sightseeing from Teton Village. Temperatures were in the single digits to the teens the entire week.

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Elaine and Terry Salmon of Ocean Beach took their family and their *Beacon* to the Bahamas for their son's 30th birthday celebration. The Harts, Bonomis and the Salmon/Phillips families enjoy the beach and Lodge on Elbow Cay.



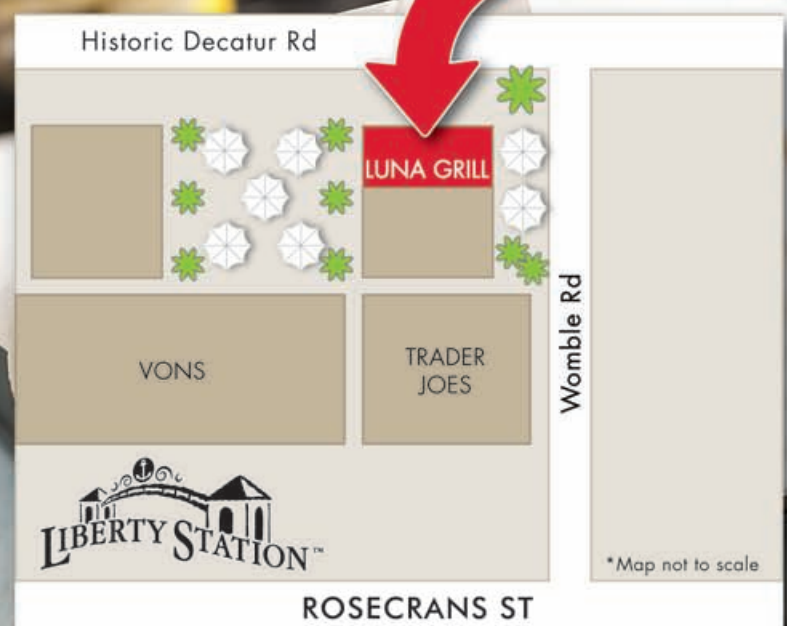
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Catching a glimpse of one of nature's behemoths in action

By KENDRA HARTMANN | THE BEACON

Though San Diego's weather has not exactly been providing locals with bragging rights of late, it has offered a chance to prove that, even through record-breaking low temperatures, the city continues to be America's Finest for all the same reasons.

Take, for example, the yearly phenomenon that, rain or shine, cold or hot, takes place just off the coast from December to April. The annual gray whale migration, which sees roughly 20,000 whales pass San Diego on their way to Baja California, is in full effect.

Every year, starting in October, the California gray whale embarks on its 10,000-mile roundtrip journey from the Bering Sea down to the lagoons of Baja. The pregnant females — the same ones who made the trip during last year's migration to breed in the lagoons — usually leave first, followed by the males, young adults and juveniles. Covering roughly 85-100 miles a day, most of the entire population will reach their destination by mid-January.

To witness the whales' path through San Diego's coastal waters, Birch Aquarium, along with several other companies around San Diego — including some located in Point Loma — takes to the high seas to give locals and tourists a glimpse of nature's longest mammal migration. On a recent whale-watching cruise (Birch offers twice-daily excursions for which it teams up with Flagship cruises), the air was brisk and the seas choppy, but that didn't stop a couple of whales from awing the crowd with their blows and flukes.

Soon after the ship left San Diego Bay, the onboard naturalist narrating the

excursion announced a blow — the visible spray of vapor that appears after the whales exhale — had been spotted nearby. The blow, the naturalist explained, is the most common way of finding gray whales in the open water (contrary to some passengers' belief that the crew uses expensive and fancy equipment to locate the massive cetaceans). When gray whales come up to the surface to breathe, a pool of water is left on top of their head, and as their warm breath hits the cool ocean air, the pool condenses and is expelled above their heads, creating the perfect indicator for their location.

Following the "footprint" — the path of calm, glassy water that trails the whales, indicating the direction in which they are swimming — our ship was able to find the whale and witness its behavior as it surfaced for five or six blows and then dove deep for a three- to five-minute "sounding dive." A few times, the passengers crowding the deck of the ship were treated to a fluke, as the whale made a dramatic display of its tail before beginning its deep descent.

Gray whales, while once hunted almost to extinction, have made an impressive comeback, with numbers now keeping them safely off the endangered species list. Growing to about 45 feet long and weighing about 33 tons, the whales live a consistent schedule of migrating to Baja — with most preferring one of three lagoons: Scammon's, San Ignacio or Magdalena — where they rest, breed and give birth, after which they make the return journey with their new calves back up to the Arctic. When they return north, they spend about five months feeding constantly on bottom-dwelling amphipods

as they struggle to put on the six to 12 inches of blubber needed for the next migration (their prime source of food isn't found in abundance in other parts of the Pacific, so they feed very little during the migration period). Then, the process starts all over again.

In all, our cruise viewed a few gray whales (the whales usually travel alone, so seeing groups of them together is unexpected, though it occurs sporadically), along with sea lions and several pods of common dolphins. Though passengers aren't guaranteed a whale sighting, the abundant marine life in the waters off San Diego is a treat in itself. At one point as the ship reentered the bay, a group of about 10 dolphins playfully followed the ship, jumping and weaving among each other as if escorting us back home.

Though the temperature called for heavy layers and the wind wreaked havoc on some passengers whose bellies didn't take kindly to the high surf, the cruise offered a chance to glimpse nature in all its glory. After all, the gray whales didn't care about San Diego's weather woes. They continued, slow and steady and stopping briefly to allow the humans to gawk at them, on their way to their Mexican vacation.

Whale-watching options in San Diego: BY BOAT

- Birch Aquarium with Harbor Excursions: departing at 9:45 a.m. and 1:30 p.m., 1050 North Harbor Drive, through April 14, (619) 234-4111, www.sdhe.com, \$37 weekdays and \$42 weekends (discounts for children, seniors and military)

- Hornblower Cruises: departs 9:30 a.m. and 1:30 p.m., 1066 North



Passengers aboard a whale-watching cruise hosted by Birch Aquarium watch as a California gray whale blows condensed vapor into the air. The blow is the most common and easiest way to find the whales in the open ocean as they make their way from the Arctic down to Baja California's tranquil lagoons.
Photo by Kendra Hartmann | The Beacon

Harbor Drive, through mid-April, (619) 686-8715, www.hornblower.com, \$37 weekdays and \$42 weekends for adults (discounts for children, seniors and military)

- Seaforth Sportfishing with San Diego Whale Watch: 10 a.m. Mondays through Fridays, 10 a.m. and 1:30 p.m. Saturdays and Sundays, December through April, (619) 224-3383, www.seaforthlanding.com, \$44 adults (discounts for children, seniors and military)

- H&M Landing: Daily departures at 10 a.m. from mid-December through March; 6-hour cruises to Coronado Islands departing at 10 a.m., (619) 222-1144, www.hmlanding.com, \$37 weekday cruises, \$45 weekend cruises (\$60 six-hour cruise)

"27 Tips for short selling your home and avoiding foreclosure"

SAN DIEGO, If you've tried to sell your home yourself, you know that the minute you put the "For Sale by Owner" sign up, the phone will start to ring off the hook. Unfortunately, most calls aren't from prospective buyers, but rather from every real estate agent in town who will start to hound you for your listing.

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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 to learn how you really can sell your home yourself.

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My parent is not keeping up with their business affairs.

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Look for the warning signs of this decline — unpaid bills, messy desks where there used to be organization, sending many checks to charities, falling down multiple times and falling prey to scams. Our parents are from a generation of independence and often fight with anyone that wants to interfere with them. We have to protect them and assist them, however determining when to do so is difficult.

If it is impossible for you to come to visit your parent, have a trusted neighbor or friend look in on them as they may not be entirely honest with you or themselves.

The first step is to talk to them in a non judgmental manner. Would they like help? Do they have written documents in place to allow someone to assist them? Powers of attorneys for healthcare and for financial affairs should be done for them so they can choose who will be involved. They may also need wills and living trusts. Take your parent to their attorney to discuss the issues.

Good luck and ask for assistance.



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QUICKHITS

Residential burglar nets four-year sentence

A 20-year-old man was sentenced Jan. 31 to four years in prison for burglarizing four apartments on West Point Loma Boulevard.

Jonathan Michael Chambers and his attorney agreed to accept a four-year

term when he pleaded guilty Dec. 5 to the burglaries. San Diego Superior Court Judge Charles Gill gave Chambers credit for already serving 340 days in jail.

Chambers left DNA evidence on his discarded cigarette butt and left his fingerprints at one burglary, said Deputy District Attorney Gregg McClain. Some victims got their property back.

Restitution to the victims may be heard at a later date. Chambers was fined nearly \$1,000 and denied proba-

tion. The burglaries took place in April, June and July 2012, and Chambers also lived nearby in Point Loma.

One victim was a Marine and some of his insignias were taken from his uniform. Another victim was asleep on the couch when Chambers got into her apartment and awoke her dog.

Chambers was arrested Aug. 15.

— Neal Putnam

'Little Free Library' opens in Point Loma

There is now a new "Little Free Library" beckoning to readers in Point Loma after having been built and opened at 3343 Harbor View Drive. It was put in place by Carl Scragg and Patt Seitas and allows readers to browse the selection, take a book and leave a book.

The national Little Free Library organization is dedicated to promoting literacy and the love of reading worldwide while building a sense of community.

For more information, call Scragg at (619) 226-6025, visit www.LittleFreeLibrary.org, or email Carl.Scragg@att.net.

Thrift shop to host jewelry-sales event

Enjoy a unique resale experience at the upcoming jewelry event by the Point Loma American Cancer Society Discovery Shop from Feb. 8-9.

Featured will be hearts for Valentines Day and a variety of other baubles for that someone special. All proceeds from the sales go to cancer research and education.

The store is located at 3609 Midway Drive, Suite C. Store hours for the event are Friday, Feb. 8 from 10 a.m. to 6 p.m. and Saturday, Feb. 9 from 10 a.m. to 5 p.m.

For more information, call (619) 224-4336.

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Ocean Beach Pier is very symbol of this unique beach community

By JOHNNY McDONALD | THE BEACON

The West Coast's longest concrete pier reaches out into the ocean as Ocean Beach's monument to recreational enjoyment. It's a majestic piece of work.

Supported by leggy pylons, it measures 1,971 feet for the benefit of walkers, skateboarders and fishermen night and day. Despite the height, though, on stormy days, high waves can still lap dangerously at its sides.

In 1991, more than \$2 million was spent on the pier to repair damages caused by winter storms.

It's not the longest pier in America, mind you. That honor belongs to Santa Cruz, where the pier reaches 2,745 feet.

We dropped by the other day to take another look at activity there—even busy on a week day, largely because municipal pier fishermen do not need a license. Thus, there is a greater gathering. In addition, the PB Pier is reputedly one of the finest pier-fishing locations up and down the coast.

The original purpose was for fishing. Anglers can be tested by tangled lines in the vast kelp and rockbeds below. However, they can avoid some of this by going to the end, where the water depth is between 25 and 30 feet. Offering more room, the T-shape end measures

360 feet to the south and 193 feet to the north.

The most common fish you will see caught on the pier are herring, often called queen fish. There's also sand bass, halibut, surf perch and the rest of the salt-water surf-zone fish ready to take the bait.

There is a shop, cafe and restroom on the pier, so you can get a snack and buy glow sticks for night fishing.

In late summer, upon graduation, junior lifeguards take their graduation plunge. Depending on age, there are several locations from which to swim ashore.

The picturesque structure has been described as one of the most-visited landmarks in the county. It was officially christened on July 2, 1966, and at the time, an estimated 7,000 people turned out for the celebration. Gov. Edmund G. Brown, the current governor's father, was on hand to cut the ribbon. He even fished for a couple minutes.

The Ocean Beach Pier was first named San Diego Fishing Pier. In fact, the plaque is still there.

I don't know who's doing the counting, but it has been reported that more than 500,000 visitors trod there each year.

And for a terrific view, you can't beat the sunsets.

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Grocery Outlet to offer bargain prices in Point Loma

By MARIKO LAMB | THE BEACON

For budget-conscious shoppers, seeking out great deals on groceries can be an all-day treasure hunt or a downright daunting task. Those hoping to find the most rock-bottom prices — without the hassle of coupon cutting or bouncing around from one location to another — now have a new option in Point Loma's new Grocery Outlet Bargain Market, which opens to the public on Feb. 14.

The Berkeley-based Grocery Outlet brand, which launched in 1946, started as a military surplus store specializing in closeout merchandise and convenience items. Today, more than 185 independently owned stores across the United States have been serving neighborhoods with quality brand-name products at 40 to 70 percent off conventional grocery store prices.

This winter, Mark and Stephanie Baldwin, along with four of their six children, moved south to warmer climates from Fortuna, California to bring the low-price model to Point Loma and surrounding neighborhoods.

Mark explained the store is able to sell merchandise at such low prices by working with manufacturers to get closeout deals on overstocked or over-produced items, excess promotional goods or obsolete packages.

"Maybe they're shifting from a 32-ounce to a 30.6-ounce package or something has Olympics-themed wrapping [from] when they were pushing the Olympics. The items are perfectly good, they just need to move them along the supply chain and get them out there," he said. "Even though we specialize in closeouts, I want people to understand that we have fresh merchandise."

Although shoppers can certainly complete their shopping trip at the 10,000-square-foot store, the Baldwins explained that the inventory shifts based on what deals are available to them.

"It's always changing, so if you see something that you like, buy it now because it might not be here next week," said Stephanie.

Those who enjoy the treasure hunt will love the store for some of its interesting finds, including items from the store's NOSH (natural, organic, specialty and health) section, fresh produce, wine and beer, health and beauty items,



Mark and Stephanie Baldwin outside their Grocery Outlet in Point Loma, which is slated to open Feb. 14.

Photo by Mariko Lamb | The Beacon

and even a small selection of clothing — all at low prices.

"We're only 10,000 square feet on the sales floor, so we have to use every inch wisely," said Mark. "We don't necessarily have the same skus — skus being the number of items — as big grocers, but you can definitely complete your shopping trip here."

With 30 years of experience in the mainstream-grocery business, Mark knows how grocery stores and their prices operate — and raising six children helped the Baldwins understand the value of a great bargain.

"It's one of our missions to touch lives — to impact people's lives in a positive way," said Mark. "People who deserve a bargain, people who need a bargain, people who just like a bargain."

Coming from the corporate culture of Safeway — the second-largest supermarket chain in the nation — to owning and operating a mom-and-pop-style store is something the pair is looking forward to, they said.

"It's an exciting change for us," said Mark. "You know as an operator, as a merchant, what makes sense and what you should be doing. You're not beholden to stockbrokers. As an operator, I had 130 employees, but I was constantly running administration drills and I had no time to connect with my staff or

my customers."

He and Stephanie plan to embrace that owner-operator interface with their customers and facilitate a daily interaction with their team of approximately 30 staff members.

"We really want to set ourselves apart with our customer service and people being able to see the owner-operators on a daily basis. We're going to run a very clean store," said Stephanie. "I want it to feel like they're coming into our home."

Point Loma Grocery Outlet will hold a ribbon-cutting ceremony for employees and staff members on Feb. 13, with a soft opening on Feb. 14. On Feb. 16, the Baldwins will host a grand-opening event to reflect their commitment to serving the community. All proceeds from the event will benefit the Point Loma High School Instrumental Boosters and a palette of merchandise will be donated to Ocean Beach-based food-distribution nonprofit Loaves and Fishes Food Pantry, who the grocers will partner with throughout the year with food drives, discounts on items and weekly donations.

Point Loma Grocery Outlet is located at 3948 W. Point Loma Blvd. For more information, visit www.groceryoutlet.com/pointloma-ca or call (619) 704-1440.

LIFEGUARDS

CONTINUED FROM Page 1

world-class beach and you see our rusted mobile-minis. Ocean Beach has two of them. Mission Bay has several of them and South Mission Beach, North Pacific Beach and the Children's Pool each have them, too," he said. "We've really got to get out of the trailer, mobile-mini business and really try to make some progress on facilities."

STAFFING

The lifeguard union's next greatest concern is increasing staffing levels for the safety of beachgoers and baygoers along San Diego's coastline.

"The public pays us for the guards that rescue them," said Harris. "Our priority is there — lifeguards, not upper management. We want to prioritize guards in the field. In Mission Bay and the surrounding coastline, we want to get to a point where we can manage them again and be proactive, rather than reactive."

He said the staffing level on the Boating Safety Unit (BSU) is inadequate to handle

multiple emergencies, especially in the winter months or at night.

"The BSU hasn't seen a staffing increase for its winter and night staffing in over 25 years," he said. "We're hoping to get two 24-hour positions — two more boating safety officers year-round, 24 hours a day."

Harris said in the case of the Santa Clara yacht fire in Mission Bay last year, his guards were delayed 16 to 18 minutes in getting to the fire because multiple calls came in at once.

"They started on the rescue boat for the original call, then when the second call came in, which was the fire on Santa Clara, they had to come in and get the fire boat," he said. "We have the only fire apparatus that doesn't have dedicated staffing."

Other staffing objectives include staffing Windansea with a permanent summer lifeguard and countering the attrition of seasoned lifeguards.

"We have a huge attrition problem in the next five years," Harris said. "The majority of our boating safety officers will be retiring between now and the next six years. That's a big deal. Historically, it takes seven to eight years to make a level-three

[position], and we've only done a couple of years, so if we need 25 of them, we're behind."

EQUIPMENT

Two years ago, the lifeguard union lobbied for a new fireboat to replace the existing boat that Harris said could break down permanently at any moment. Although the city secured funding for the fireboat, the boat has yet to be ordered.

"It wasn't until we had a fire that we were taken seriously, especially when they had to tow the fireboat back," he said. "We got funded for the fireboat in July, but the fireboat hasn't been ordered yet, so we're working with the mayor's office to make them aware of that. It can take up to a year to build it and we've needed it the past two years, so it's got to move forward."

Harris said he is satisfied with the city's promptness in getting new engines in the other fireboat, ensuring its use for another 10 years or more.

Another equipment need for lifeguards, Harris said, is a new \$450,000 multipurpose cliff rig rated for human loads, also

known as Rescue 44.

"It's a multipurpose river rescue vehicle that we can stock with dive gear, take on cliff rescues and goes on most river calls," he said. "Lifeguards have had a cliff rig for over 40 years with a crane. That vehicle is done."

TRAINING

"We're the only safety service that really doesn't have an academy that focuses on all the aspects of the job. Ninety percent of what we do is on-the-job training," Harris said.

Although new guards are trained upon arrival into the force, he said there is not a uniform standard modeled similar to the police and fire departments' academies.

"One problem is that we don't always have the numbers," he said. "One year we might be hiring two, another year we might be hiring 10, so it's hard for us to figure the structure out."

Additional goals are recruiting the most adept guards for the safety of beachgoers and encouraging diversity in new recruits.

"The union believes we can make progress in the diversity challenge with

proper recruiting. There are phenomenal athletes and swimmers out there, but they don't know about us and we don't know about them," he said. "We have people who are very adept in the water; we just have to reach them."

HEALTH COVERAGE

In addition to the launch of a wellness-monitoring program, which was funded by the city last year and slated to begin in the coming months, the lifeguard union is also looking to the city and state for clarification of assumed liabilities and coverages, including whether or not city lifeguards are included in the Peace Officer Bill of Rights like police, fire and county lifeguards, and seeking recognition of assumed coverages from exposure to chemicals in the water and other safety hazards inherent to the job.

"Lifeguards have the highest injury rate of any safety service, so we're looking at these things not only for our own health and wellbeing, but also as our economic saving to the city to prolong our career and prolong our health," Harris said.



PSC's Needlers Club provides a great opportunity for seniors to share patterns and ideas, learn from expert knitters and needlers and socialize over beverages and desserts.

Photo by Mariko Lamb | The Beacon

SENIORS

CONTINUED FROM Page 1

unlike the needs of many seniors aging in America. Seniors want to remain independent and in their own homes," said PSC's executive director, Jeannie Bailey. "Research shows that one of the biggest problems seniors face is isolation. Many PSC programs are developed and implemented with that in mind."

The center's "Out and About Peninsula" senior transportation program, which is partially funded by the San Diego Association of Governments (SANDAG), offers seniors a daily van-shuttle service to local markets or a volunteer service that provides private rides to medical appointments and other essential errands with a personal volunteer.

"Our 'Out and About Peninsula' senior transportation program not only provides a much-needed ride, but also socialization with other seniors on the van-huttle and one-on-one time with a volunteer driver," said Bailey.

Other socialization opportunities are available through PSC's senior course offerings and gatherings, like a computer class, legal-aid services and a monthly lunch club. PSC also offers help with minor home repairs, supplies a food-delivery service for homebound seniors

"Our 'Out and About Peninsula' senior transportation program not only provides a much-needed ride, but also socialization with other seniors on the van-shuttle and one-on-one time with a volunteer driver."

JEANNIE BAILEY

Executive director, Peninsula Shepherd Center

New format will change the face of CIF playoffs for San Diego schools

By SCOTT HOPKINS | THE BEACON

For 52 years, San Diego high schools have been divided into competitive divisions for playoffs, based strictly on campus enrollment.

Those days largely came to an end in January when the local section of the California Interscholastic Federation (CIF) Board of Managers approved a dramatically different format for seven team sports.

Beginning with some fall sports, a mathematical formula using state rankings, playoff appearances and opponents' records will be used to assign each school to a division for playoff purposes only.

The formula looks at a school's performance over the previous five years, placing greater weight on the most recent years.

At the top of each sport will be an "Open Division" composed of the top eight teams in the section in a given sport. All eight will enter the playoffs to determine a champion.

The next four divisions (I, II, III, IV) ranked similarly, will send the top 12 teams into playoff action, while Div. V will send eight teams.

Open division winners will be designated as section champions, while others will be crowned as division winners.

The new plan took 18 months to fine-tune and coincides with the hir-

ing of Jerry Schniepp as the section's fifth commissioner.

"This is the right thing for the section," Schniepp said later. "I think after the [board] vote, a vast majority see it as a good thing, too."

PLHS athletic director John Murphy has been an advocate for CIF change.

Murphy and others applied growing pressure to change the section's playoff format — a move that gathered support over time. Proponents calculated, for instance, that five schools (La Costa Canyon, Torrey Pines, Cathedral Catholic, Coronado and La Jolla Country Day) won 48 percent of the section's championships last year.

"That's just crazy," Murphy said.

Under the newly adopted plan, baseball programs and boys' and girls' lacrosse will begin the new system this spring. Football and girls' volleyball will join in the fall, with boys' and girls' basketball added next winter.

Other team sports (boys' and girls' soccer, field hockey and boys' and girls' water polo) may be included in the new system in the future if a ranking system can be agreed upon. Until then, these sports will remain in enrollment-driven divisions.

And sports that emphasize individual ability of both boys and girls (cross country, water polo, track and field, golf, tennis, swimming and gymnastics and wrestling) will also



The Point Loma High boys' baseball program will be among the first at the school affected by a new CIF playoff format recently created. Here, Pointer first baseman Jayson Pappas (No. 23) prepares to glove a pickoff attempt from pitcher James Klueber. Photo by Scott Hopkins | The Beacon

remain in divisions based on enrollment.

"This whole thing is great for the best teams to be competing against the best," Schniepp said. "It's great for the other teams not in the open division because they will now be competing against programs just like them."

What does this mean for Point Loma High teams? No sports made

the new elite Open Division, but two will compete in Div. I. The breakdown:

Baseball: The Pointers will compete in Div. II (18 teams, 12 advance to playoffs)

Boys' lacrosse: Div. II (22 teams, 12 advance)

Girls' lacrosse: Div. II (16 teams, 12 advance).

Football: Div. I (16 teams, 12 advance).

Girls' volleyball: Div. I (18 teams, 16 advance)

"I don't see this being a major change for us in football," said Pointer head coach Mike Hastings. "Many of our previous playoff opponents are in Div. I and there are some new schools like Valhalla, Carlsbad, Vista and San Pasqual."

For more information, visit the CIF website at www.cifsd.org.

PLNU baseball squad still searching for first win of the season

COLLEGE ROUNDUP

PLNU ATHLETICS COMMUNICATIONS DEPT. BASEBALL

The Point Loma Nazarene University baseball team dropped a doubleheader to Cal State Monterey Bay on Feb. 2 by scores of 6-1 and 8-5.

The Sea Lions (0-3) are still search-

ing for their first win of the season while the Otters improved to 3-0 to open the year.

In game one, Bryan Burkhead reached base in three of four at-bats for the Sea Lions, including a hit and their only run of game. Justin Lawrence took the loss for PLNU after giving up four hits and five runs (three earned) in six innings while striking out seven.

In game two, the Sea Lions never led in the game but fought back from multiple deficits to tie the game on two occasions. They were down 3-0 heading into

the fourth when they rallied for three runs to tie the game. Burkhead scored on a wild pitch, then Joseph Keller doubled in Trey Hunt and Kyle Desimone singled in Keller to tie the game at 3-3.

However, as would be the story of the game, the shutdown inning would elude the Sea Lions as Garcia took the first pitch of the at-bat over the left field wall for a two-out, solo home run. PLNU would answer again in their half of the fifth on doubles by Zach Allen and Burkhead.

Burkhead finished the game 3-for-4 with three doubles, a run scored and two RBI. Allen and Keller added two hits apiece. Allen also scored two runs.

Mickey Dunleavy took the loss for PLNU. The Sea Lions were scheduled to take on local rival San Diego Christian on a single nine inning game on Wednesday, Feb. 6.

WOMEN'S BASKETBALL

Callie Rhoads scored a season-high



The Point Loma Nazarene baseball team is struggling in the early going, still hopeful of clinching its first victory of the season. Courtesy photo

22 points to help the Point Loma women's basketball team comeback late

SEE ROUNDUP, Page 20

Oh, the memories! Street Fair & Chili Cook-Off

Circa 1984



Courtesy Photos



The Ocean Beach Historical Society has preserved Ocean Beach History with their collection of photos and other memorabilia. Photos and stories will be shared both on the Ocean Beach Main Street Association (OBMA) website (www.Ocean-BeachSanDiego.com) and through the SD News / Peninsula Beacon. People are encouraged to share their memories and photos and become a part of the celebration. Please email them to info@OceanBeachSanDiego.com. Check the Event Calendar on the OBMA website for details on all annual events and be sure to check with OBMA's online store for merchandise!



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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.

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Pointers hoopsters continue impressive league win streak

By SCOTT HOPKINS | THE BEACON

Pointer Jamal Agnew's free throw with only 4.2 seconds left in the game sealed a wild 39-35 victory over host Coronado Islanders on Feb. 1 that kept his team undefeated in league play.

The victory sets up a big matchup Feb. 8 as the Pointers (9-0 in Central League, 14-7 overall) host league foe Clairemont (1-7 in Central League, 2-19 overall) in a game that should officially clinch the league title for the Dogs. Tipoff is at 7:30 p.m. after the girls' varsity game at 6 p.m.

The Feb. 1 game on the Islanders' court gave the Pointers a season sweep in the schools' home-and-home series following a 46-41 Pointer win at home on Jan. 11.

In what is rapidly becoming a spirited hoops rivalry between the two schools, Agnew proved the biggest thorn in the Islanders' side, scoring 18 points in the first meeting, followed by 16 in the rematch. Both were team-leading totals and include 16 of 19 free-throw shooting.

The Pointers employed a fast, harassing style of defense in both games, leading to a total of 25 steals by Grant Wilburn (9), Agnew (8) and Dillon Fitzsimmons (6).

Pointer coach Chris Brisco said he is confident his team will prevail as league champs.

"We would have to lose all three of our remaining league games, and that isn't going to happen," he said, as Pointer fans celebrated the big road win.

The Dogs close out their league season Thursday, Feb. 14 with a 7:30 engagement with Kearny in the Komets' gym following the girls' varsity contest at 6 p.m.



Pointer forward DeAndre Benson goes airborne to put up two points during his team's 39-35 victory at Coronado on Feb. 1. The win keeps the Pointers undefeated in Central League play.

Photo by Scott Hopkins | The Beacon

Spring PLHS alumni games on tap

By SCOTT HOPKINS | THE BEACON

With winter storms still interrupting outdoor play, area high schools are gearing up for their year-ending spring slate of sports. At Point Loma High School, bringing back Pointer softball and baseball alums is the first order of business.

Softball alumni game planned

This year, the girls on head coach Tom Kamfonik's softball team are jumping aboard, staging their first alumni softball game at Peckham Field on the PLHS campus.

The action is set to begin at 11 a.m. on Saturday, Feb. 23, with Kamfonik introducing members of his 2013 varsity and junior varsity teams and coaching staffs. All participating alumni will have another opportunity to tip their caps to the crowd as they are welcomed.

Varsity assistant coach Steve Vargas will serve as alumni head coach for the event.

Event organizers will be selling Pointer softball merchandise, with food and drinks offered.

While there is sure to be a strong competitive nature to the match, one of the game's goals is to reunite players from the past and keep them involved in the program.

Alumni wishing to play should contact Vargas at (619) 520-8513, or email pointersoftball@gmail.com.

Baseball alumni game set

Pointer baseball teams have been staging an alumni game for many years, and this year's event is rapidly approaching on Feb. 16.

All alums who donned a Pointer uniform are invited to play, and there is a group of about a dozen who have showed up faithfully for decades to relive their prep glory days.

Game spokesperson Jim Harvey is directing old-timers to report to David Wells Field (at Dana Middle School) between 11:30 a.m. and noon to stretch muscles and loosen up arms and legs.

The first pitch is set for 1 p.m.

The annual game is one that produces an equal amount of applause for great plays and belly laughs for some of the alumni's gaffes.

A highlight of some recent games was the appearance of retired major league star Wells to pitch for the graybeards. This year, however, marks Wells' second season as the team's pitching coach.

Harvey notes that a post-game celebration for the alumni team will be held at the Reunion Pub on Mendocino Boulevard.

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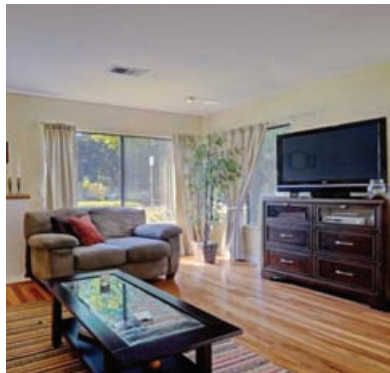
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Therapy for Alzheimer's Patients Improves Life

Even though there is not yet a cure for Alzheimer's disease, researchers have been looking into therapies that can improve a person's quality of life, possibly lessen some of their symptoms and help them function better.

Notepad Computers – These same lightweight touchscreen computers, with puzzles, games and apps, are being used to exercise the person's mind, help them improve their dexterity and even help remind them of things. The games help the person feel that they've accomplished a task and are successful.

Bright Lights – A study that was published in the Journal of the AMA found that either intensive light therapy or UV light therapy has helped a person with memory issues have better cognition and helps improve mood. It may be especially helpful with sundowning behavior.

Art – This is increasingly being seen at museums around the country, where there are programs for people with Alzheimer's to view and create art. The result of this therapy lasts well past the therapy session.

"Comfort Food" – It is being researched that letting the person have that extra piece of pie or that nighttime drink makes the person more content and peaceful. This could cause them to need less medication.

Tell a Story – Having the Alzheimer's patient in a group, looking at pictures and making up a story about that picture helps the person be creative, as well as helping them socialize.

No therapy at this time can reverse Alzheimer's, but more people are working to help improve the quality of life. For more help in dealing with an Alzheimer's patient, call the RN care managers at Innovative Healthcare Consultants at 1.877.731.1442 or see us online at www.innovativehc.com.

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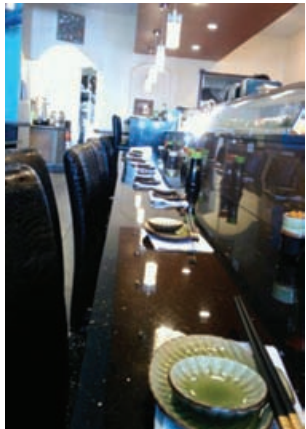
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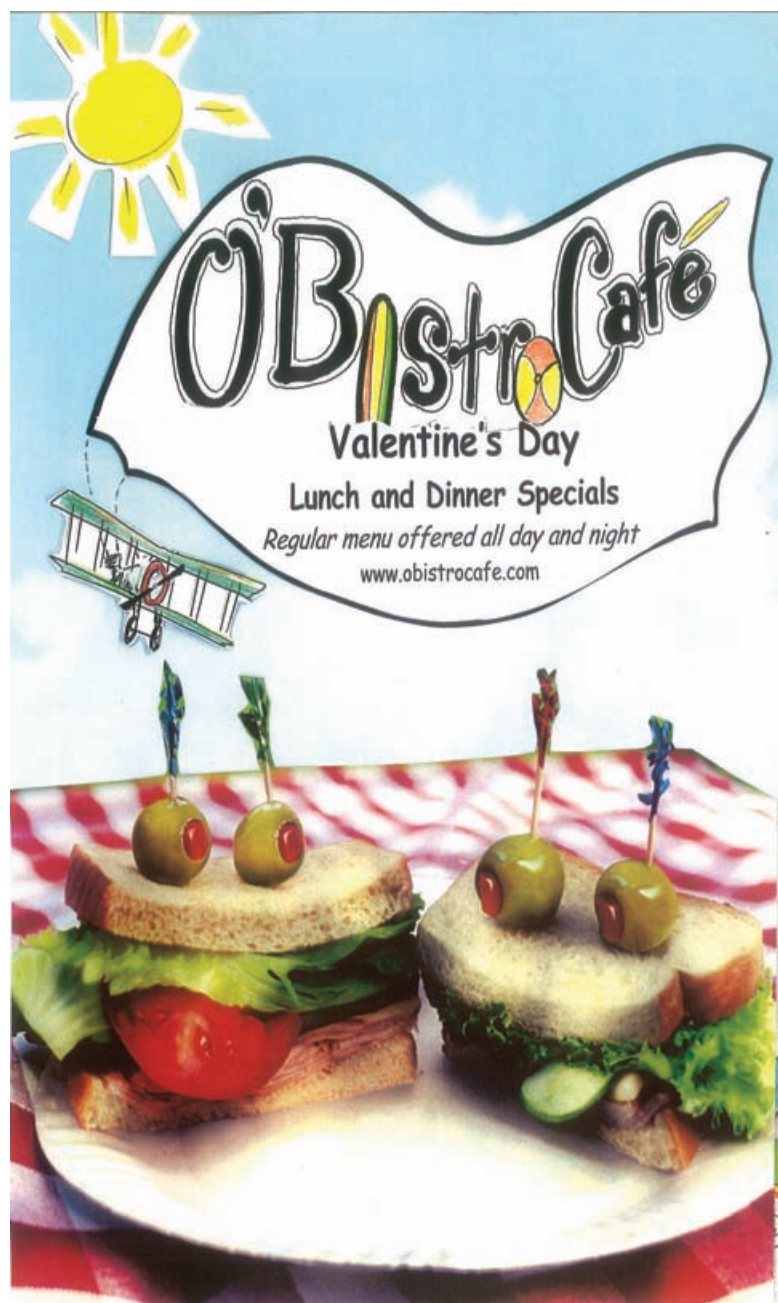
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NEWSBRIEFS

SoCal Helicopters helps realtors sell properties

SoCal Helicopters offers Aerial photos and video services to real estate professionals. For \$160, you get 10 aerial photos of your listing. These are shot by Jordan Paul, professional photographer. Videos start at \$240.

As a special treat, if you would like to ride along it is only an extra \$50 and promises to be one of the most amazing experiences you will have.

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David Martz is a certified wedding officiant with the designation of ordained clergy. You choose your destination, whether your dream wedding takes place on a secluded mountain top or a pristine beach, So Cal Helicopters will get you there!

SoCal Helicopters does it all. Call David Martz at (858) 349-5216 or email at david@martzrealestate.com

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Locally owned and operated, La Jolla Termite prides themselves on being prompt, courteous, & professional. You can count on them to help protect you and your most valuable assets ... your home and family from pests!

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BlueVault chain launches in San Diego as "Ft Knox for the public"

Late last year, BlueVault launched its first location 11 minutes from UTC. Now it's going public with its message of safety.

"Make sure your valuables and important items are fully secure, with risks minimized. The best and safest solution is getting these items out of your home," said security manager David Johnson.

BlueVault is an ultra-secure facility, with 24/7/365 security by Diebold--guardian of global institutions. Clients store their property at BlueVault for maximum protection against theft, damage, seizure, fire, privacy invasion and robberies. All storage units are within a bank-grade vault, with sizes from small safe deposit boxes for jewelry to units up to six foot high. You get the only keys to your unit. No intrusive I.D. requirements or social security numbers are required.

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If your home is currently listed please disregard this notice as it is not our intention to sell other broker's listings.



ANNOUNCEMENTS 100

lost & found

REWARD! LOST 1" HEART PENDANT on Christmas day in La Jolla village. Very Sentimental. (858) 410-5555

HELP WANTED 250

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ITEMS FOR SALE 300

misc. for sale

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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 sandiego-comics@yahoo.com.

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IF YOU USED THE MIRENA IUD between 2000- present and suffered perforation or embedment in the uterus requiring surgical removal, pelvic inflammatory disease leading to hysterectomy or had a child born with birth defects you may

be entitled to compensation. Call Johnson Law and speak with female staff members 1-800-535-5727

pet services

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BUSINESS OPTS. 550

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REAL ESTATE 800

house for rent

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STATEMENT OF WITHDRAWAL FROM PARTNERSHIP UNDER FICTITIOUS BUSINESS NAME FILE NO. 2013-000837 (1) FICTITIOUS BUSINESS NAME(S) OF PARTNERSHIP: a. SAN DIEGO SCUBA GUIDE (2) LOCATED AT: 1514 CHALCEDONY ST. SAN DIEGO, CA 92109 (3) THE FICTITIOUS BUSINESS NAME REFERRED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: 05/17/2011, and assigned File No. 2011-014471 (4) THE FOLLOWING GENERAL PARTNER HAS WITHDRAWN: OLGA KORCHYGA 6750 LA JOLLA BLVD. LA JOLLA, CA 92037 (5) The statement was filed by Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 08, 2013 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2012-033111 THE NAME(S) OF BUSINESS: J&K BOXING, "KEEPING TEENS OFF THE STREET", ADAPTIVE MARTIAL ARTS AND WHEELCHAIR SELF DEFENSE, JING SHEN KUOSHU located at: 3839 SEQUOIA ST #3 SAN DIEGO, CA 92109 is hereby registered by the following owner(s): GREGORY FRASER This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 12/21/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 08, 2013 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000676 THE NAME(S) OF BUSINESS: BUILDING ENGINEER SOLUTIONS located at: 5615 SOLEDAD RD. LA JOLLA, CA 92037 is hereby registered by the following owner(s): CHARLES K. CARTER 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 08, 2013 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000774 THE NAME(S) OF BUSINESS: PUMPED MAGAZINE located at: 6650 LUSK BLVD., STE B201 SAN DIEGO, CA 92121 is hereby registered by the following owner(s): ULTIMATE FITNESS NUTRITION, INC. This business is being conducted by: A CORPORATION ULTIMATE FITNESS NUTRITION, INC. 101 W BROADWAY 16TH FLOOR SAN DIEGO, CA 92101 NEVADA The transaction of business began on: 10/12/11 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 09, 2013 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-031343 THE NAME(S) OF BUSINESS: LUXURY COMFORT TRANSPORTATION, FIRST CLASS TRANSPORTATION located at: 6410 BLUE ASH DRIVE LEMON GROVE, CA 91945 is hereby registered by the following owner(s): HABIBULLAH POPAL, ABDULLAH POPAL This business is being conducted by: A GENERAL PARTNERSHIP 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: DEC 21, 2012 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000893 THE NAME(S) OF BUSINESS: CAVA FORNIA EATERY located at: 964 1/2 WILBUR AVE. SAN DIEGO, CA 92109 is hereby registered by the following owner(s): ENRIQUE ROBAINA-CABRERA, SAMANTHA BERNIS This business is being conducted by: A MARRIED COUPLE 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 10, 2013 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA 92101 CASE NO. 37-2013-00029040-CU-PT-CTL PETITIONER OR ATTORNEY: BENJAMIN COPPEL 931 LA JOLLA RANCHO ROAD LA JOLLA, CA 92037 858-454-1634 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM BENJAMIN COPPEL TO BENJAMIN ALEJANDRO COPPEL SULLIVAN 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 01, 2013 TIME: 8:30 AM DEPT 52

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-001267 THE NAME(S) OF BUSINESS: EMESOH located at: 1380 GARNET AVE. SUITE E-406 SAN DIEGO, CA 92109 is hereby registered by the following owner(s): MARK HOSTETTER, SUSANA HOSTETTER This business is being conducted by: A MARRIED COUPLE The transaction of business began on: 01/14/2013 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 14, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-001358 THE NAME(S) OF BUSINESS: INK BIDDERS, INK BIDDERS, INK BIDDERS located at: 18273 SUNVAIDEN CT. SAN DIEGO, CA 92127 is hereby registered by the following owner(s): JESSE HWANG 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 15, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000814 JAMES ALCOORN AND ASSOCIATES AIA located at: 7757 GIRARD AVE. LA JOLLA, CA 92037 is hereby registered by the following owner(s): JAMES L. ALCOORN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: JAN 01/1983 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 09, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000635 CORE DESIGN STUDIO, CORE DEVELOPMENT located at: 3304 HANCOCK ST. SAN DIEGO, CA 92110 is hereby registered by the following owner(s): TOMAS F. RYAN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 01/07/2003 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 07, 2013 ISSUE DATE(S): JAN 31 FEB 07, 14 AND 21, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000281 JAMES ALCOORN AND ASSOCIATES AIA located at: 7757 GIRARD AVE. LA JOLLA, CA 92037 is hereby registered by the following owner(s): JAMES L. ALCOORN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: JAN 01/1983 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 09, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

220 WEST BROADWAY SAN DIEGO, CA 92101 ABOVE ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO. 2012-008116 (1) FICTITIOUS BUSINESS NAME(S): a. UFS b. UFS360 c. ULTIMATE FITNESS SOLUTIONS (2) LOCATED AT: 11211 SORRENTO VALLEY RD. STE L SAN DIEGO, CA 92121 (3) THE FICTITIOUS BUSINESS NAME REFERRED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: 10/18/2011, and assigned File No. 2011-029348 (4) IS (ARE) ABANDONED BY THE FOLLOWING REGISTRANT(S): ULTIMATE FITNESS NUTRITION, INC. 101 W BROADWAY 16TH FLOOR SAN DIEGO, CA 92101 NEVADA The statement was filed with Ernest J. Dronenburg, Jr., County Clerk of San Diego County on: JAN 09, 2013 Issue date(s): JAN 17, 24, 31 FEB 07, 2013

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO. 2012-000768 (1) FICTITIOUS BUSINESS NAME(S): a. AAS LABS b. ANABOLIC ALMANAC c. ANABOLIC ALMANAC.COM d. BODYBUILDING TODAY e. PMK FIT f. PMK FIT CHALLENGE g. PMK FIT CONTEST h. PMK FIT FITNESS i. PMK FIT FITNESS SYSTEMS j. PMK FIT FIT SYSTEM k. PMK FIT TRAINING SYSTEM l. PMK FIT ULTIMATE FITNESS SYSTEM m. PMK FIT ULTIMATE TRAINING SYSTEM n. PMK FIT ULTIMATE TRAINING o. PRIMAL MUSCLE CHALLENGE p. PRIMAL MUSCLE CONTEST q. PRIMAL MUSCLE MAGAZINE r. PRIMAL MUSCLE MAGAZINE.COM s. PRIMAL MUSCLE SPORTS SUPPLEMENTS t. PRIMAL MUSCLE STORE u. PRIMAL MUSCLE STORE.COM v. STERIODS TODAY w. TJ LABS (2) LOCATED AT: 11211 SORRENTO VALLEY RD. STE L SAN DIEGO, CA 92121 (3) THE FICTITIOUS BUSINESS NAME REFERRED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: 10/18/2011, and assigned File No. 2011-007809 (4) IS (ARE) ABANDONED BY THE FOLLOWING REGISTRANT(S): ULTIMATE FITNESS NUTRITION, INC. 501 W BROADWAY, STE 770 SAN DIEGO, CA 92101 CALIFORNIA The statement was filed with Ernest J. Dronenburg, Jr., County Clerk of San Diego County on: JAN 09, 2013 Issue date(s): JAN 17, 24, 31 FEB 07, 2013

SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA 92101 CASE NO. 37-2013-00029137-CU-PT-CTL PETITIONER OR ATTORNEY: ALEXANDRA HEFFLEY 3747 ORION DR. LA MESA, CA 91941 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME ALEXANDRA HEFFLEY ON BEHALF OF A MINOR LOGAN ORION CUMMINGS-HEFFLEY TO LOGAN ORION HEFFLEY 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 FEB 22, 2013 TIME: 8:30 AM DEPT 52 220 WEST BROADWAY SAN DIEGO, CA 92101 ABOVE ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000712 THE NAME(S) OF BUSINESS: YOGA ARTS located at: 3021 CANON ST. SAN DIEGO, CA 92106 is hereby registered by the following owner(s): AMY PAOCHOWITZ 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 09, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000774 THE NAME(S) OF BUSINESS: LUXURY COMFORT TRANSPORTATION, FIRST CLASS TRANSPORTATION located at: 6410 BLUE ASH DRIVE LEMON GROVE, CA 91945 is hereby registered by the following owner(s): HABIBULLAH POPAL, ABDULLAH POPAL This business is being conducted by: A GENERAL PARTNERSHIP 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: DEC 21, 2012 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000774 THE NAME(S) OF BUSINESS: LUXURY COMFORT TRANSPORTATION, FIRST CLASS TRANSPORTATION located at: 6410 BLUE ASH DRIVE LEMON GROVE, CA 91945 is hereby registered by the following owner(s): HABIBULLAH POPAL, ABDULLAH POPAL This business is being conducted by: A GENERAL PARTNERSHIP 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: DEC 21, 2012 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000774 THE NAME(S) OF BUSINESS: LUXURY COMFORT TRANSPORTATION, FIRST CLASS TRANSPORTATION located at: 6410 BLUE ASH DRIVE LEMON GROVE, CA 91945 is hereby registered by the following owner(s): HABIBULLAH POPAL, ABDULLAH POPAL This business is being conducted by: A GENERAL PARTNERSHIP 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: DEC 21, 2012 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000774 THE NAME(S) OF BUSINESS: LUXURY COMFORT TRANSPORTATION, FIRST CLASS TRANSPORTATION located at: 6410 BLUE ASH DRIVE LEMON GROVE, CA 91945 is hereby registered by the following owner(s): HABIBULLAH POPAL, ABDULLAH POPAL This business is being conducted by: A GENERAL PARTNERSHIP 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: DEC 21, 2012 ISSUE DATE(S): JAN 17, 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-001401 THE NAME(S) OF BUSINESS: MISSION GORGE AUTO CREDIT located at: 7571 MISSION GORGE RD. SAN DIEGO, CA 92120 is hereby registered by the following owner(s): BURNSTRIE, INC. This business is being conducted by: A CORPORATION The transaction of business began on: 03/23/2010 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 15, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-001267 THE NAME(S) OF BUSINESS: EMESOH located at: 1380 GARNET AVE. SUITE E-406 SAN DIEGO, CA 92109 is hereby registered by the following owner(s): MARK HOSTETTER, SUSANA HOSTETTER This business is being conducted by: A MARRIED COUPLE The transaction of business began on: 01/14/2013 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 14, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-001358 THE NAME(S) OF BUSINESS: INK BIDDERS, INK BIDDERS, INK BIDDERS located at: 18273 SUNVAIDEN CT. SAN DIEGO, CA 92127 is hereby registered by the following owner(s): JESSE HWANG 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 15, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000814 JAMES ALCOORN AND ASSOCIATES AIA located at: 7757 GIRARD AVE. LA JOLLA, CA 92037 is hereby registered by the following owner(s): JAMES L. ALCOORN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: JAN 01/1983 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 09, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000635 CORE DESIGN STUDIO, CORE DEVELOPMENT located at: 3304 HANCOCK ST. SAN DIEGO, CA 92110 is hereby registered by the following owner(s): TOMAS F. RYAN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 01/07/2003 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 07, 2013 ISSUE DATE(S): JAN 31 FEB 07, 14 AND 21, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000281 JAMES ALCOORN AND ASSOCIATES AIA located at: 7757 GIRARD AVE. LA JOLLA, CA 92037 is hereby registered by the following owner(s): JAMES L. ALCOORN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: JAN 01/1983 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 09, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000281 JAMES ALCOORN AND ASSOCIATES AIA located at: 7757 GIRARD AVE. LA JOLLA, CA 92037 is hereby registered by the following owner(s): JAMES L. ALCOORN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: JAN 01/1983 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 09, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

Recorder / County Clerk of San Diego County on: JAN 15, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

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: January 8, 2013 To Whom It May Concern: The Name(s) of the Applicant(s) is/are: TARGET CORPORATION The applicant listed above is applying to the Department of Alcoholic Beverage Control to sell alcoholic beverage at: 3245 SPORTS ARENA BLVD. SAN DIEGO, CA 92110-4529 Type of license(s) applied for: 21-OFF-SALE GENERAL Issue Date(s): JAN 24, 31 AND FEB 07, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000814 JAMES ALCOORN AND ASSOCIATES AIA located at: 7757 GIRARD AVE. LA JOLLA, CA 92037 is hereby registered by the following owner(s): JAMES L. ALCOORN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: JAN 01/1983 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 09, 2013 ISSUE DATE(S): JAN 24, 31 FEB 07 AND 14, 2013

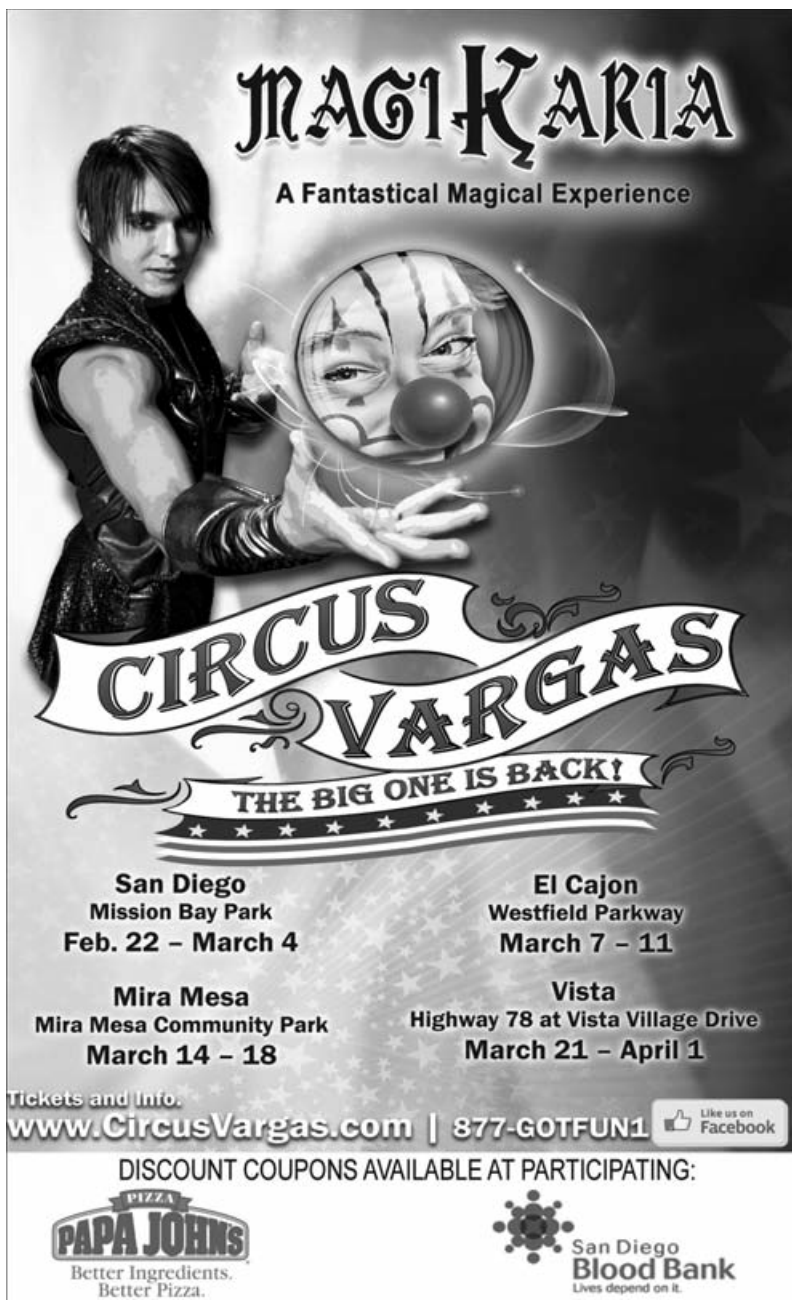
FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-001824 GLASSAVER located at: 3715 MILLIKIN AVE. SAN DIEGO, CA 92122 is hereby registered by the following owner(s): HOWARD W. WHIDBEE This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 07/10/2008 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 18, 2013 ISSUE DATE(S): JAN 31 FEB 07, 14 AND 21, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-000635 CORE DESIGN STUDIO, CORE DEVELOPMENT located at: 3304 HANCOCK ST. SAN DIEGO, CA 92110 is hereby registered by the following owner(s): TOMAS F. RYAN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 01/07/2003 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: JAN 07, 2013 ISSUE DATE(S): JAN 31 FEB 07, 14 AND 21, 2013

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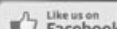
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Senior midfielder Jewell Roth, in white, works to advance the ball during a match against La Jolla. Roth and her teammates are nearing a City League championship with the regular season ending next week.
Photo by Scott Hopkins | The Beacon

SPORTS SHORTS

Comedian George Lopez gives boost to grapplers

Point Loma High School's wrestling team is the beneficiary of a popular

comedian's generosity.

Assistant coach Miles Doughty, a former Pointer wrestler, is a founding member of the nationally known musical band Slightly Stoopid, along with classmate Kyle McDonald.

Formed in 1995 in Ocean Beach, the band has appeared on tour with other major acts, while releasing seven studio albums and attracting a following that includes comedian George Lopez.

While playing in a celebrity golf tournament, Lopez learned of Doughty's love of wrestling and involvement with the Pointer team. When asked what his wrestlers could use, Doughty mentioned the team's outdated mat used for matches in the school's Trepanier Gym.

Lopez told Doughty to order a new mat through the comic's foundation, and the Pointers are now competing on a state-of-the-art mat that cost \$10,000. It features the Pointer logo and a ribbed backing that makes it much easier to set up and remove.

Meanwhile, Doughty and his bandmates are on tour. In his absence, his father, Brian Lamb, a former Pointer wrestling head coach, is assisting head coach Phil Moore as the Pointers pursue a league title.

— Scott Hopkins

Girls' soccer closing in on league title

The Lady Pointer soccer team is nearing a City League championship with league play almost complete.

Sporting a league record of 4-0-2 (9-6-3 overall), the Pointers, under head coach John Murphy, have two remaining league matches against Clairemont on Feb. 13 and Madison on Feb. 14. Both encounters will take place on the Pointers' Bennie Edens Field at home with 3 p.m. starts both days.

Team scoring is evenly distributed this season, with four players leading goal scoring. Jewell Roth (senior midfielder), Taylor Hopkins (sophomore midfielder/forward), Jordan Patane (freshman midfielder/forward) and Graysen Choy (junior defender/midfielder) are tied for the lead with three apiece.

Goaltending duties have been shared as well, with senior Mia Sakasegawa owning a 1.2 goals-against average. Junior Jordan Green sports a 1.8 average, freshman Brynn Kays has posted a 2.3 mark and freshman Grace Haselton holds a .5 record.

Shutouts have been credited to Green (four), Kays (three), Sakasegawa (two) and Haselton (one).

— Scott Hopkins

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ROUNDUP

CONTINUED FROM Page 8

and edge Notre Dame de Namur, 60-57, on Feb. 4.

Rhoads' trey with just over three minutes remaining gave PLNU (9-10, 5-6 PacWest) a two-point lead, its first since early in the half and PLNU would never again trail. NDNU (3-17, 2-10 PacWest) would answer with a basket to tie the game but Jessica Escorza would then seal the win for the Sea Lions by hitting a driving layup and knocking down two free throws in the final minute.

That go-ahead trey was one of five 3-pointers Rhoads knocked down in the contest en route to recording her season-high in points. The Sea Lions also got 11 points and four steals apiece from Escorza and Savannah Erskine. PLNU

forced the Argonauts into 20 turnovers, while committing just 11 of their own. The Sea Lions would outscore NDNU 23-8 in points off turnovers.

Point Loma trailed 26-25 at the half and by as many as seven with five minutes remaining before outscoring NDNU 13-3 down the stretch to earn the win. The comeback was made possible by PLNU dominating in the paint and on second chance points in the second half. The Sea Lions outscored the Argonauts 18-4 on points in the paint and 6-0 on second chance points during the second period.

The Sea Lions will now begin a five-game road trip, with the first four in Hawaii. They will open with Hawaii Pacific on Saturday, Feb. 9 and then face BYU-Hawaii on Monday, Feb. 11.

OB novelist finds success amid field's downward trend

By MARTIN JONES WESTLIN | THE BEACON

The die is cast for wannabe novelists, and it's been that way for years. Annual surveys show publishers accept fewer than three fiction manuscripts for every 1,000 submissions. Years can pass between approval and that first book signing at the local convention or coffee shop.

In the mainstream book industry, the catch-phrase "the writer's art" has been replaced by something a little more succinct: "Hurry up and wait."

Richard Platt, an Ocean Beach playwright and author, knows the game pretty well. One publisher kept him on tenterhooks for 11 months as it made plans to produce his debut novel and then dropped them without explanation. About a year and a half and a zillion firms went by before Tyndale House Publishers released "As One Devil to Another, a Fiendish Correspondence in the Tradition of C. S. Lewis's The Screwtape Letters." But released it was in April — and Platt, who's been writing for about 10 years and calls Lewis his patron saint — has plenty to say about the industry and its direction, even as more manuscripts see the light of day than ever before.

"The Screwtape Letters," published in 1942, centers on a series of 31 letters between devils Screwtape and Wormwood, with Screwtape advising his protégé on how to undermine the newfound hope of a guy called The Patient. The Patient is killed in a World War II air raid

and goes to heaven, with Wormwood taking the heat for letting his soul slip through the devils' fingers.

Platt's "One Devil" mimics Lewis' voice and uses similar exchanges, this time between Slashreap and Scardagger, to address items like today's sexuality, modern technology and how man, despite the devils' best efforts, maintains a sense of hope in a world gone mad.

The late Clive Staples Lewis, a Belfast native and a renowned novelist, poet and essayist known for his "Narnia" children's series, died in 1963 at age 64 and was a major figure in illustrating the role of Christianity in everyday life. His philosophy isn't lost on Walter Hooper, a world authority on Lewis, who in an hour-long phone conversation told Platt he found the manuscript "stunning" and even quoted passages back to him. A breathless Platt then suggested to his wife that she simply wouldn't believe what Hooper had had to say.

"She said, 'You're right,'" said Platt. "I don't believe it, and nobody else is going to believe it either. You better get him to write it down." Subsequently, Hooper wrote the book's preface.

Platt, a regular contributor to the literary quarterly Slightly Foxed and a finalist for a 2012 San Diego Foundation fellowship for his one-man play "Ripples from Walden Pond: An Evening with Henry David Thoreau," had written "One Devil" in 35 days, finishing in November 2009. Then, the real work began, sometimes amid a lack of response from publishers.

"The waiting game," Platt said, "is the toughest part of being a writer. People always say that if you're going to be a writer you have to be able to handle rejection. That's true, but it's much worse than that. The days you get rejected are the good days, because someone actually noticed you're alive. You'll spend most of your life being ignored completely. The first trait a writer needs isn't discipline, like you always hear. It's fortitude."

Perhaps that fortitude has diminished in the digital age. For a price, self-publishing services can edit, package and market your book at the drop of a hat, leaving the author's accountability in question.

"The question is never, 'Is it good?' but 'Can we sell it?'" he said. "So the trend is toward mediocrity."

Meanwhile, he continued, the jury is still out on the book's sales potential, as it's only now beginning to reach its intended audience. The wheels grind slowly in that part of publishing too, even as the latest Great American Novel rolls off somebody's copy machine, published on demand.

But Platt is consumed with all things Lewis, calling him the greatest man of letters of the 20th century. In part, "One Devil" is dedicated to his memory — and surely, amid all that greatness, the true author in Platt can't bring himself to do less.

The illustrated, 192-page "One Devil" is available at amazon.com and any bookstore with a friend.

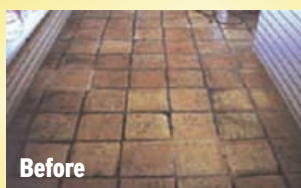
Photo courtesy Wally Hall



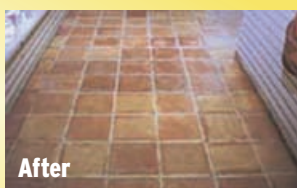
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Rock and Roll San Diego on Sports Arena Boulevard offers aspiring musicians opportunities to grow and learn. But the venue is much more than just that.
Courtesy photo

By BART MENDOZA | THE BEACON

There are several options in the area when it comes to learning the art of music, but nothing comes close to Rock and Roll San Diego. Located at 3360 Sports Arena Blvd., the school opened in June 2011. Like other such schools, it teaches students how to play an instrument and then moves them to the live stage. But that's where the similarities end.

Founded by guitarist Mark Langford, the school offers — in addition to basic music education — just about everything needed for a professional musician: rehearsal rooms, a recording studio, instrument rentals, repairs, a talent agency, two management companies and more.

It's a testament to the quality of the operation that bands as big and diverse as legendary new wave combo The B-52s and hardcore heroes Pierce the Veil have been in residence recently. Meanwhile, Rock and Roll San Diego also houses a noted local record company, Pacific Records, with a roster that includes such notables as Sprung Monkey, Social Club, Samantha Clemons and Jimmy Patton. At 13,000 square feet and 26 rooms, it's an impressive undertaking.

"It's really for professionals, but we're 'allowing' students to come in and learn at a professional facility," Langford joked.

Though he can't point to any one inspiration for launching the school, Langford said his motivation came simply from feeling he "needed to give back and contribute."

Rock 'n' roll isn't the only music supported at the school, which boasts

I feel so strongly about people creating their own music. That's one of the things that's most important to me.

Mark Langford

"some of the best teachers in town." A particular point of pride includes having Lito Romero of classical guitar icons The Romeros as executive director of the classical program. Langford himself is perhaps best known for his time in metal band Bible Black, though these days he focuses on classical and flamenco guitar.

He acknowledges there is competition in the music-education market.

"There is, but we're a whole different ball game," he said. "I feel we've one-upped everybody. Most places just

teach you to make music, some even to get on stage. We (also) teach and inspire students to create and write music.

"I feel so strongly about people creating their own music. That's one of the things that's important to me."

Langford sees music as more than just playing a particular instrument or finding a particular niche to occupy. At Rock and Roll San Diego, students are immersed in all aspects of the music biz.

"When a student comes in you don't just learn to play or sing," he said. "We teach them the music business, we teach them a little bit about production, so that when they're in the studio they know how to communicate with the engineer, when they're on stage they know what monitors are, they know mic placement and so on. All the students who are involved help each other in recital, from the sound engineering to the videography, so they're not alone when they go out there, they're part of a team."

"Without the arts, we end up with doers, not thinkers. And this creates thinkers," he said. "I know that most students will probably not make a career of it, but they can think outside the box when they become a lawyer, doctor or engineer. What we're giving them is creativity and discipline — knowing how to learn."

For more information, visit www.rockandrollsandiego.com.



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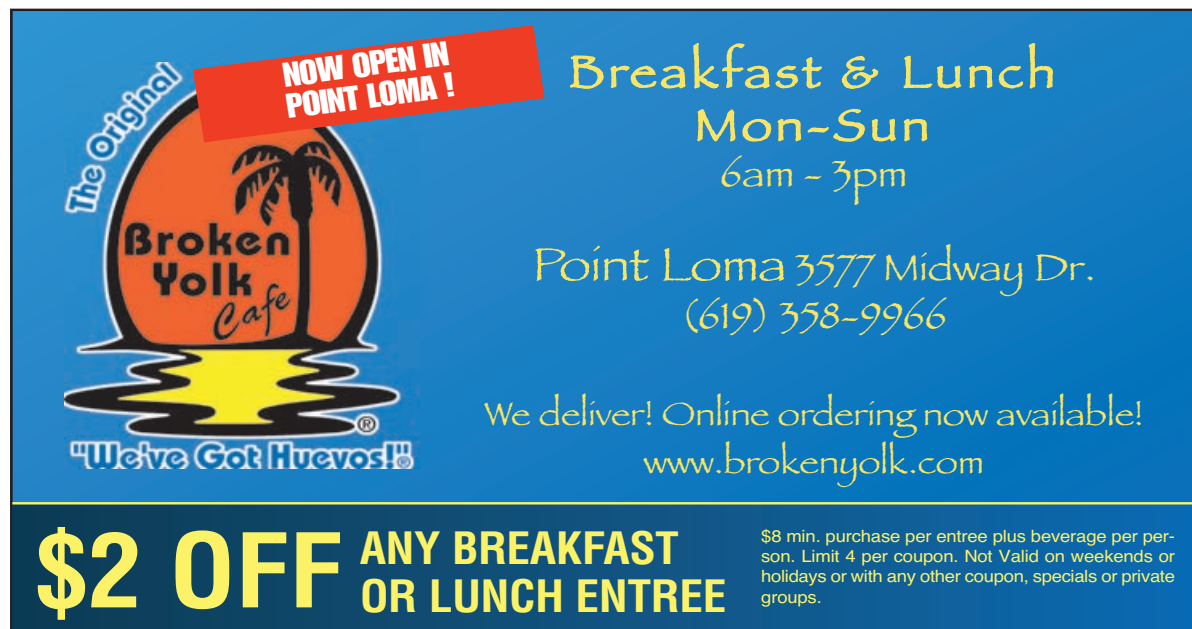
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PLNU 'Writers Symposium by the Sea' to celebrate the storytellers

By MARIKO LAMB | THE BEACON

Nearly two decades ago, Dean Nelson, founder and director of Point Loma Nazarene University's (PLNU) journalism program, launched "Writer's Symposium by the Sea" with an aim to inspire student writers outside the classroom through engagement with the great literary geniuses of this generation.

Over time, the symposium grew into multiple days of lively interviews and practical workshops targeting writers who hoping to rub elbows with successful writers, become inspired to create their own literary works or simply learn about the power of the written word.

"The evening interviews are more like 'Inside The Actor's Studio' and the afternoon workshops are much more practical and applied," said Nelson. "Several of us throughout the university brainstorm all year long, and the sentence usually begins with a statement like, 'Wouldn't it be great if we could get ...' and then the conversation takes off from there."

After a lot of dreaming, networking and phone calls, the all-star lineup of writers for the symposium is set for the highly anticipated event. This year, the symposium will feature interviews with award-winning religion columnist Cathleen Falsani, U.S. Poet Laureate Billy Collins and PLNU alumni and singer-songwriter Bryan Bangerter, among others.

"When the final event of the symposium is over, I hope members of the audience will be better readers



Midwest humorist, author and radio star Garrison Keillor will be the featured speaker on Feb. 14 at Point Loma Nazarene University as part of the annual "Writer's Symposium by the Sea" event hosted by the university.

Courtesy photo

and writers. I hope they will see how much better the world is when

people can articulate how beautiful and messy and complicated and scary and deep and wonderful it is to be a human being," said Nelson. "Good writing connects humanity in a unique way. And if we inspire someone to become a great storyteller, that would be success for us."

This year's symposium will kick off on Thursday, Feb. 14 with an evening of monologues and anecdotes by Midwest humorist, author and radio star Garrison Keillor at PLNU's Brown Chapel. Tickets to the event are \$35 to \$55 and are available online at www.pointloma.edu/event/garrison-keillor-returns-plnu-valentines-day-2013 or by calling (866) 745-0575. The event begins at 7 p.m. and doors open at 6 p.m.

But wait, there's more to come ...

FEB. 25, 7 p.m.

Cathleen Falsani, \$10 general admission, students free

FEB. 26, 7 p.m.

Billy Collins, \$15 general admission, \$5 for students

FEB. 27, 7 p.m.

Acoustic Alumni: An evening conversation with PLNU alums, \$10 general admission, students admitted free

All evening interviews will take place at PLNU's Crill Performance Hall. Tickets are available at www.pointloma.edu/experience/academics/schools-departments/-department-literature-journalism-modern-languages/writers-symposium or by calling (866) 745-0575.

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All Beasts Blessed in Old Town Last Sunday

The fourth annual Blessing of the Animals in Old Town San Diego State Historic Park attracted more than 500 attendees and their pets this past Sunday. This was the highest attendance recorded in the event's history. From a blue tongued lizard to a wolf hybrid dog, all animals were blessed by Monsignor Mark Campbell.

Participating exhibitors included animal adoption agencies such as the Chihuahua Rescue of San Diego and Shelly's Shelter. Chopper the Biker Dog and Sindi Somers were on hand to entertain and educate the crowd. Sponsored by Old Town's Fiesta de Reyes, the event also featured a pet costume contest and a pet and owner look-a-like contest.

Historically, this event has been happening for more than 300 years – dating back to the 1700s. The present day event is modeled after annual Benediction of the Beasts which celebrates St. Anthony of the Desert, the Patron Saint of Animals. For more information about Blessing of the Animals, call 619-297-3100.



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Looking
ahead

Peninsula-area events, Feb. 10-Feb. 22
SUNDAY, Feb. 10

"Reading Between the Lampposts: The Literary Giants of Loma Portal" will be the featured, free presentation at the Point

Loma/Hervey Branch Library from 2 to 4 p.m. Have you ever wondered who your street was named after? Well here's your chance to find out. Beginning with Macaulay and moving north to Lytton, local residents have researched and reported on the lives of the 26 authors whom the Loma Portal streets are named after. Short readings of most of the authors will be presented. The event takes

place in the Community Room of the library, 3701 Voltaire St. For more information, call (619) 225-9659, or visit karlalapic@gmail.com.

TUESDAY, Feb. 12

The Point Loma/Hervey Branch Library hosts Dr. Jon Rebman, author of "Baja, California Plant Field Guide," speaking on "Cactus or Succulent?" The free

event, taking place at 6:30 p.m., will also feature free door prizes. The library is located at 3701 Voltaire St. For more information, call (619) 531-1539.

TUESDAY, Feb. 19

A free presentation will take place at the Peninsula Family YMCA on disaster preparedness. Team volunteer and Peninsula Y member Lee Durand, who recent-

ly returned from helping victims of Hurricane Sandy, will discuss how to be better prepared in our homes, cars and places of business. This free program will include a raffle of disaster-preparedness tools. The presentation takes place from 1 to 2 p.m. at the Peninsula Family YMCA, 4390 Valeta St. Reservations are requested by Feb. 15 at the Y front desk or by calling (619) 226-8888.

THURSDAY, Feb. 21

The Ocean Beach Historical Society will host a presentation by *OB Rag* editor Frank Gormlie on "A Historical Perspective of the Ocean Beach Planning Board" at p.m. The program will focus on the history of the planning board and the importance of resident involvement. Gormlie was a member of the first Ocean Beach Planning Board. The meeting takes place at the Point Loma United Methodist Church, 1984 Sunset Cliffs Blvd.

FRIDAY, Feb. 22

Holy Trinity Concert Series hosts a Celtic concert with the dynamic Irish band GOITSE at Bethany Lutheran Church, 2501 Sunset Cliffs Blvd. at :30 p.m. Ticket are \$21. For reservations, email concerts@holyltrinityob.com. For more information, call Fr. Larry Baush at (619) 708-3268, or email frbaush@hotmail.com.

MADCAPS sets its
annual stellar
show March 7-9

By SCOTT HOPKINS | THE BEACON

Members of Mothers and Daughters Club Assisting Philanthropies (MADCAPS) are busy preparing for their annual benefit show to be held March 7-9.

This year marks the 53rd year the group of young ladies from Point Loma and Mission Hills have been singing and dancing on behalf of local charities as part of the group's mission.

MADCAPS' annual show caps a year in which the young ladies in grades 7-12 will contribute more than 20,000 volunteer hours and raise more than \$40,000 for charities selected by each class.


This year's theme of "Lights, Camera, Dance!" will be presented in the auditorium at Correia Middle School, 4302 Valeta St., for the three-day run — a team effort between the girls, mothers and community members who volunteer time and expertise to assist with the production.

Major production costs for the show are underwritten by local businesses and community members. The preview show begins at 7 p.m. with other shows on March 8 at 8 p.m. and March 9 at 2 and 7 p.m.

Tickets for the March 8 and 9 shows be available online beginning Feb. 11 at the club's website, www.madcaps.us. Tickets for the March 7 preview will be sold at the door.

The charities selected by each class are as follows:

- St. Vincent de Paul and Children's Hospital (class of 2018);
 - Loma Portal Head Start Program (2017);
 - City Park & Rec. Department and Therapeutic Recreational Services (2016);
 - YMCA Shelter School (Becky's House) and A.R.T.S. (A Reason To Survive) (2015);
 - Senior Olympics, Bayside Community Center and P.A.C.E (2014); and
 - Habitat for Humanity, American Cancer Society and San Diego River Park Foundation and Discovery Shop (2013).
- For more information, visit the website.













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 PINK GRAPEFRUIT 2 for \$1 <small>Texas</small>	 STRAWBERRIES 3 for \$5 16 oz containers	 Cara Cara NAVEL ORANGES 2 lbs \$1 <small>Riverside</small>																		
 Jumbo ARTICHOKES 3 for \$5 <small>Castroville</small>	 Pink Lady APPLES 77¢ lb <small>Washington</small>	 Eurofresh ROMA TOMATOES 77¢ lb																		
 Organic Rainbow Swiss CHARD 99¢ each <small>LOCALLY GROWN SUZIE'S FARM</small>	 Dole BANANAS 49¢ lb	 Alpine Valley Organic BREADS \$2 ⁹⁹ 18 oz																		
 6 GRAIN CEREAL 99¢ lb <small>IN OUR BULK DEPT.</small>	 Comice PEARS 69¢ lb	 Gourmet SALAD & ANTIPASTO BAR \$7 ⁹⁹ lb																		
 Boar's Head BRATWURST \$5 ⁹⁹ 16 oz	 Barons market ALBACORE TUNA STEAKS \$12 ⁹⁹ lb <small>IN OUR FREEZER</small>	 Coastal Range Organic CHICKEN THIGHS \$2 ⁹⁹ lb																		
 Reeds EXTRA GINGER BREW \$3 ⁹⁹ 4 pk bot + crv	 Montchevre Mini GOAT CHEESE LOG \$3 ⁹⁹ 4 oz	 Alexia ONION RINGS \$3 ⁹⁹ 11 oz																		
 Stoneridge Ranch PULLED PORK IN BBQ SAUCE \$6 ⁹⁹ 17 oz	<h3 style="margin: 0;">WINE CORNER</h3> <table style="width: 100%; font-size: small;"> <tr> <td>Doña Sol Chardonnay '11</td> <td>\$3.49</td> <td>750 ml</td> </tr> <tr> <td>Foxhollow Merlot '11</td> <td>\$2.98</td> <td>750 ml</td> </tr> <tr> <td>Crane Lake Pinot Grigio '11</td> <td>\$3.29</td> <td>750 ml</td> </tr> <tr> <td>Apothic Red '11</td> <td>\$9.98</td> <td>750 ml</td> </tr> <tr> <td>Van Roekel Viognier '10</td> <td>\$9.98</td> <td>750 ml</td> </tr> <tr> <td>Maurice Carrie Mosato Muscat Canneli '11-'12</td> <td>\$5.98</td> <td>750 ml</td> </tr> </table>		Doña Sol Chardonnay '11	\$3.49	750 ml	Foxhollow Merlot '11	\$2.98	750 ml	Crane Lake Pinot Grigio '11	\$3.29	750 ml	Apothic Red '11	\$9.98	750 ml	Van Roekel Viognier '10	\$9.98	750 ml	Maurice Carrie Mosato Muscat Canneli '11-'12	\$5.98	750 ml
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 Crystal Geyser SPRING WATER \$3 ⁹⁹ 24 pk/.5 liter + crv																				

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