

WHAT'S INSIDE:

The 32nd annual St. Patrick's Day Run benefiting Rady Children's Hospital will descend on Mission Bay Park on March 17, featuring a 10K run, 2-mile and 4-mile walk/runs, food and – best of all – a beer garden for the event's thirsty participants, Page 3 |



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THE MANY FACES OF PACIFIC BEACH

The mission of Discover Pacific Beach's Hospitality Task Force goes hand-in-hand with all Pacific Beach has to offer.



From nurturing business and activities near Crystal Pier



... to beach cleanups ensuring clean water for beachgoers ...

Above photos by Don Balch | Beach & Bay Press



... and augmenting police beach teams with needed equipment.

Courtesy photo by Gabriela Lingensfelder

HOSPITALITY TASK FORCE TACKLES PB'S QUALITY-OF-LIFE ISSUES



Silhouetted by the setting sun, young musicians enjoy a serene moment on the sands of Pacific Beach. Quality-of-life issues and community harmony are high priorities for Discover Pacific Beach's Hospitality Task Force.

Photo by Don Balch | Beach & Bay Press

Group embraces challenges for locals and visitors alike

By MARIKO LAMB | BEACH & BAY PRESS

Sandy, white beaches and a temperate year-round climate. Lively oceanfront restaurants, bars, cafes, hotels and shops dotting the three-mile boardwalk and surrounding areas. These are all factors that draw thousands of visitors to Pacific Beach every year.

Because of its status as a tourist destination, the community's population

can swell from 40,000 to 800,000 people on any given sunny weekend, according to Sara Berns, executive director of Discover Pacific Beach.

"Because of that, we [Discover Pacific Beach] have a unique population in our membership of businesses that survive trying to find a balance between that and also recognize the impact — both positive and negative — that this brings to a community," Berns said. "The Hospitality Task Force is a subcom-

mittee of Discover Pacific Beach that was formed to address those needs."

The Hospitality Task Force (HTF) was established in 2000 as a forum for the Pacific Beach hospitality industry to communicate with residents, business owners, police, government officials and other organizations, as well as to execute neighborhood programs in the stunning beach community they call

SEE HOSPITALITY, Page 4

PACIFIC BEACH ICON IS BACK

Plunge reopens, welcomes guests after 10-month shutdown



The long-awaited reopening of The Plunge pool at Belmont Park ushered swimmers back in March 1 after short-term repairs were made to the roof and netting was put in place as a protective measure.

Photo by Don Balch | Beach & Bay Press

By KEITH ANTIGIOVANNI AND KEVIN MCKAY | BEACH & BAY PRESS

The iconic, historic Plunge swimming pool at Mission Beach's Belmont Park reopened this month amid throwback admission prices, ending — at least for now — a 10-month shutdown triggered by a bitter lease dispute and a series of temporary, city-ordered repairs.

To celebrate the long-awaited reopening, visitors were charged 25 cents for admission during the celebratory weekend March 3-4 — the exact price charged when The Plunge opened to the public in 1925.

"We had a large turnout on opening weekend, including many San Diego residents and people who grew

up swimming at the Plunge who came back after 20 to 30 years," said Laura Ericson of the Wavehouse Athletic Club's member services.

District 2 City Councilman Kevin Faulconer, long an advocate of Belmont Park's mission and its rich history, also weighed in on the reopening.

"The Plunge is incredibly important and a jewel to our beach communities," Faulconer said.

Still, the question on the minds of many regular visitors and Wavehouse Athletic Club members is when the historic Mission Beach swimming pool will likely be shuttered again for more permanent, expensive fixes.

SEE PLUNGE, Page 7



The Pacific Beach Town Council is seeking volunteers and contributions for its annual graffiti cleanup March 24 to help reclaim the neighborhood from taggers.

Courtesy photo

PB Town Council slates annual graffiti cleanup

In its yearly campaign to reclaim local neighborhoods from taggers, the Pacific Beach Town Council will host its fifth annual Graffiti Cleanup on Saturday, March 24 from 9 a.m. to 1 p.m. at the Pacific Beach Presbyterian Church, located at 1675 Garnet Ave.

Volunteers will receive training and supplies and will clean up graffiti in several areas. Students can earn community service hours.

Over the years, the event has eliminated thousands of graffiti tags in the community, according to Pacific Beach Town Council members. Volunteers and contributions are welcome.

For more information or to donate, visit www.pbtowncouncil.org, or call (858) 483-6666.



SeaWorld San Diego officials are celebrating the placement of the last track that will complete the theme park's "Manta" roller coaster, set to open in late May.

Courtesy photo by SeaWorld San Diego

SeaWorld's 'Manta' coaster still on track

SeaWorld San Diego officials celebrated the last section of track to be set in place March 5 on the theme park's exciting new "Manta" double-launch roller coaster, putting the multi-media thriller on track for a May 26 opening.

The "Manta" coaster will be set on a five-acre area and additionally feature an aquarium complete with underwater views of marine life and a grotto where guests can touch and feed rays.

SEE QUICK HITS, Page 6



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Annual St. Patrick's Day walk/run has layers of fun for charity

I'M 30 and LOVE PB!

By RACHEL HUTMAN | BEACH & BAY PRESS

We all love St. Patrick's Day and look forward to this wonderful day of debauchery all year long. We love to dress up like leprechauns, drink delicious beer and stumble home.

This year, why not still do all of these things and also do something good for yourself at the same time?

Be a part of the 32nd annual St. Patrick's Day Run. It's a 10k run or 2- or 4-mile walk/run benefiting Rady Children's Hospital. Located at Mission Bay Park, the race starts at

7:45 a.m. on Saturday, March 17.

The best part is that there is a beer garden sponsored by Stone Brewing Co. and Ballast Point. Domino's pizza is also being served after the race to hungry race-finishers. I mean, we want to do something healthy but not *that* healthy. This is Pacific Beach, after all.

Many runners dress up in their St. Patty's attire to run the race. There are even awards for the best Irish-themed running costume. All runners receive a high-quality T-shirt for participating and there will be drawings for sports merchandise, dinners for two and an entertainment package.

The top three finishers in each age division receive a special award. Don't

Run this race and you'll have done much to celebrate St. Patrick's Day before your friends have even thought about where to get their first "Irish car bomb" drink. Plus, you'll have squeezed in some good exercise to make up for all the drinking you'll be doing that night.

get too excited — that goes to the real runners, not you.

Another great thing about this race is you don't have to decide now. You can register the day of the race — something few races offer. Just be sure to get there early to do so.

Registration and packet pick-up begin at 6:45 a.m. at the Hilton Hotel on East Mission Bay Drive.

The cost for the 10K run is \$37 (\$40 on day of event); the 2- or 4-mile walk/run is \$27 (\$30 on day of event); children under 12 are \$15.

Run this race and you'll have done much to celebrate St. Patrick's Day before your friends have even thought about where to get their first "Irish car bomb" drink. Plus, you'll have squeezed in some good exercise to make up for all the drinking you'll be doing that night.

For more information on the 32nd annual St. Patrick's Day Run along Mission Bay Park, call Kathy Loper at (619) 298-7400, or visit www.kathyloperevents.com/stpatrick.



Lexy Haynes shows off her Irish spirit before a previous St. Patrick's Day Run along Mission Bay Park. Photo by Rachel Hutman | Beach & Bay Press

Admitted serial PB, OB car burglar pulls courtroom shenanigan

By NEAL PUTNAM | BEACH & BAY PRESS

A 40-year-old auto mechanic admitted March 8 to pulling off at least three dozen car burglaries from unsuspecting surfers and beachgoers in Pacific Beach and Ocean Beach in a spate of thefts over the last few months — but not before pulling a courtroom shenanigan.

Before admitting guilt to 16 various counts, Curt Lonnie Simnitt falsely signed the court documents formalizing his plea under the name of "Curt Duress."

After being handed the paperwork, Superior Court Judge Fred Link questioned Simnitt as to why. Simnitt said he was pleading guilty under duress, but later reversed himself to say he was pleading guilty freely and voluntarily.

Meanwhile, the shenanigan irritated

Simnitt's attorney, Ryan Tegnalia, who obviously didn't catch the false signature before the form was handed to the judge.

To correct the problem, the "Duress" name was repeatedly crossed out in the court documents and re-signed with Simnitt's correct name.

Simnitt formally pleaded guilty to nine car burglaries, three counts of identity theft, and one count each of forgery, possession of methamphetamine, grand theft and receiving stolen property.

Simnitt had initially been charged with 80 counts of vehicle burglary but Link dismissed the remaining charges after Simnitt agreed to plead guilty to the nine counts.

Simnitt has agreed to accept a 12-year prison term when he is sentenced April 26, according to court records.

He pleaded guilty just before witnesses were to testify in a preliminary hearing.

Simnitt was arrested by San Diego police on Jan. 13 at a motel after investigators served a search warrant at his home on Lake Aral Drive in San Carlos, where much of the stolen property was recovered.

Deputy District Attorney Jalyn Wang said police found surfboards, wetsuits, wallets, purses, backpacks and watches, among other items. She said Simnitt watched people park their vehicles — some of whom hid their keys nearby. Having observed where the surfers and beach goers left the key, Simnitt was then able to gain access to the items, although in other instances he broke into the car.

Simnitt remains in custody on \$410,000 bail.

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HOSPITALITY

CONTINUED FROM Page 1

home. “The HTF is a great source of information for all businesses in Pacific Beach, not just the hospitality industry,” said Billy Ramirez, co-owner of the PB Shore Club and The Fish Shop.

Ramirez, a five-year member of the HTF, takes his role seriously.

“One of the biggest economic drivers of the beach area [is] entertainment,” Ramirez said. “Be it the entertainment outdoors, shops, restaurants and nightlife, the HTF is involved in it all. I feel the biggest achievements for the HTF is the participation and willingness of its members.”

Todd Brown, owner of Bub’s Dive Bar, has been actively involved in Discover Pacific Beach for nearly 14 years and said he has seen plenty of positive change in the Business Improvement District — a reason he became involved with the HTF upon its inception.

“Identifying operational challenges, creating standards for safety and service, and creating a forum for proactive efforts within the industry for overall operation has been our ongoing agenda,” Brown said.

“I have several businesses in and around San Diego County, and nowhere else have I found a collective effort to positively impact a community like the Hospitality Task Force,” he said. “People volunteering time and money in the place where they do business — I’ve always believed that’s our responsibility.”

He said members of the task force are simply “doing what they should be



Discover Pacific Beach’s Hospitality Task Force has helped bring holiday joy to the community through various programs and activities like the Pacific Beach Holiday Parade.

Photo by Don Balch | Beach & Bay Press

doing,” urging others in the industry to get involved as well.

“When we get closer to having everyone contribute — in one form or another — that’s when we will see community goals achieved, as they should be,” Brown said.

The task force is comprised of members from nearly 30 popular bars, restaurants, cafes and hotels in Pacific Beach.

“Every business is diverse, but as a whole, we believe there can be an expectation of safety, responsibility, and the ‘PB culture’ that can be messaged through the hospitality industry,” Berns said. “What we have done with the HTF is create a positive environment for businesses to work cooperatively with each

other and their neighbors to create a powerful opportunity to send that unified message.”

Over the past decade, the HTF has given more than \$1 million back to the Pacific Beach community for safety initiatives and neighborhood events, including the donation of two fully equipped police bicycles to the San Diego Police Department’s Northern Division Beach Team officers last year.

The oft-unseen efforts by task force members pay off with visible improvements like the installation of new high-tech security devices to reduce crime, twice the number of trashcans on Garnet Avenue to promote a clean neighborhood, and development of an “Out of Cars and into Bars” program encouraging police officers to patrol alcohol establishments in the area.

The task force also puts on the annual Pacific Beach Holiday Parade and supports fellow Discover Pacific Beach subcommittees — including the Promotions Committee, Design and Improvement Committee and the Beachfest Committee — with efforts to put on events like the Tuesday Farmer’s Market and Beachfest.

And the HTF continues to set its sights on the future.

“I would like to see the HTF continue its efforts to improve PB through cleanups and strengthen our relationship with SDPD and city government,” said Victor Swircz, manager of Tavern at the Beach. “I would also like for the HTF to bring back the [recently shelved] PB Holiday Parade and continue to help save the Fourth of July fireworks show.”

He also hopes to see the committee double its membership by next year.

“Having more businesses involved will only help the HTF to accomplish and exceed its goals,” Swircz said.

The grand vision of the task force, according to Berns, is to continue to highlight Pacific Beach as an international destination with a vibrant business community, great schools and parks, and longstanding residents.

“I think that’s all any urban community can hope for, and we are lucky that we have a strong foundation already in place,” Berns said. “I see this [HTF] subcommittee as one that involves businesses that appeal to the customer looking to enjoy PB — whether that customer is fleeing the Arizona heat in the middle of the summer or lives just up the street and is looking to enjoy the weekend with their family after a long work week.”

Task force members invite residents and other merchants to their After St. Patty’s Day Cleanup on Monday, March 19. Registration and check-in will begin at 10 a.m. at Typhoon Saloon/Fred’s Mexican Cafe, located at 1165 Garnet Ave.

For more information, call (858) 273-3303.

Involvement on Discover Pacific Beach committees is open to all community members. Visit www.pacificbeach.org for a full listing of meeting times, dates and locations or additional information.



Among the priorities for the Hospitality Task Force is maintaining lines of communication between residents, merchants, police and governmental officials to preserve the “PB culture” for the enjoyment and safety of locals and the summertime tourists. Photo by Don Balch | Beach & Bay Press

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Ska extravaganza and Soul Seduction

LIVE MUSIC

By BART MENDOZA | BEACH & BAY PRESS

Ska fanatics will likely go into sensory overload at the San Diego Ska and Rock Steady Extravaganza being held at Brick by Brick on March 16. A true mini music festival, the event includes an impressive lineup, including DJ Skarina from Fire Corner sound system and MC Junior, as well as sets from the Skavolutionary Orchestra, The Night Doctors, The Amalgamated, Shocks Of Mighty, The Delirians and Queen P. Topping the bill is Ska legend Derrick Morgan, the only artist to ever fill the top seven spots of the Jamaican record charts. A recording artist since 1959, Morgan is one of the music's pioneers, and one of the last of the originals still playing the concert circuit. If ska or the roots of reggae are your thing, you won't want to miss this concert.

• **San Diego Ska and Rock Steady Extravaganza** takes place at 7 p.m. on Friday, March 16 at **Brick by Brick**, 1130 Buenos Ave. 21 and up. \$22. www.brickbybrick.com

Fans of roots-oriented rock 'n' roll, in the tradition of the Paladins or Blasters, will want to give the Cadillac Wreckers a listen. Performing at Tio Leo's on Saturday, March 17, the band plays jump blues, swing and early rhythm and blues. The Cadillac Wreckers mix choice covers from the likes of James Harman and Jimmy Reed, as well as originals that slot in



Ska legend Derrick Morgan will top the musical bill at the San Diego Ska and Rock Steady Extraganza at Brick by Brick on Friday, March 16. Courtesy photo

well alongside them. This is music that's meant to keep the barroom happy and the dance floor crowded. • **The Cadillac Wreckers** perform at 9 p.m. on Saturday, March 17 at **Tio Leo's**, 5302 Napa St. 21 and up. Cover TBD. www.shadygrey.com

Legacy Pack may be a hip-hop combo, but its songs will appeal to fans of soul, slowed-down R&B or any music with a solid groove. The group hosts a CD-release show for its latest album on March 24 at the 710 Beach Club on a bill with the Broken Stems. With rappers Barshaun and Dub Fuego up front and an able five-piece group backing them, Legacy Pack turns out a sound that's both dense and rhythmic. Anyone looking for a night out that includes some dance-floor action will enjoy this show.

• **Legacy Pack** performs at 9 p.m. on Saturday, March 24 at the **710 Beach Club**, 710 Garnet Ave. 21 and up. Cover TBD. www.710bc.com

A soulful mix of jazz, blues and even a bit of disco, Susan McCrea and Soul Seduction play originals and a wide mix of covers ranging from Donna Summer to War — even including a funky reworking of “Sweet Home Alabama” in its set. Led by singing drummer McCrea, the band includes alto sax player Reggie Smith, guitarist Wayne Duncan and bassist John Anderson. It all adds up to music that's perfect for dancing, but is still light enough to make a great Saturday night soundtrack at this popular eatery.

• **Susan McCrea & Soul Seduction** perform at 9 p.m. on Saturday, March 24 at **Café-Bar Europa**, 873 Turquoise St. 21 and up. No cover. www.theturquoise.com/word-press

With its talent lineup now in the hands of former House of Blues and Viper Room booker Joe Rinaldi, The Griffin has begun to greatly expand its booking of national acts. There are still plenty of local acts on the roster each week, but the venue is now a stopping-off point for both up-and-coming artists and more established touring acts like hip-hop duo The Knux, who appear on March 27. Active since 2008, its music has shown up everywhere from TV's “Entourage” to the “Harold & Kumar” film series, but as tens of thousands of music fans at last year's Coachella music festival discovered, live is where you want to catch The Knux's music.

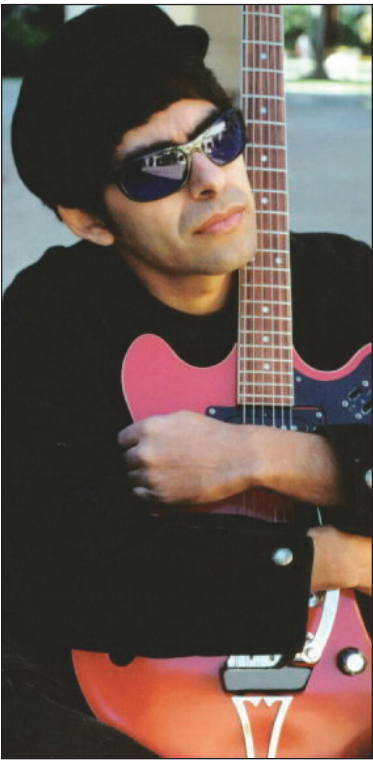
• **The Knux** performs at 9 p.m. on Tuesday, March 27 at **The Griffin**, 1310 Morena Blvd. 21 and up. \$8. www.thegriffinsd.com

MUSTHEAR

There are plenty of bands out there playing Beatles songs, but only one — the Baja Bugs — concentrates on the group's early days. The band appears at the Griffin on Saturday, March 17. While it does perform the occasional later tune, this quartet excels at mixing R&B and rock classics by the likes of Chuck Berry, from the Fab Four's pre-worldwide fame bar days and with Lennon-McCartney originals from the Beatles' first few albums. The Baja Bugs feature Hector Penalosa, one of the best bassists to ever call San Diego home, and criminally underrated guitarist Xavier Anaya, so the music is top-notch. But best of all, it's played with the same energy and spirit as the band whose music they cover. This is no clichéd study. This is great rock 'n' roll played gritty, loud and storming.

• **The Baja Bugs** perform at 8 p.m. on Saturday, March 17 at **The Griffin**, 1310 Morena Blvd. 21 and up. No cover. www.thegriffinsd.com

— Bart Mendoza



Bassist Hector Penalosa will perform with the Baja Bugs on Saturday, March 17 at The Griffin. Courtesy photo by Sandra Castillo

REMEMBER WHEN?

WHAT ARE THE CHANCES? I took this photo of Cotija's Taco Shop on Aug. 16, 1982 — 30 years ago. The original tenant, in 1952, was Jack-in-the Box — 30 years before that. You can still get a burger on the site, if you make your way to Diego's hot dogs and sliders in The Promenade. Still lost? It's the northwest corner of Pacific Beach Drive and Mission Boulevard. Oh, look!! The price for a gallon of regular



unleaded gas is \$1.34 at the Apollo Gas station on the right.

— John Fry may be reached at (858) 272-6655 or by email at mail@johnfry.com.



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Pacific Sotheby's International Realty Announces Mike Marmion as New General Manager

SAN DIEGO, CA (March 2012) - Brian Arrington, President of Pacific Sotheby's International Realty announced that Mike Marmion has joined the firm as General Manager. "Mike is a dynamic leader who has extensive knowledge and experience as a manager," says Arrington. "His proven success in training agents to reach a higher performance level will be a tremendous asset to our company."

As a 24-year veteran of the Southern California Real Estate industry, Mike Marmion brings an exceptional understanding of the trends, opportunities and issues facing buyers, sellers and real estate professionals in the diverse San Diego market. As a manager, he credits his continued success to his habit of treating real estate agents as his primary clients, enabling them to better serve their customers. "I am first and foremost a partner for my agents and I believe that the only way I can judge myself as a success is if my agents are succeeding," states Marmion. "The international network and marketing provided by Sotheby's International Realty® is far beyond what any other real estate company in San Diego can offer and I am excited to utilize these tools to help my agents reach their greatest potential."

Prior to joining Pacific Sotheby's International Realty, Marmion served as Office Manager for Prudential CA Realty and McMillin Realty. Marmion has a well-known reputation as a skilled manager who fosters an environment of support and education for the agents in the offices he has worked. Recognized in the County as a true leader, Marmion was a San Diego Association of Realtors "Manager of the Year Finalist" in 2010 and 2011.

Over 200 agents in 8 offices serving 5 locations in the San Diego area represent Pacific Sotheby's International Realty. Sotheby's International Realty® has a global network of over 500 offices in 40 countries and has collectively established itself as a leading brokerage specializing in the luxury market niche but proudly serving all property types and price points.



ADVERTORIAL

LETTER TO THE EDITOR

Aggressive beach maintenance spoiling peace, serenity

It is another beautiful day in San Diego, the perfect time to take a peaceful weekday morning walk along the shore in Mission Beach. It's a chance to hear the gulls cry and the crash of the surf, a time to watch the antics of the plovers, sandpipers and godwits as they ply the tidal zone for breakfast. It's a time to discover what Mother Nature has delivered or uncovered overnight with the high tide; it might be some kelp alive with all sorts of tiny sea creatures or maybe some seashells, the gems of the beach. All in all, the sights and sounds are made to order for tourists and residents alike. Or so you'd like to think. Instead, the roar of heavy machinery assaults you. Legions of dump trucks and tractors belch noise and exhaust as they scurry to and fro. This is not an occasional occurrence. It happens nearly every weekday, starting well before the sun comes up and continuing to at least until mid-day. Why? If you ask the Park and Recreation Department — the party responsible — the answer you get is pat, scripted and, to me, ridiculous. Among their answers are the claims they need to remove any kelp because

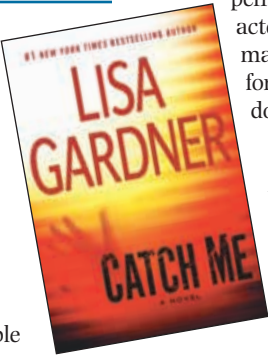
people don't like it, that they need to rake up the sand to maintain the berm that protects the lifeguard towers (yet much of it goes elsewhere) and — my personal favorite — that they need to do it (every day?) to ensure the safety of the emergency vehicles that drive on the beach. What really is going on is noise and air pollution and a waste of taxpayer money, while the beautiful natural interface of the ocean and the shore is destroyed. Instead, it is being replaced with a gouged-up surface of tractor tread prints, half-buried kelp and whatever else was there, a surface that is not only ugly but uncomfortably difficult to walk on, and the destruction of the natural habitat of countless shore birds. Meanwhile, the seawall crumbles, Oceanfront Walk floods (often staying that way for weeks) and the alleys and sidewalks are in need of repair. This is not a call for the city to stop beach maintenance altogether. It is a suggestion to trim it back, to stop wasting so much time and money on what seems to be overdone, persistent and damaging efforts and focus those resources on upgrading and maintaining other assets of the beach community that attract many tourists and residents.

Alan Murray
South Mission Beach

MUSTREAD

Another book recommendation from the Pacific Beach/Taylor Branch Library

TITLE: Catch Me
AUTHOR: Lisa Gardner
SYNOPSIS: The relentless Boston investigator D.D. Warren is hard to surprise, but a lone woman outside Warren's latest crime scene shocks her with a remarkable



proposition. She asks D.D. to solve a coldly calculated murder before it happens. The compelling characters and the shocking plot makes this a "must read" for any suspense aficionado. Reserve this book: www.sandiegolibrary.org; Pacific Beach/Taylor Branch Library, 4275 Cass St.; (858) 581-9934

QUICK HITS

CONTINUED FROM Page 1

Now that the final set of track has been placed, workers have begun installing the glass viewing windows, movie screens and other work. The Manta coaster itself features more than a half-mile of track that will take riders on dozens of twists and turns, 4 Gs of vertical force and a 54-foot drop. It took construction workers four months to install all 98 sections of track. According to SeaWorld San Diego officials, riders on Manta will feel as if they are a ray, taking flight from sky to sea — so close at times that the Manta ride's wings skim the waves. Riders and non-riders will enjoy the graceful beauty of bat rays, which will be seen through an acrylic window and can be touched in a shallow grotto. The exhibit will also feature diamond rays, guitar fish and nearly 500 fishes native to the California coast. For more information, visit www.seaworldparks.com/seaworld-sandiego.

Fire pit funding restored to city budget

After relying on private donors for more than three years to pay for maintenance and upkeep of the city's 186 beach and bayside fire pits, municipal money is again part of the budget equation. City officials announced March 13

that the recent, unexpected budget surplus of nearly \$17 million will allow the City Council to fully fund the fire pits to the tune of nearly \$121,000 annually. The fire pits, cherished by beach residents and visitors, will be part of the city's revised funding picture that will infuse money back into libraries, recreation centers and infrastructural needs.

PB man to be featured on ABC's 'Shark Tank'

Pacific Beach entrepreneur Stephan Aarstol is scheduled to appear on "Shark Tank," one of ABC-TV's top national shows, on Friday, March 16. Aarstol will pitch his Pacific Beach start-up — Tower Paddle Boards — to billionaire Mark Cuban and others on the entrepreneur reality show slated to air at 5 p.m. (8 p.m. EST/7 p.m. CST). This show is currently one of the top shows in the country on Friday nights. According to the show's producers, 24,000 entrepreneurs applied to compete on the third season of the show, currently rated among the top shows in America on Friday nights. Aarstol founded the stand-up paddleboard (SUP) brand less than a year before being selected by the "Shark Tank" producers. The producers selected Tower, in part, for its web-marketing-based, direct-to-consumer eCommerce business model that brought visibility and market share to Tower in competition with better-known and traditionally more-established competitors.

NEWS & VIEWS

Jury convicts Arizona resident in MB man's murder

By NEAL PUTNAM | BEACH & BAY PRESS

A jury deliberated two hours before finding an Arizona man guilty of first-degree murder March 6 in the 2003 shooting of a Mission Beach man. Richard Cortel Moye, 30, will be sentenced April 18 for the March 18, 2003 slaying of Mshindi Ford, 33, who was killed during a robbery of money during a marijuana transaction. Moye faces 25 years to life for the

murder, plus 25 years consecutively for use of a gun during a homicide, said Deputy District Attorney Chris Lindberg. Moye did not testify in the weeklong trial. He was arrested in May 2010. In a related development, Gerardo Soto, 31, of Arizona is awaiting a March 22 sentencing in the Ford case. Soto pleaded guilty to voluntary manslaughter in May 2011. As a co-conspirator, Soto faces between eight years and four months to 13 years and

four months in prison. According to witnesses, Moye went inside Ford's home in 2003 and demanded money from a marijuana transaction. Ford resisted, and Moye shot him several times before grabbing a bag of cash. During his plea, Soto admitted he conspired with Moye to rob Ford and to setting up the meeting between Ford and Moye, but said he didn't know Moye would kill Ford at the Dover Court home.

OBITUARY

McAllister, 85, longtime PB resident, educator and artist

Adare F. McAllister passed away on Feb. 22, 2012. He was a longtime resident of Pacific Beach and was well known in the local community as an educator and artist. He was 85. Adare was born on Aug. 2, 1926 in Helper, Utah while his family was moving from Colorado to California. They arrived in Pacific Beach in 1927 and Adare spent the rest of his life in Pacific Beach, except while serving in the military during World War II and the Korean War. He attended Pacific Beach Elementary School, Pacific Beach Junior High and La Jolla High School.



ADARE F. McALLISTER

He began his military service in 1944 in the First Division of the U.S. Cavalry at Fort Riley, Kan. He was in the last group of cavalry soldiers who actually trained on horseback. He was an accomplished rider and participated in various riding exhibitions during his First Cavalry service. Adare's division was to be part of the invasion force of Japan. Because the war ended before they arrived, he was assigned to the Second Brigade headquarters of the First Cavalry Division in the Tokyo occupation forces. He was quickly promoted to brigade sergeant major, one of the youngest men to achieve this rank. He was discharged from the Army in 1946. He then studied art in Mexico City and at the San Miguel de Allende Art Institute. When he returned to Pacific Beach, he enrolled at San Diego State University and was graduated with a baccalaureate degree in U.S. history and a California state teaching credential. Adare was ordered to report for U.S. Air Force Reserve service at the beginning of the Korean War. Based on his World War II rank, he served as a chief master sergeant in the Air Force. He was stationed at Davis-Monthan Air Force Base in Arizona and at Schilling Air Force Base in Kansas. After this second military service, his first teaching assignment was at Chula Vista Junior High School in 1955, where he was required to teach an almost impossible five subjects. He next served as a camp counselor for two years at the San Diego Unified School District camps at Cuyamaca and Palomar. In 1958, Adare was assigned to Mission Bay High School, where he taught U.S. history and art for the remainder of his 28-year career in education. During this time, he obtained his master of arts degree in education. He was admired by many of his students, some of whom still ask about him at Mission Bay High reunions. He retired in 1983. In 1964, he married Geraldine McAllister, who had two children from her earlier marriage to Adare's older brother, Lonnie, who had passed away in

1961. Adare was a loving father to his two adopted children and encouraged his wife to pursue her own interest in art. Adare and Gerry were happily married for 48 years. Art was Adare's lifelong passion. Drawing and watercolor painting were early and long-term interests. After Adare retired from teaching, he continued to pursue art, expanding his talents to print making and book art. He had two one-man art shows of his watercolor paintings and participated in a number of group shows. His artist's books were included in group exhibitions at the Japanese Art Gardens in Balboa Park and at various local libraries. He also illustrated the book "Vesuvius," a translation by Kenneth Martin of Roman letters on the famous eruption. Adare was committed to educating young people about art and volunteered to teach young children how to make artist's books. He enjoyed camping, hiking and traveling, both in the U.S. and abroad. Adare will be greatly missed by his family and many friends, but he had a long and happy life and was a very well-loved man. He is survived by his wife, Gerry; brother Allan; daughter Linda; son Martin; daughter-in-law Kathy; niece Polly; nephew Dan and his family. At Adare's request, there will be no services. In lieu of flowers, the family requests donations to San Diego Book Arts, P.O. Box 90562, San Diego, 92169.

Aarstol's approach relied heavily on search engine optimization (SEO), which brings his cost of sales down to zero. From there, he leveraged the reach of the web to forgo the traditional distribution channel, which offers cost savings to his customers. "The web and search engines offer a near perfect meritocracy," said Aarstol. "I used a direct-to-consumer model to bring down costs and create a better value proposition for SUP consumers, then leveraged my online marketing expertise to get the word out.

"To have received consideration from the producers of 'Shark Tank,' who review thousands of business submissions is a huge honor in itself," he said. Aarstol will present his company to a panel of investors, which includes Cuban, the owner of the NBA champion Dallas Mavericks; Daymond John, founder of urban clothing brand FUBU; Kevin O'Leary, an entrepreneur who sold his educational software company to Mattel for \$3.7 billion; Barbara Corcoran, real estate investor who built \$5 billion real estate empire; and

Robert Herjavec, a prominent technology entrepreneur who sold his first technology company for over \$100 million. Prior to starting Tower Paddle Boards, Aarstol turned a \$10,000 credit-card advance into \$2.5 million in revenues in its first five years in a similarly conceived high-end poker chip company (www.BuyPokerChips.com). That company's products have been featured on Spike TV. For more information, visit www.TowerPaddleBoards.com.



LA JOLLA VILLAGE NEWS
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PUBLISHER
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PRODUCTION

ADVERTISING SALES

LEGAL / CLASSIFIEDS
ACCOUNTING

JULIE HOISINGTON

KEVIN MCKAY (x131)
bbp@sdnews.com
beacon@sdnews.com

KENDRA HARTMANN (x133)
ljvn@sdnews.com

MARIKO LAMB (x132)
reporter@sdnews.com

ANNA MAGULAC
CHRIS BAKER

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

KIM DONALDSON (x140)
HEATHER GLYNN
PATTY ANGLE (x120)

PHOTOGRAPHERS
DON BALCH, JIM GRANT,
PAUL HANSEN, MIKE MCCARTHY

CONTRIBUTORS
BART MENDOZA, BIANCA KOCH,
CAROL OLTON, DIANA CAVAGNARO,
JOHN FRY, JOHNNY McDONALD,
JUDITH GARFIELD, KAI OLIVER-KURTIN,
LORALEE OLEJNIK, MEAGHAN CLARK,
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More college football woes for ex-MBHS star Baxter

Once-promising star dismissed from USC, SDSU pigskin squads

By SCOTT HOPKINS | BEACH & BAY PRESS

Once considered the No. 1 college football running back prospect in the United States, former Mission Bay High star Dillon Baxter appears to be in a self-induced freefall.

Only six weeks after Baxter transferred to San Diego State University (SDSU) to resurrect his once-promising future, Baxter has been dismissed from the Aztecs team before touching a football.

The 20-year-old's once-shining star has seemingly been reduced to a flicker.

"Dillon and I understand each other," said Aztecs head coach Rocky Long when Baxter enrolled in January after losing his spot on the University of Southern California (USC) team last year.

Long made it very clear to local news media that Baxter would receive no special treatment if he expected to earn a spot on the 2013 SDSU roster after sitting out the 2012 season per national college transfer rules.

Baxter's problems at SDSU began almost immediately when Long announced Baxter would not take part in current spring drills with the

SEE BAXTER, Page 9



Dillon Baxter, No. 28 in white, ran for 145 yards and four touchdowns in a 49-27 visit to Point Loma in October 2009. He also passed for 169 yards and two touchdowns as Mission Bay ruined the Pointers Homecoming. Baxter has had problems in college football, being dismissed from both the USC and SDSU teams.

Photo by Scott Hopkins | Beach & Bay Press

Mission Bay High's lady hoopsters clinch crown

Boys' squad falls just short; girls' soccer finally loses

By KEITH ANTIGIOVANNI | BEACH & BAY PRESS

The Mission Bay High School girls' varsity basketball team clinched the CIF Div. III championship with a dominating 64-29 win over the Mount Miguel Matadors (26-6, 8-0) on March 3. The win punctuated one of the greatest seasons in Mission Bay sports history as the Buccaneers finished with an overall record of 24-6 and 12-0 in league play.

The league crown advanced the girls' varsity squad to the first round of the state CIF championships, where the Lady Buccaneers edged out Oak Park 60-59 on March 10. The victory propelled the team into the quarterfinals on March 13 against Arroyo Grande, although results were not immediately available by press time.

Meanwhile, the Lady Bucs are still savoring their league championship over Mount Miguel.

"To be honest, I didn't think we could win by that many points," said head coach Sade Wiley-Gatewood. "I knew my players wanted it after we lost to Mount Miguel last year in the semifinals. We owed them a butt whooping."

Wiley-Gatewood has helped make Mission Bay into a basketball power after only two years on the job. Wiley-Gatewood's team posted a 21-9 record last year (2010-11) and made it to the

semifinal round before losing to Mount Miguel.

Mission Bay entered the postseason tournament on a hot streak by winning 14 of 16 regular season games. The team continued to stay hot after a resounding 99-9 win over the Madison Hawks in the first round, then proceeded to defeat the Coronado Islanders 69-43 in the quarterfinals before advancing to the CIF Finals with a convincing 84-68 victory over the Cathedral Catholic Dons in the semifinals.

Junior guard Briteesha Solomon led the team in points per game with 24.5 this season, and her performance in the playoffs was equally impressive. She led the team in scoring against the Islanders with 30 in the quarterfinals and again with 28 points in the semifinals.

Senior Keyandra Cannon finished second on the team with 16 points per game. The rest of the team is young but has gained valuable postseason experience the last two years. Wiley-Gatewood said she expects sophomores Olivia Olson and Yusra Gharran and freshmen Brianjunae Shepard, Irma Ealy and Onjalise Hillard to continue their development into next season, along with an

SEE WRAPUP, Page 9



ENJOY THE COLORS & BEAUTY OF OLD TOWN

Free Living History Activities in Old Town State Park

February may be museum month in San Diego but Old Town San Diego State Historic Park has more than 10 free museums open to the public year-round. These museums have ongoing living history activities every Wednesday and Saturday from 10 a.m. to 4 p.m. to educate the public about what life was like in San Diego in the 1800s. The park also hosts free tours daily at 11 a.m. and 2 p.m. that begin at the Robinson-Rose Visitor Center.

"There is no denying that Old Town San Diego State Historic Park has a lot of great things to offer visitors," stated Interpretation and Education Manager Karen Beery. "We encourage all San Diegans to set a date to experience the state park and explore the way San Diego was in the 19th century."

Every Saturday of the month, the park offers a different taste of historic trades and craft guilds for visitors. The first Saturday of every month, the park

hosts the Print Guild and Tintype Guild. Visitors can have a first-hand experience of how printed word and photography was executed in the early days of California.

On the second Saturday of each month, the park hosts Californio Day. Between 1821 and 1848, people who lived in Southern California were called Californios. The unique cultural heritage and activities of the Californios will be shared and celebrated with visitors.

The third Saturday boasts presentations from the Quilt Guild, Fiber Arts Guild and the Mormon Battalion. Guest of the park will learn about the traditional methods of quilting, spinning, weaving and other fiber arts techniques. Visitors will also learn about the famous military unit, the Mormon Battalion, and how the impact of their service changed the history of San Diego and California.

On the fourth Saturday, the park hosts the Mountain Men and the Soap Makers Guild. Park visitors will learn about the historic mountain men and the discoveries they found as well as learn the art of soap making.

In conjunction with the different events every Saturday, the park also showcases the Blacksmith Guild's presentation every Wednesday and Saturday morning and the Quilt Guild every Wednesday afternoon. For more information about the guild schedules of the day and their location in the park, visit the board outside the Robinson-Rose Visitor Center.

The Visitor Center and museums are open daily from 10 a.m. to 4 p.m. October through April and 10 a.m. to 5 p.m. May through September. To confirm hours of operation or for more information call 619-220-5422 or visit <http://www.parks.ca.gov/oldtownsandiego>.

Barra Barra Unveils New Menu For 2012 Kids Now Eat Free Everyday

Old Town's Barra Barra Saloon is unveiling a new menu inspired by border town barbecue and Mexican comfort food. The new menu will be introduced Feb. 22 and will include a variety of fresh options and specials.

"This new menu adds more high quality selections of meats and fish such as Ahi tuna and flat iron steak," said Chef Jose Pulido. "While we have kept many of our customer's favorites and added a new twist on existing dishes, we wanted to use the excuse of the new year to launch items featuring a new style and flavor not commonly seen on this side of the border."

Barra Barra is also adding a special kids-eat-free menu for those under 10. It's available everyday during lunch and dinner with each paying adult.

Among the new menu options are two new salads -- a Mexican Caesar with flat iron steak and a spiced, seared Ahi tuna with white balsamic dressing. These special dishes are not typically offered in Mexican restaurants on this side of the border.

The entrees anticipated to be the biggest hits on the menu include grilled Achiote salmon, sautéed fresh sea bass, prawns

sautéed in a light butter garlic sauce and Barra Barra's seafood paella. The chefs are also adding a "meat lover's" fajita plate, which will include carnitas, chorizo, chicken and beef all in one serving. Black mussels a la diablo served in a thick spicy tomato diablo sauce, promises to bring a little heat to the taste buds.

The restaurant is also including a hickory smokehouse carne section to the menu, which will offer a variety of slow-roasted meats with hickory wood. Some of the entrees will be hickory-smoked chicken, guajillo barbecue brisket and flat iron steak.

Barra Barra Saloon is a part of the Fiesta de Reyes plaza, which is located in the northeast corner of Old Town San Diego State Historic Park, at the intersection of Wallace and Calhoun streets. In addition to Barra Barra Saloon, the plaza boasts the Casa de Reyes restaurant and 18 specialty stores. There is free parking every weekday after 5 p.m. and all weekend only two-blocks from the restaurant at the CalTrans headquarters. For more information call (619) 297-3100 or visit www.FiestaDeReyes.com.



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BAXTER

CONTINUED FROM Page 8

team, saying Baxter needed to focus on his studies.

Then, several weeks later at February's end, Long made a brief statement, saying Baxter "is no longer part of the program." Pressed for details, Long cited "various reasons."

Reports said Baxter was not attending classes regularly (also an issue at USC) and that he would often fall asleep during study-hall sessions. Baxter is also caring for a newborn baby. A *Los Angeles Times* article said Baxter fathered a son in January.

Baxter was booted from the USC team by head coach Lane Kiffin after a series of team rules violations and other incidents resulted in two suspensions. Baxter's problems began shortly after his enrollment for the spring 2010 semester was covered by national news media.

Originally dubbed "the next Reggie Bush" for the Trojans, Kiffin called Baxter a "distraction" to his team, which had a 6-1 record when the troubled star was sent packing at mid-season.

Baxter holds many San Diego prep records, including accounting for 79 touchdowns in 2009, passing for

Only six weeks after Baxter transferred to San Diego State University from the USC Trojans' program to resurrect his once-promising future, he has been dismissed from the Aztecs team before touching a football. SDSU head coach Rocky Long said Baxter "is no longer a part of the program" for "various reasons."

1,968 yards while rushing for 2,984 more as the Mission Bay High Buccaneers quarterback.

With two years of college eligibility remaining, Baxter may yet find a spot, although such options are likely to be extremely limited because of his college football history.

He will also be eligible for the professional football draft in 2013, but with several years of inactivity, teams may be reluctant to draft a young man with Baxter's troubled past.

Another ex-Trojan, Brice Butler, has transferred to SDSU. A wide receiver, Butler is expected to contribute immediately to the Aztec offense. Because he has already graduated from USC, the 6 foot 3 inch, 195-pound Butler will be eligible to use his final year of eligibility immediately in 2012.



Mission Bay's Dillon Baxter shows his frustration early in a October, 2009 game when Point Loma took a brief lead. Baxter later led the Bucs to a 49-27 victory, running for four touchdowns and passing for two more.

Photo by Scott Hopkins | Beach & Bay Press

WRAPUP

CONTINUED FROM Page 8

infusion of new players J'Neiya Burton and Eriel Dennis to replace Cannon and the other seniors.

Boys' basketball

The Bucs almost pulled off a sweep in basketball as the Mission Bay boys' team (18-8) came up just short in a 65-64 defeat against the Cathedral Catholic Dons (28-3) on a last-second basket.

The 2011-12 squad, under coach Dennis Kane, also had one of the best years in the history of the program.

"I think this year's team really over-achieved, given what they did and who they played against," Kane said.

It was another heartbreaker after losing by one point in the Div. III Championship game the previous year.

"The sum was greater than the parts and that's the signature statement of a team. Boy, every year you don't know what is going to happen what with injuries, chemistry, attitude, effort and

commitment all come into play when determining how good we will be, only time will answer that question," Kane said.

Girls' soccer

The Mission Bay girls' varsity soccer team (19-1-4) was eliminated in the semifinal round when the Del Norte Nighthawks handed the Buccaneers their first and only loss of the season. Despite the loss, Mission Bay went from 9-7-3 in 2010-11 to a one-loss season and another CIF semifinal appearance.

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Sunday, April 8, from 10 a.m. to 2:30 p.m.
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Mamma Mia is on [facebook](#)

Tony Roma's celebrates 25 years in PB by giving back to community

By MARSHA KAY SEFF | BEACH & BAY PRESS

Tony Roma's restaurant is celebrating its silver anniversary at the Promenade in Pacific Beach with a big "thank you" to the community for 25 years of support.

Thanks will come in the form of

fundraisers all throughout 2012 on the 25th of every month.

Each celebration will feature food, drinks, raffles, a silent auction and a cask of various Karl Strauss beers, available until each cask is tapped out. Proceeds from the drinks and the evening's food tabs benefit a variety of charities, repre-

sented by special guests at each event, according to Tony Roma's owners, Dan and Peggy Mazzella.

The couple took over daily operations at the restaurant about two years ago from one of Peggy's brothers. It was Peggy's late father, Stephen Stiefel, who opened the franchise at Mission Boulevard and Pacific Beach Drive.

The March 25 event, which runs from 5 to 8 p.m., will benefit the SDSU women's pole-vaulting team. Champion pole-vaulters Brad Walker and Stacy Dragila will be the honored guests. The group will auction off three seats each to dine with Walker and Dragila.

The April 25 celebration will benefit local schools. In addition to food and drinks — namely, root beer — there will be a crafts fair with items made by the children.

The May event will benefit the Challenged Athletes Foundation. Actress Kristy Swanson, who was the original Buffy Summers in "Buffy the Vampire Slayer," will tap the cask.

Bill Walton, California Sports Hall of Famer and NBA Hall of Famer, tapped the cask at the January event. Proceeds also went to the Challenged Athletes Foundation. The February event benefited the San Diego Syracuse Alumni Fund. Dan and Peggy are Syracuse University alumni and the local group regularly watches its games at the restaurant.

The Mazzellas are still in the process of booking the rest of the year's events. Although they haven't set a date yet, one night will benefit Green Beach, a charity that Tony Roma's sponsors. Dan incorporated the organization, which is dedicated to providing housing for disabled veterans "to restore an independent and productive life for them."

Green Beach (www.greenbeachamerica.org) has retrofitted its first house in San Diego to make it handicap assess-



Peggy and Dan Mazzella, owners of the Tony Roma's franchise in Pacific Beach, are celebrating the location's 25th anniversary all this year with special events on the 25th of each month.

Photo by James Steinberg | Beach & Bay Press

able in exchange for a reduced-cost, long-term lease. Marine Lance Cpl. Lance Weir, a quadriplegic who was injured during active service, will live in the house and pay the rent, while the owner will get a tax write-off, according to Dan. Weir will be the guest for the Green Beach fundraiser.

The major criteria for the featured nonprofits is that proceeds go directly to the people they serve. Times of the celebrations vary, so check www.facebook.com/TRPacifiBeach or www.tonymorassandiego.com for upcoming silver celebrations.

Peggy, an architect, and Dan, an attorney, said they have been involved in the restaurant “since before Day 1,” when Peggy’s dad told them he planned to buy a franchise. The restaurant has remained a family affair, with the Mazzellas as equity owners even before taking an active role.

Today, their 26-year-old son, Matt, is the manager, although Peggy and Dan are at the restaurant at least three nights

a week. Dan said that while Peggy works, his major duty is “to walk around and say ‘Hi’ to everyone.”

Tony Roma's is part of a national corporate restaurant group that opened in 1972 and became popular for its baby-back ribs.


The Mazzellas admit they knew little about running a restaurant when they took over. But it actually turned out to be easier than they thought, Peggy said, particularly because it is a franchise.

Both enthusiastic environmentalists, they've gone "green," down to the corn-resin straws and disposable containers for butter and side orders. They recycle plastic containers, cardboard, glass and cooking oil.

Though the company has added a variety of choices to its longtime barbecued chicken and ribs menu, the baby-back ribs remain a big draw.

“Not everyone in a party of four eats ribs,” Peggy said.

SEE ROMA'S, Page 12



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Celebrating an egg-cellent anniversary milestone

By DJANI SCHAFER | BEACH & BAY PRESS

"Pretend that I am the gorilla and you are the customer. Come to my restaurant and I'm going to hug you," said John Gelastopoulos, owner of Broken Yolk Café (BYC) in Pacific Beach. "But I'm not going to hug you with my hands. I'm going to hug you with my actions."

BYC fans and customers can expect a really big hug on Wednesday, March 21 as the cafe celebrates its 33rd anniversary. Like it has done for the last eight years, all seven BYC locations will be operating under a limited menu, with all meals priced at \$2.99 and drinks at 99 cents.

The original Pacific Beach location opened in 1979 and, 33 years later, the Broken Yolk now has six other locations around the county — the newest site opening in Point Loma.

Gelastopoulos said celebrating the

Broken Yolk Café to serve up big, price-friendly event March 21

cafe's anniversary with low prices is a way for BYC to thank its customers. It's the loyalty of those customers that has allowed the cafe to franchise and expand throughout the county, even when many other restaurants are facing hard economic times.

"The clientele is loyal because we give them value," Gelastopoulos said. "We give them good food, homemade food and a reasonable price."

Value and quality are two things Gelastopoulos is happy to boast about. BYC uses only fresh ingredients in all its meals. Guacamole and salsa are made fresh in-house every day and Gelastopoulos is especially proud of the fact that the cafe always has fresh fruit and potatoes. He said they peel, dice and boil all the potatoes themselves, and while that means paying a little bit more

in labor, that's what the customers want and that's what keeps them happy.

The fresh ingredients are one of the things helping keep customers' love for the brand from going stale.

It's the high priority on quality and value that has led customers to happily follow the Broken Yolk Cafe as it keeps franchising across the county.

"When we started franchising, we already had a name that was well known in San Diego," Gelastopoulos said. "So, every time we have opened a

store, the expectation was there that we would do very well."

The first step in franchising came in trademarking the Broken Yolk's logo and brand. Even though success isn't guaranteed with each new location, Gelastopoulos said they are and will continue to be successful because the cafe has a good name and because he is very hands-on.

He guides each new franchisee during each step of the opening process — he helps with the design of the new restaurant, stays with them for an additional two to three months after it opens and is always there when they need him.

Looking ahead, the next step for Broken Yolk Cafe is to continue expanding. There are already plans for the cafe to move into Orange County and

Gelastopoulos said he wants to someday open franchises in Los Angeles, Arizona and San Francisco.

In the meantime, the Broken Yolk Café will continue to keep its faithful legions of San Diego customers happy and satisfied.

Its 33rd anniversary will be drawing in customers all day. The Broken Yolk will maintain its normal operating hours of 6 a.m. to 3 p.m., with some customers stopping by for breakfast and even returning for lunch, said Gelastopoulos.

"We're here to make people happy," Gelastopoulos said, and there will undoubtedly be long lines of people happily celebrating along with the Broken Yolk on March 21.

The Broken Yolk Café in Pacific Beach is located at 1851 Garnet Ave.

For more information, call (858) 270-9655, or visit www.thebrokenyolke.com.



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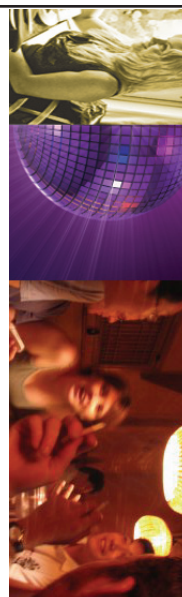
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Dining, Happy Hour & Entertainment

GUIDE

MISSION BEACH	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Darby's 4656 Mission Blvd. P.B. 858-274-2473	Monday - Friday 11am - 3pm: \$5.99 Lunch Menu Nightly Specials: 6pm - close All you can eat wings \$13.99	Happy Hour All Day 1/2 price domestic pitchers 1/2 price wings	Nightly Specials: 8pm - close \$3 Draft & Well Drinks	Nightly Specials: 8pm - close \$8 Pitchers, \$4 Seagram's sweet tea, corralejo silver tequila, fernet branca	Nightly Specials: 8pm - close \$3.00 16oz PBR draft	Nightly Specials: \$4 Bloody Mary's and \$2 Mimosas \$10 bottle of champagne \$15 bucket of Domestic	Nightly Specials: \$4 Bloody Mary's and \$2 Mimosas \$10 bottle of champagne \$15 bucket of Domestic
QUAVA BEACH 3714 Mission Blvd 858-488-668	HAPPY MONDAYS: Happy Hour 4pm to Close 1/2 off Beers and call shots 25% off appetizers	TACO TUESDAY'S: Tacos starting @ \$2 \$3.50 Dos Equis Pints \$4 Tequila Shots \$5 House Margs!	Game Night: \$3 Drafts 7pm-Close Any sandwich/wrap w/draft \$10 Free Pool, Jumbo Beaver Blocks, Boards Games & Beer Pong! You be the VJ 8pm-close!	Thirsty Thursdays: \$2 U Call Its from 9pm-Close \$5.99 1/2 lb Guava Burger & Fries	\$4 Fridays: \$4 U Call Its from 9pm-Close Weekend Dinner Specials by Chef Shelly V.	Progressive Drink Nite! U Call Its \$2 from 9-10pm \$3 from 10-11pm \$4 from 11pm-12am \$3 from 12am-until close \$10 bottles of champagne w/ Guave or OJ ALL DAY!	Go Big or Go Home! \$5 House Margs \$16 Marg Pitchers \$5 "El Fuego" Bloody Mary's \$5 Mimosa \$8 Domestic Pitchers \$12 Bionic Beavers
PACIFIC BEACH ALEHOUSE 721 Grand Ave. 858-581-BEER	Burger Bliss \$5.00 Burger - 6-10pm	All-You-Can-Eat Crab Night \$24.95 - 6-10pm	Uncorked & Unplugged 1/2 off all bottles of Wine & Premium Corked Beers 6-10pm	Thursday Special \$3 22 oz Mugs of House Beer \$3 U Call Its DJ Music - 10pm to Close	Good Times Friday \$3 Sushi Rolls, \$3 Good Times Gold 3pm to Close DJ Music - 10pm to Close.		Pacific Sunset Sunday \$3 fish tacos, \$3 IPA - 5pm-9pm Industry Night: 1/2 off bar tabs, DJ Music - 10pm to Close
SHORE CLUB 4343 Ocean Blvd. 858-272-SURF	Industry Wing Night: 40cent wings starting at 4pm 1/2 price drinks for Hospitality Industry employees \$4 Stolli Vodka and Flavors \$3.50 Bud Light Schooners	Nightly Specials: 1/2 price appetizers starting at 5pm	Nightly Specials: Goldfish Races start at 10pm Rib dinner for \$10 - includes a rack of BabyBack Ribs, fries, and a salad \$3 Svedka Vodka	Nightly Specials: 2-for-1 Burgers starts at 5pm \$3 U-Call-It's starts at 9pm	Nightly Specials: 2-for-1 Fish 'N' Chips starts at 5pm	Breakfast Special: 2-for-1 breakfast from 8am - 1pm	Breakfast Special: 2-for-1 breakfast from 8am - 1pm
Nick's 809 Thomas 858-270-1730	Nightly Specials: Happy Hour Food 4 to Close & Drinks 4 to 7	Nightly Specials: \$2.00 Tacos and \$5.00 Select Tequilas	Nightly Specials: \$3.00 Wing Basket & \$5.00 Selected Whiskeys	Nightly Specials: Burger, Fries & 16 Ounce Domestic Draft \$7.00	Nightly Specials: Happy Hour 4 to 7	Every Saturday \$2.50 Mimosas	Every Sunday \$2.50 Mimosas, \$9.00 Bud Light Pitchers, And All The NFL Games! Chance to win a flat screen TV.
MILLER'S FIELD 4465 Missino Blvd. 858-483-4143	Happy Monday: Happy Hr. open til Close Mason Jars for the price of pints Double Wells \$3 Skyy drinks	Tijuana Tuesdays 5PM-Close \$5 Chicken Enchilada Plate, Baja Fish Tacos, Chicken Mole, Carne Asada Tacos \$5 Footlong, \$3 Dos XX, \$3 House Margs	Wing Wednesday: 2lbs. of wings for the price of 1	College Night 7pm-close: Large Pizza for the price of a small \$3 Wells and Skyy Drinks \$3 Domestic Bottles March Madness 2nd round Thursday & Friday	\$4 Fridays 7pm-close: \$4 Selected Drinks	March Madness 3rd round Saturday & Sunday	

Looking ahead

Beach and bay events, March 15-24

March 15-20

Four local knitting professionals will combine to promote knitting at Needlecraft Cottage in Pacific Beach. Among the mentors will be Mira Cole of Baah! Yarns; Michelle

Miller, discussing hand-knitted shawl designs; Marie Fisher on knitting with beads; and Eileen Adler, discussing "rules of thumb" useful to knitters. Needlecraft Cottage is located at 870 Grand Ave. For more information, call (858) 272-8185, visit www.needlecraftcottage.com, or email liz@needlecraftcottage.com.

SEE CALENDAR, Page 13

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EDUCATION NOTEBOOK

MISSION BAY HIGH

• The next **Mission Bay Cluster meeting** will be **Wednesday, March 21** at 6 p.m., hosted by Crown Point Junior Music Academy. On the agenda are a Pacific Beach Middle School-YMCA update, strategic process information, MBHS academic achievement discussion and Mission Bay Cluster vision progress. All are welcome.

• The **Mission Bay High School Robotics Club** competed in the **For Inspiration and Recognition of Science and Technology (FIRST) Robotics Competition** at **Valley View Casino Center** (formerly the San Diego Sports Arena). The competition was an intense three-day competitive event showcasing robots developed and operated by dozens of high school teams from all over the world. MBHS competed beside some of the best schools in California and had a great first showing.

• **Incoming MBHS ninth-grade parents articulation meeting** takes place Tuesday, March 27 in the high school library at 6 p.m. For the parents of incoming eighth-graders from **PB Middle School**, articulation meetings are set for March 27-29 all day at the middle school.

• The **English Language Advisory Committee (ELAC) meeting** takes place **Thursday, March 29** at the MBHS Library at 6 p.m.

PACIFIC BEACH MIDDLE SCHOOL

• The next **Friends of Pacific Beach Secondary Schools (FOPBSS) meeting** will be **Wednesday March 28** at 6 p.m. in the Pacific Beach Middle School Library. Hear recaps of Taste of North Pacific Beach, the MBHS Robotics Competition and more. There will also be updates on the events around the corner, including "Blues By the Bay," the largest fundraising event of the year.

• The **Pacific Beach Middle School Music Department** will have its **St. Patrick's Day Pancake Breakfast** on **Saturday, March 17** from 9 to 11 a.m. at the school lunch court. There will be all-you-can-eat pancakes, sausage, muffins, coffee, milk and juice for \$5 (\$6 at the event). Tickets can be purchased in the school office.

• **Los Angeles international baccalaureate schools** are coming to observe **Pacific Beach Middle School** on March 16 and 27. The **Malaysian Education Ministry** delegates and **IB North America** representatives will visit **Pacific Beach Middle School** on March 29 and will seek and share curriculum ideas and teaching strategies. PBMS is an example



On March 7, about two dozen volunteers from the local UPS facilities conquered the weeds in the Pacific Beach Elementary (PBE) Friendship Garden. UPS's San Diego division manager, Ivy Brown, assembled a team from the various operations at UPS. Many brought their own tools as they donated the afternoon and a truckload of mulch to help PBE.

Courtesy photo

of a vibrant, effective international baccalaureate program school and continues to attract visitors from around the globe.

• The **PB Middle School open house** will be Thursday, March 22, beginning at 6 p.m. in the student's first period classroom.

• A **cleanup of the Pacific Beach Middle School campus** is slated for Saturday, March 24 at 9 a.m.

PACIFIC BEACH ELEMENTARY

PBE's annual **Jog-a-Thon** will be held **Wednesday, March 21** at 10 a.m. This is an invigorating event giving students an opportunity to rock and run. Students run for pledges from friends and neighbors to benefit Friends of Pacific Beach Elementary (FOPBE). Parents are encouraged to join the fun.

KATE SESSIONS ELEMENTARY

Kate Sessions Elementary School students will present their **international baccalaureate exhibitions**. Based on the IB inquiry teaching and learning methods, fifth-graders use the skills they've learned to research global issues and present their findings. The year's exhibition focus is "People around the world are organizing to help people in need." Some of

the topics are environment, poverty, animal cruelty, children's issues, sustainable energy, natural disaster, health and disease. The students develop PowerPoint presentations and a creative representation of their research. Presentations take place Tuesday, March 27 at 9 and 10:30 a.m. For more information, contact principal Sue DeVicariis at sdevicariis@sandi.net.

CROWN POINT JUNIOR MUSIC ACADEMY

• **Crown Point Junior Music Academy** holds **parent conferences** from **March 14-16**. Students will be dismissed at 12:15 p.m. Wednesday through Friday.

• **Crown Point Jr. Music Academy** will team with **Newbreak Church** for a **blood drive** on **Sunday, March 18** from 8 a.m. to 2 p.m. at 4033 Ingraham St. in the school parking lot. To donate, call the school at (858) 273-9830 or visit www.redcrossblood.org, code: Newbreak. Walk-ins are welcome.

• **Come enjoy a "Dine Out" evening with the CPJMA family**. Visit **Chuck E Cheese** on March 22 from 3 to 9 p.m. The school receives 20 percent back from the purchases.

— Jennifer Tandy

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ROMA'S

CONTINUED FROM Page 10

As for recipes for the special sauces that have made the ribs famous, Dan said, "If I told you what's in them, I'd have to kill you. I'd rather just bribe you with our good food."

The silver anniversary celebrations are in keeping with the couple's longtime desire to remain community-oriented. The restaurant sponsors local soccer and softball teams and the San Diego Lifeguards Association. The Mazzellas have been involved with the Susan G. Komen Breast Cancer Foundation Walk and the Marshall Faulk Foundation, which supports programs that teach youth the importance of building character.

• **Tony Roma's**

4110 Mission Blvd., (877) 736-6606, www.tonyromassandiego.com

CALENDAR

CONTINUED FROM Page 12

SATURDAY, March 17

The 32nd annual St. Patrick's Day Run, which features a 10k run or 2- or 4-mile walk/run benefiting Rady Children's Hospital. The event includes food from Domino's Pizza and a beer garden sponsored by Stone Brewing Co. and Ballast Point. Registration and packet pick-up begin at 6:45 a.m. at the Hilton Hotel on East Mission Bay Drive. Costs vary. For more information, call Kathy Loper at (619) 298-7400, or visit www.kathylopererevents.com/stpatrick.

FRIDAY, March 23


Christ Lutheran Church Concert Series presents the St. Olaf College Organ Department in concert at 7 p.m. at the church, 4761 Cass St. Free-will donations will be accepted to help defray the cost of the

tour. For more information, call (858) 483-2300, or visit www.christpb.org.

SATURDAY, March 24

• **Pacific Beach Town Council hosts its fifth annual Graffiti Cleanup** from 9 a.m. to 1 p.m., beginning at the Pacific Beach Presbyterian Church, 1675 Garnet Ave. Volunteers will receive training and supplies and students can earn community service hours. Volunteers and contributions welcome. For more information, call (858) 483-6666, or visit www.pbtowncouncil.org.

• **A community Shine Event Beach Cleanup is planned** from 10 a.m. to noon to conduct a sweep of Mission Beach. The event, hosted by several local bloggers, is designed to bring families together while beautifying the local beach areas. Participants are asked to meet at 9:45 a.m. at Belmont Park on Mission Boulevard. No equipment necessary. For more information, visit www.facebook.com/events/186802688088627/.



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ANNOUNCEMENTS 100

▼ calendar/events

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GARAGE SALE Saturday, March 17, from 8am - 2pm at 3627 BUENA VISTA ST. SAN DIEGO, CA. 92109 1) 52" tv, (2) 32" tv's, (1) lg. entertainment center, (2) smaller ent. centers, 7" artificial xmas tree, in/ out door lights, ornaments, misc. stuff

LA JOLLA RUMMAGE SALE Torrey Pines

Christian Church 8320 La Jolla Scenic Dr. Fri March 16th 9-4pm Sat March 17th 9-12pm

PT. LOMA /OB YARD SALE

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

▼ misc. for sale

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

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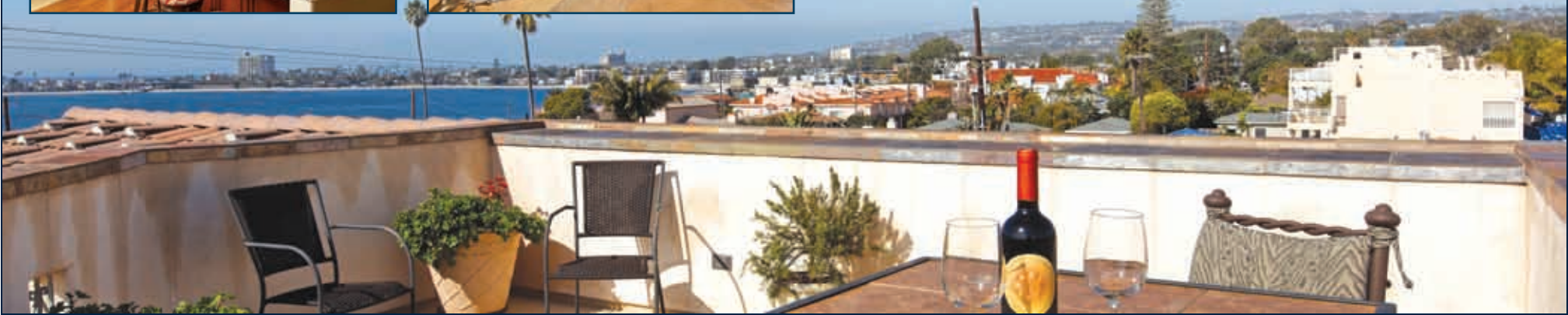


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