

DON'T MISS THE ARRAY OF HOLIDAY EVENTS happening in Pacific Beach this month. At the top of the list is the PB Holiday Parade and Santa Mile fun run on Dec. 15. Beginning with the first-ever Santa Mile and ending with an eco-friendly celebration for the Ever "Green" Holiday Parade, PB is the place to be for holiday rejoicing. Santa Mile check in begins at 10:30 a.m. The parade, beginning at 2 p.m., starts at Garnet Avenue and Haines Street. More information at pacificbeach.org.



SAN DIEGO COMMUNITY NEWSPAPER GROUP

THURSDAY, DECEMBER 5, 2013

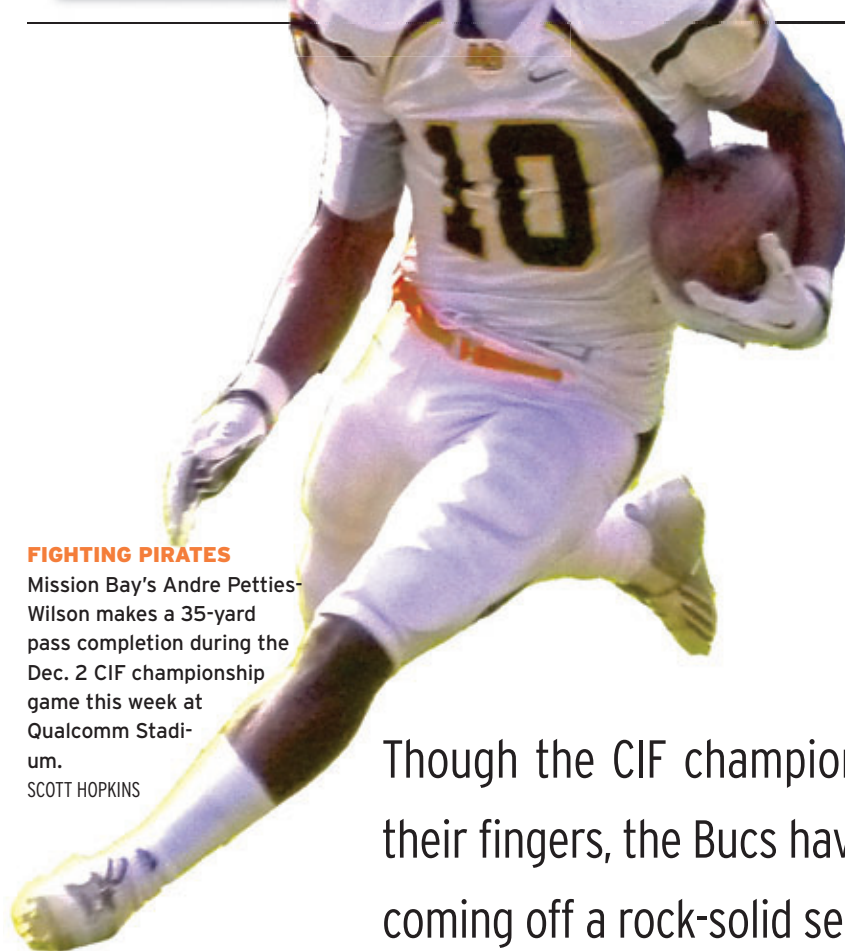
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FIGHTING PIRATES

Mission Bay's Andre Petties-Wilson makes a 35-yard pass completion during the Dec. 2 CIF championship game this week at Qualcomm Stadium.

SCOTT HOPKINS

CLOSE, but not close enough

Though the CIF championship slipped through their fingers, the Bucs have much to be proud of coming off a rock-solid season

SEE THE STORY, PAGE 5

Surveys of the community look to a bright future for Pacific Beach

By DAVE SCHWAB

Results from two recent surveys, one by and mostly for students and another mainly targeting adults, will be used by Pacific Beach as it updates its community plan and strives to make the beachfront a more sustainable urban neighborhood.

Mission Bay Cluster schools, K-12, are involved in the International Baccalaureate (IB) program, which teaches students to learn about their place within the community and be involved through community service.

A community planning survey tailored to K-12 students was done and student leaders will be analyzing the results and presenting their conclusions to the community at planning workshop sessions from 6 to 7:30 p.m. at PB Middle School, 4676 Ingraham St., on Dec. 11.

Also, preliminary results are in for the so-called SoftGIS Survey devel-

oped by Finnish researchers currently based at San Diego State University. The unique, online map-based survey has collected information about how people use PB day to day, what they value about the community and what they'd like to see improved.

"We have brewing what I call the 'perfect storm' for community planning in Pacific Beach," said Chris Olson, Pacific Beach Planning Group member, about the upcoming Dec. 11-13 community meetings presided over by the American Institute of Architects' Sustainable Design Assessment Team (SDAT).

"Planning experts are working with people invested in the community and we also have some grant funding coming in to help us do what we need to do," said Olson. "We've been gathering the most data and

information we can about what people in the community think the direction of our beach area should be. We're putting it into a format that can be presented at these Town Hall meetings."

Following up on a community Town Hall meeting held at Mission Bay High School in June, the SDAT team is returning to listen to community input and work with stakeholders to make progress toward creating a more sustainable urban neighborhood along the beachfront.

Pacific Beach's current community plan was developed more than 20 years ago. Data collecting for the community plan update in progress began in the summer.

Olson noted there were many

SEE SURVEY >> PG. 3



Rose Creek mural unveiled

ON DEC. 3, City Councilman and mayoral candidate Kevin Faulconer joined Campland on the Bay, the Friends of Rose Creek, San Diego Earth-Works, Native Americans and the Rose Creek Watershed in unveiling the Rose Creek Mural painted in February at the first-ever Rose Creek fest.

"This artwork celebrates an often overlooked natural resource that provides an abundance of recreational and environmental opportunities for San Diegans," Faulconer said. "I am proud to join community members to remind San Diegans of the need to protect Rose Creek and highlight its important relationship to improving the water quality of Mission Bay."

For Pacific Beach restaurant owner, the American Dream is alive and well

By KENDRA HARTMANN

For anyone who was convinced the American Dream was dead, pay a visit to John Gelastopoulos. He is living proof that the American promised land of the 20th century is not lost — it's just not easy to find.

Gelastopoulos came to the U.S. from Greece — he grew up in a small village at the foot of Mount Olympus — in 1977. He was just out of high school, spoke no English and had no marketable skills to speak of. He enrolled in City College and began working as a dishwasher to make ends meet. Thirty-five years later, he is at the helm of a rapidly expanding franchise of popular restaurants with no end in sight to the growth of his business.

After years working his way through several San Diego kitchens — as a dishwasher, cook and sous chef

in every type of establishment from Denny's to the Harbor House — Gelastopoulos, who also earned a real estate license along the way, bought the Broken Yolk in



SEE BROKEN YOLK >> PG. 8



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Discover PB welcomes new president

By DAVE SCHWAB

Elvin Lai hopes to utilize his expertise as a hotelier to better market Pacific Beach as a destination during his term as president next year of Discover PB Business Improvement District (BID).

"As president, my role and responsibilities will be to creatively think of new ways to earn revenue for Pacific Beach and reinvest revenue into beautifying Pacific Beach," said Lai, CEO/president of Ocean Park Inn Hotel at 710 Grand Ave.

Lai said another of his functions as BID president will be to find new and improved ways to promote Pacific Beach as "a destination for shopping, tourism, amazing restaurants, to live, to raise your family, to retire."

Born in San Diego and raised in Poway, Lai attended the University of San Diego, majoring in biology. Noting he's "always been a part of the Pacific Beach community," Lai said he has lived and worked in the community for the past decade.

Working at the same hotel built by his great-grandfather in 1967, Lai, after the tragic loss of his father, decided to re-route his life's plan, from becoming a doctor to becoming a hotelier.

"You will often find beachgoers wandering in from the boardwalk to admire the spectacular and colorful reef tank in the lobby," Lai



ELVIN LAI

said. "Pacific Beach has and will always be the roots of my history; thus the improvement and beautification of Pacific Beach is near and dear to my heart."

Lai sits on a variety of boards, including the San Diego Tourism Authority, San Diego Hotel and Motel Association and the California Hotel and Lodging Association.

Pacific Beach merchant Eve Anderson, owner of Eve's Garden Design, noted Lai's ascendancy to president of Discover PB is a first for the organization.

"This is the first time a hotel owner/manager — or anyone in the tourist industry — has become president," she said, adding she's convinced Discover PB will be "heading in new directions with Elvin leading."

"He's assessing things now and changes won't begin until January," Anderson said, characteriz-

ing Lai as "an energetic, savvy and knowledgeable guy well liked by the board."

Noting there's a "whole new set of people moving into PB, including families and young professionals," Anderson said she believes "PB is growing up and the party atmosphere is no longer the prime focus. And that means Discover PB can finally include all businesses in its events and in its role in the community, not just an approach that appeals to one demographic."

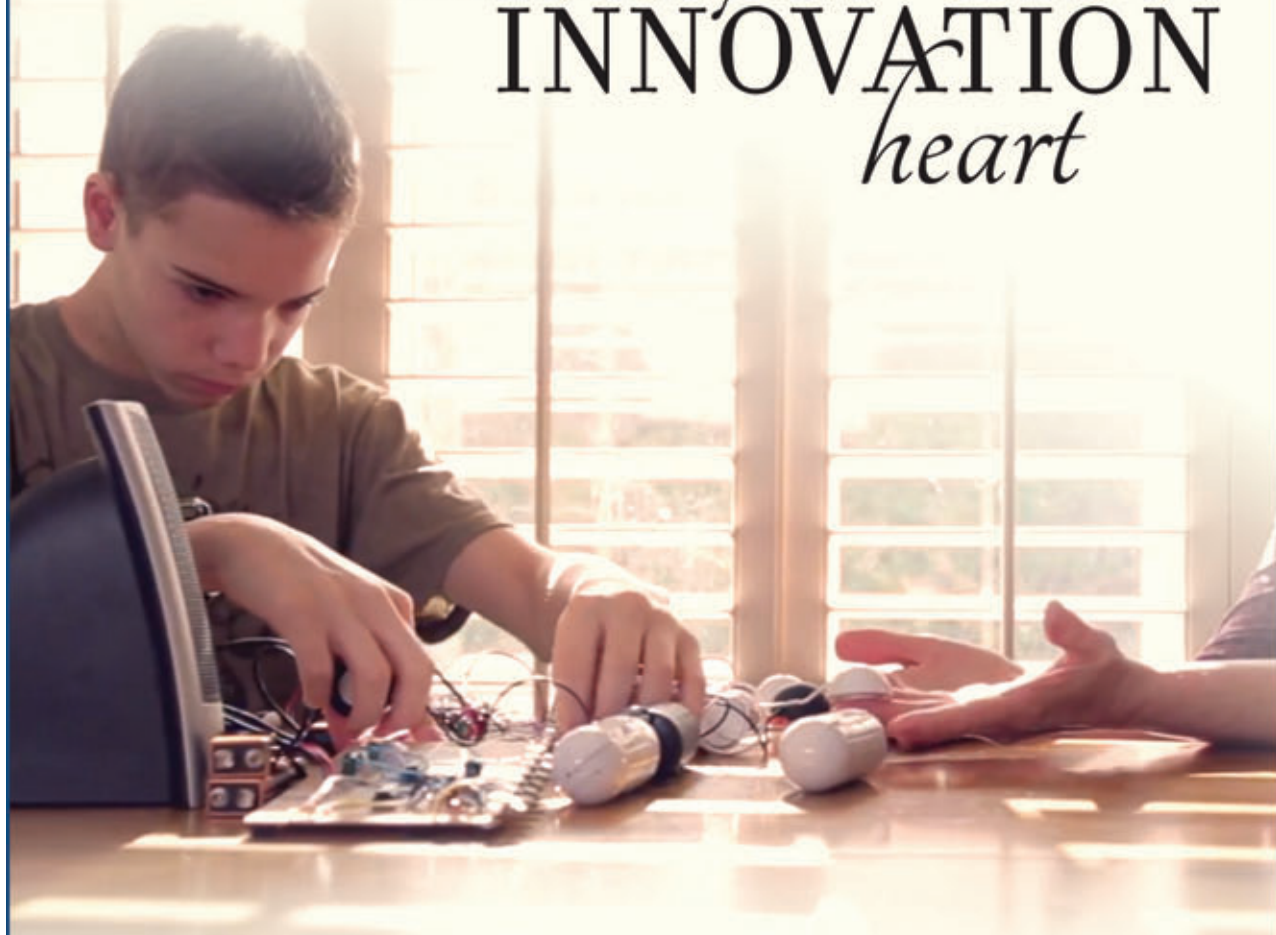
Asked if he felt being a hotelier gives him a fresh outlook on leading Discover PB, Lai said, "Absolutely. Being a small-business owner who happens to be in the tourism industry lends me a unique perspective to the group to help cultivate new ideas. Being very active in San Diego politics and actively enhancing San Diego as a destination through my other board involvements, I will work to sustain tourism, which is the third-largest industry and job creator in San Diego County."

Lai added it is his goal to maintain a strong relationship with "whoever is mayor next in hopes of highlighting PB in the hotel and small business industry."

"My focus is to bring more business to Pacific Beach, continue to

SEE LAI >> PG. 7

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SURVEY >>
CONT. FROM PG. 1

interesting points — and some surprises — in both surveys.

“A lot of it (SoftGIS Survey) from the adult perspective focused on the Garnet Corridor, still our most-visited area, which those surveyed said has the most potential that we need to work on,” Olson said.

Another “hot spot” in Pacific Beach that survey respondents were especially concerned about are the gateways into the community, including Interstate 5 on the north end.

“People said the entrances into the community are ugly and need some fixing up, some aesthetic improvements,” said Olson. “People love the beaches, but they don’t like the constrained boardwalk area there or the blighted area in southern Pacific Beach along the ocean.”

On the student survey side, Olson said half the students in PB schools live “somewhere outside the community” from far-flung areas across San Diego County.

“Students said what they liked most about PB was the restaurants, stores and businesses,” Olson said, adding what that group felt were the biggest community problems were “trash and homeless people.”

The biggest need in the community?

According to students, the



MAPPING THE NEIGHBORHOOD A series of maps were produced for the SoftGIS survey of Pacific Beach to identify zones of importance to the respondents. Above, a map shows areas of interest, along with a color-coded key to denote whether the spot was perceived negatively or positively (blue areas indicate negative responses and red areas indicate positive responses).

answer was a “movie theater.”

“That’s what the kids say they want,” Olson said. That and “more bike and skateboard paths.”

The student survey though did turn up at least one unexpected result.

“Students said they want more

trees,” said Olson, adding the community’s youth were more far-sighted than anticipated.

“The things that concerned them were affordable housing, habitat and ecosystem renewal, energy and water supply,” Olson said. “They’re thinking about the big picture. That



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was interesting.”

Olson said respondents for the SoftGIS Survey for adults concluded that PB’s great potential is not fully realized.

“It’s great that we have all this information to work with,” he said. “Now we have to do something with it.”

Community Town Hall meetings

on PB’s community plan update and on the AIA effort to find ways to make PB more environmentally sustainable, will be held Dec. 11 from 6 to 7:30 p.m. and Friday, Dec. 13 from 6 to 8:30 p.m., both at PB Middle School at 4676 Ingraham St.

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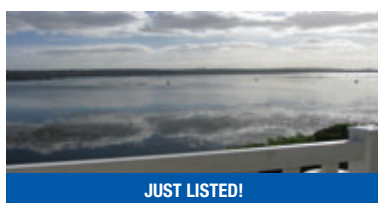
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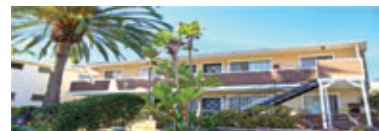
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Bucs end stellar season with heart-wrenching loss

By SCOTT HOPKINS

As his players knelt before him on the sideline at Qualcomm Stadium following the Dec. 2 CIF Div. II championship game, Mission Bay head football coach Willie Matson told them many years from now the fantastic season that brought them to the title game is what they will remember.

Sage advice, coach. But for awhile, that title game will be hard to forget.

In a game that mirrored Murphy's Law, the Buccaneers saw just about everything go wrong in what was, for most players, the biggest game of their young lives.

No. 2 seed St. Augustine dominated the No. 8 seeded Bucs in a 49-0 blowout that saw Mission Bay turn the ball over five times — twice within the 5-yard line when it appeared they were about to get on the scoreboard.

And, as Matson said, the 2013 season was one to remember.

The Bucs entered the title game 12-1, with their only loss to reigning state champion and Western League foe Madison 42-7 on Oct. 11.

Mission Bay then pulled off one of the season's biggest upsets when they stunned the Warhawks 21-18 in a CIF quarterfinal match Nov. 21.

A wild 56-49 victory over Rancho



STRUGGLE TO THE END Lamarriel Taylor (2) runs with a pass reception with help from Franklin Gaylord (8) as St. Augustine's Marco Moura (31) attempts tackle in the CIF Championship game. SCOTT HOPKINS

Buena Vista sent the Bucs to the "Q" in a memorable shootout, and a dramatic touchdown pass with four seconds left beat Point Loma after the Pointers had taken the lead with 1:20 left.

Behind quarterback Nicholas Plum and tall receivers Lamarriel Taylor and Andre Petties-Wilson, the Bucs air attack rolled up big yardage and was averaging 36 points a game when they trotted onto the NFL field for the final game of their prep careers.

It took both teams awhile to lose the "Q jitters," but the Saints scored on their third possession when quarterback Joe Hudson rolled to his left before connecting with wide receiver Frank Buncom IV on a 33-yard

pass.

Hudson struck again on the same play as time expired in the first quarter to give the Saints a 14-0 lead.

The Saints completed only six of 14 passes, but they covered 133 yards, resulting in three touchdowns.

On the ground, the Saints averaged 8.2 yards a carry, gaining 272 yards and scoring three more times.

The Bucs came close to scoring in the third quarter after a 60-yard kickoff return by Petties-Wilson. After several more well-executed plays, they found themselves with a first down at the Saints' 5-yard line.

After one incompletion, Plum's next pass was intercepted by Saint Tyler Herburger, who returned it 99 yards on a "pick-six" that changed what might have been a 35-7 Saints lead to 42-0.

The next Bucs threat came at the end of the third quarter, when Mission Bay put together a drive that gave them a first down at the Saints 2.

After an incompletion in the end zone, Plum lost the ball when he was hit and the Saints recovered at their own 4-yard line.

For the game, Plum completed 14

of 32 passes for 192 yards. He was intercepted twice and sacked six times as the Saints dominated the line of scrimmage.

Petties-Wilson led all receivers with five catches for 88 yards. Taylor snared five for 67 yards and Franklin Gaylord caught three for 30 yards.

The Bucs netted only nine yards on the ground with two fumbles.

EXTRA POINTS

- Bucs senior Juan Bautista was honored by game officials with his team's Best Sportsmanship Award, receiving a patch for his letterman jacket.
- The Bucs graduate 27 players from this season's roster.
- The game marked the Bucs' eighth title match. They won the 2009 CIF championship, also their most recent title appearance.

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IN LOVING MEMORY: HARRIET FLORENCE DAUM

Life-long beach resident Harriet Florence Daum passed away in the morning of November 21, 2013 at the age of 91. Born at home on Narragansett Street in Ocean Beach in 1922 to Harry and Lillie Dunn, she moved to La Jolla as a teenager. Harriet was the oldest of three children; sister Dorothy and brother George. As a child of the depression, she remembered "having to eat" a continuous plethora of abalone, lobster, and fish harvested by her father off of the Point Loma and La Jolla reefs, supplemented by wild mushrooms picked in the La Jolla hills and vegetables from their large garden. Harriet graduated from La Jolla High School in 1940 and was always proud to be a Viking. After high school she worked at Scripps Institute of Oceanography as a secretary for Harald Sverdrup's office and typed many manuscripts for some of the forefathers of Scripps including Carl Hubbs, Walter Munk, Claude ZoBell, Roger Revelle, and others.

Harriet married William Marshall Daum of National City in 1948 at La Jolla Congregational Church and then settled in Crown Point for the remainder of her life. She was a member of Christ Lutheran Church (Cass St) for over 60 years, Pacific Beach Women's Club since 1955, and a long-time volunteer for Meal-on-Wheels. Harriet was quite the adventurer, from the 1924 train ride to visit family in rural Illinois to the many family vacations in their small travel trailer after marrying "Bill". They camped and fished throughout the most beautiful areas in the West. After their only child David was born in 1952, Harriet settled into being a homemaker in their Crown Point home, chauffeuring David and his friends to the many local activities of the time, and involvement in the local Pacific Beach community. In the late 60's, Harriet re-joined the workforce and became the secretary/office manager for Lucky Line Products in Clairemont, where she had a rewarding career. Harriet was an accomplished artist and sold many of her paintings. In her later years, she enjoyed getting her hair done by Viet in the Cass St. salon, helping with the church's newsletter, attending woman's club meetings, and visits from David and family.

Harriet is survived by husband William and sister Dorothy of Pacific Beach, son David and daughter-in-law Lisa of Fairbanks, Alaska and grandchildren Laura (Boise, Idaho) and Logan (Washington DC).

A visitation and service to celebrate Harriet's life was held at El Camino Mortuary-Pacific Beach (4710 Cass St) on Friday, November 29. In lieu of flowers, Harriet has requested donations be made to Christ Lutheran Church Memorial Fund (4761 Cass St, San Diego, 92109).



LIVEMUSIC >>

By BART MENDOZA

Polish jazz singer Aga Zaryan appears at Dizzy's on Dec. 7, 8 p.m. Recently signed to legendary label Blue Note Records, all six of Zaryan's albums to date have gone gold in her native country, with several hitting platinum status. Named Jazz Vocalist of the Year in *Jazz Forum's* annual "Top Readers' Poll" consecutively from 2007 through 2011, Zaryan is already a major jazz star in Europe and well on her way to making an impact stateside. Anyone wanting to hear a European take on jazz, in the style of Carmen McRae or Shirley Horn will enjoy this concert.

AGA ZARYAN: Saturday, Dec. 7, at **DIZZY'S**, 4275 Mission Bay Drive. 8 p.m. \$20. www.dizzysjazz.com

Anyone looking for a good cover band this weekend should be sure to check out Jewel City Rock Club, performing at Beaumont's on Dec. 7, 9 p.m. Featuring both male and female vocals, the band performs musical evergreens from the 1950s to today, with enough tunes from each era to satisfy the most jaded bar crowd. They're adept at soul ("I Feel Good," "Cissy Strut"), rock ("Midnight Rambler," "Golden Years") and blues ("I Got My Mojo Working," "Turn On Your Lovelight") for a set that's like a really good jukebox. If you're looking for a fun Saturday night, this show

will be a party from the first note played.

JEWEL CITY ROCK CLUB: Dec. 7 at **BEAUMONT'S**, 5662 La Jolla Blvd. 9 p.m. 21 and up. www.beaumontseater.com

Formed in 1982, Progressive metal band Fates Warning has had several lineup changes in its 31-year existence, but continues to be a force in the hard-rock scene. The band is touring behind its latest disc, "Darkness in a Different Light," but fans can rest assured they will hear material from throughout the band's career. If you're looking for a way to kick off the cobwebs before the start of the work week, this is the show to do it.

FATES WARNING: Sunday, Dec. 8, at **BRICK BY BRICK**, 1130 Buenos Ave. 6 p.m. 21 and up. \$20. www.brickbybrick.com

The Ramones may have never had a hit single, but it's likely that any rock fan could sing along to at least a half dozen of their songs. As such, it's only natural that there be a trib-

MUSTHEAR >>

After decades of waiting, Runaways fans have had an embarrassment of riches in recent months. Just weeks after former Runaways guitarist Lita Ford performed at Brick by Brick comes the second appearance this year of the band's former frontwoman, Cherie Curie, at the same venue on Dec. 14, 9 p.m. While Curie has never had a hit record, there can be no doubt that she and her former band are among the most influential women in rock, ever. It's been decades since she released new



music, but the fans at this night's show won't care, as long as "Mess-in' With the Boys" and "Cherry Bomb" are included in the set list.

CHERIE CURIE: Saturday, Dec. 14, at **BRICK BY BRICK**, 1130 Buenos Ave. 9 p.m. 21 and up. \$15. www.brickbybrick.com

ute band to the late punk band. Hey Ho Let's Go actually goes the extra mile, using the same vintage gear, dressing the same and even donning wigs to get the look and sound just right. Appearing at the 710 Beach Club on Dec. 14, 9 p.m., the band plays all The Ramones' biggest tunes, including "Rockaway Beach," "Beat on the Brat" and "Sheena Is A Punk

Rocker," with passion and a sense of fun, the latter particularly important when it comes to Ramones music.

HEY HO LETS GO: Saturday, Dec. 14, at the **710 BEACH CLUB**, 710 Garnet Ave. 9 p.m. 21 and up. www.710bc.com

See the full live music lineup at sdnews.com.

Which of these costly mistakes will you make when you sell your home

SAN DIEGO. A new report has just been released which reveals 7 costly mistakes that most homeowners make when selling their home. And a 9 Step System that can help you sell your home fast and for the most amount of money.

This industry report shows clearly how the traditional ways of selling homes have become increasingly less and less effective in today's market. The fact of the matter is that fully three quarters of homesellers don't get what they want for their homes and become disillusioned and worse – financially disadvantaged when they put their homes on the market.

Courtesy of Dennis DeSouza Remax Lic. 01220680

As this report uncovers, most homesellers make 7 deadly mistakes that cost them literally thousands of dollars. The good news is that each and every one of these mistakes is entirely preventable. I answer to this issue, industry insiders have prepared for a free special report entitled "The 9 step System to Get Your Home Sold Fast and For Top Dollar."

To order a FREE special report, call toll-free 1-800-276-0763 and enter 1000. You can call any time, 24 hours a day, 7 days a week. Get your free special report NOW to find out how you can get the most money for your home.



REMEMBERWHEN? >>

REMEMBER WHEN Yardage Town stood on the southeastern corner of Garnet Avenue and Gresham Street? I think Play It Again Sports is there now. Hard to believe, but there were TWO yardage stores a block apart. Golden State was on the southeast corner of Garnet and Haines. O'Reilly Auto Parts now occupies that space.

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

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DEC. 7: SEASIDE FARMERS MARKET HOLIDAY STROLL

WHERE: 2475 Grand Ave., 9 a.m. to 3 p.m.

HOW MUCH: Free admission

WHAT: Pancake breakfast with Santa, gift-wrapping, face painting, family (and pet) portraits with Santa and more. 100 percent of proceeds benefit MBHS programs. seasidefarmersmarket.org.

LAI »

CONT. FROM PG. 2

give PB a facelift, clean up our beaches, continue to increase community involvement and increase communication to reach a broader audience," he said.

Discover PB executive director Sara Berns said Discover PB's board of directors will once again have an all-day planning meeting in January to discuss overall goals and programs for 2014.

"This last year our goals were focused on promoting great successful events that helped shape

our image of a positive, active business community while raising sustainable funds for the organization to continue our sidewalk cleaning program and bike-friendly business district program," Berns said.

Berns said some projects the BID hopes to consider doing next year are "working closely with city and community groups to improve the bike and walkability of our business district, continue our efforts in promoting Pacific Beach as a key shopping, dining and entertainment destination within the city of San Diego, and improving communication with our membership to provide effective resources."

An advertisement for Best Ride Limos. It features a black limousine with a cartoon Santa Claus in the driver's seat. The text reads: '1ST RIDE 1/2 OFF! LIMO RIDE FOR TAXI PRICES! BEST RIDE LIMOS 858.888.0397 book@bestridelimos.com • www.bestridelimos.com'.

DEC. 10: PB TOWN COUNCIL SUNDOWNER

WHERE: Woodstock Pizza, 1221 Garnet Ave., 5:30 to 7:30 p.m.

HOW MUCH: \$5 PBTC members; \$10 guests

WHAT: Come meet and mingle with Pacific Beach Town Council members and residents. Free appetizers and drink specials offered. pbtowncouncil.org



DEC. 13: SDFAS MARCHÉ DE NOËL

WHERE: San Diego French-American School, 6550 Soledad Mountain Road, 2:30 to 7:30 p.m.

HOW MUCH: Free admission

WHAT: A marché de Noël, or holiday market, is an old European tradition where local craftsmen gather in a festive holiday marketplace. One of the most famous holiday markets is held in Strasbourg, France, which is celebrating its 443rd year. A wide variety of jewelry, arts and crafts, holiday items, food and more will be available from more than 20 different vendors, as well as children's attractions like a trackless choo choo train, a giant inflatable slide and a bounce house. (858) 456-2807, sdfrenchschool.org.



DEC. 6: MOM'S NIGHT OUT

WHERE: Bar West, 959 Hornblend St., 5 to 8 p.m.

HOW MUCH: Free admission

WHAT: Meet and network with Pacific Beach moms for a little much-needed social time. Kids are welcome.

LETTER TO THE EDITOR

Keep Pearl Harbor in our thoughts

Dec. 7, 1941 – the attack on Pearl Harbor – was a day that has remained in infamy. Very few servicemembers who personally remember that day are still among us. The American Legion Auxiliary encourages everyone to do what they can to keep Pearl Harbor a part of our national consciousness.

Many brave servicemembers were asleep or about their morning routines when the Japanese bombers delivered a blow that would decide America's involvement in World War II. More than 2,400 servicemembers died during the attack.

I invite you, along with members of American Legion Auxiliary (ALA) Unit 552 in Pacific Beach, to take a moment and remember the men and women who lost their lives that day.

ALA members have dedicated themselves for nearly a century to meeting the needs of veterans, military and their families. They volunteer millions of hours yearly, with a value of nearly \$2 billion. As part of the world's largest women's patriotic service organization, volunteers also step up to honor veterans and military through annual scholarships and with ALA Girls State programs. www.ALAForVeterans.org.

— Nancy Person, Treasurer/Secretary, ALA Unit 552, Pacific Beach

A poster for the Pacific Beach Holiday Parade. It features a large, stylized snowflake graphic. The text reads: 'Pacific Beach Holiday Parade 12.15.13 Garnet Ave 2pm'.

A poster for Pacific Beach Shop Local. It features a blue background with white text. The text reads: 'Pacific Beach, it's all right here shop • eat celebrate local 12.17.13 Join us for a special family friendly Shop Local Event! Enjoy music, kid activities, prizes and special holiday deals at the corner of Garnet & Bayard from 2-7pm. Prizes include two kids' bikes, an overnight at Ocean Park Inn and more! www.pacificbeach.org'.



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BROKEN YOLK »

CONT. FROM PG. 1

1993. Coming off of years working nights in the kitchen and days in a real estate office, he was ready for a schedule change.

"I really liked the concept, the fact that it was open for breakfast and lunch and closed at 3 p.m.," he said. "For years, I never saw the sun go down, never had my evenings free."

Gelastopoulos quickly made the business venture a family affair. His wife worked with him — and still does, keeping the books — and his first-born daughter started standing in as a hostess when she was 12. The business, meanwhile, already a popular Pacific Beach eatery, only did better under Gelastopoulos'

watch. The original restaurant, which seated about 80 diners in its 3,000 square feet, was expanded in 1999 when Gelastopoulos acquired the property next door. It now serves about 300 people and encompasses more than 7,000 square feet.

The growth didn't stop there. After years of hearing requests to franchise from regular patrons, some who traveled from well outside of the county for breakfast, Gelastopoulos finally gave in.

"So many people had approached me over the years asking me to franchise," he said. "Finally, I said, 'Let's do it.'"



SERVING UP SUCCESS The Pacific Beach Broken Yolk, the restaurant's original location, expanded several years after John Gelastopoulos acquired it, more than doubling in size. COURTESY PHOTO

Gelastopoulos helped a friend open the first franchise in Eastlake in 2007. It took off immediately, so he helped another friend open La Costa in 2008. That was followed by the Gaslamp location in 2009 and San Marcos in 2010. Oceanside, Point

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DESSERTS:

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Loma, Carmel Mountain, Temecula, Mission Valley and Orange all followed shortly thereafter, and La Quinta and El Centro are on their way soon. The restaurants spread like wildfire over Southern California, and the blaze shows no signs of slowing. Another 11 are slated to open in Orange County over the next three years, and Gelastopoulos hopes to eventually take the brand out of the state.

One of the Broken Yolk's main tenets holds that any regular diner should be able to step into any location and know exactly what they're getting, and Gelastopoulos takes great pains to ensure that every branch adheres to the chain's standards. Every detail, down to the trays on which the jelly rests, is overseen and regulated, and Gelastopoulos makes sure nothing is modified without his supervision. Wall color, tiling, booth and chair textiles — everything is established prior to the opening of a new location. There is a simple reason, Gelastopoulos said, behind the strict guidelines: they work. The success of the original location and its returning customer base is a testament to them.

"We're here for one reason: the customer," he said. "Customers tend to be outspoken. They like to tell us what they want. And if they want something different, we make it for them. We have to keep giving people what they want, and when someone walks into a Broken Yolk, we want it to be

that same experience they loved at the PB location."

Meanwhile, Gelastopoulos has maintained his family-run operation on Garnet Avenue. His wife still works in the upstairs offices, as do both of his daughters, Dimitra and Maria. Dimitra's husband, James O'Rourke, is the restaurant's director of operations and makes weekly trips to all the franchise locations to check on everything from food preparation and cleanliness to décor and atmosphere. The family operation gives the business the feeling of a tight-knit household. During an interview in his office, one of Gelastopoulos' toddler grandsons insisted on checking in on his grandfather numerous times.

"What else can I ask for? I get to spend quality time with my family and run my business," he said.

Gelastopoulos seems to have found that magic spot in the American economy where he got what he always wanted. An immigrant who grew up with no indoor

plumbing or electricity finds his niche as a successful business owner in the most populous state in the country.

It may be that simple, he said, but it's not that easy. The American Dream, it appears, is still there for the taking — for those who are willing to work for it.

"I was 17 when I came here. What did I know?" he said. "Everything was so developed, so exciting. Coming from nothing really makes you want to succeed. But you have to work hard, and some people don't want to pay the price. People say there are a lot of opportunities when you come to a country like this, but you have to make those opportunities. I wasn't the first to succeed and I won't be the last. If you work hard, good things happen. It's as simple as that."

For more information about the Broken Yolk and its locations, visit thebrokenyolkcafe.com.



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Dec. 5th
Holiday Auction
(at Sunshine Company)

Dec. 7th
OB Holiday Parade
& Lighting of Tree
5:05 pm

Dec. 5th - 16th
Storefront
Decoration
Contest



Dec. 7, 14, 21
Craft Fair
(Newport
& Abbott)

Dec. 16th
Holiday Homes
Decoration
Contest

Dec. 16, 17, 19
Food
& Toy Drive



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Dec. 11, 18 • 4-7pm
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Dec. 5
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9am-noon

Dec. 5
OB Holiday Auction at Sunshine Company. 21+ with ID. Great prizes, exciting auctioneers — don't miss it! To donate items for the auction, email info@obtowncouncil.org. 6:30-9:30pm

Dec. 5-16 (Online Voting)
Storefront decoration contest.

Dec. 7 • 5:05pm (OB Time)
34th Annual OB Holiday Parade on Newport Ave., from Sunset Cliffs Blvd. to the beach. Lighting of the OB Tree will begin the parade.

Dec. 7, 14, 21 • 11am-1pm
Santa at the foot of Newport Ave.

Dec. 16
Holiday Homes Decoration Contest. The Best-Dressed 92107 holiday homes will be judged. More information: 619-316-3403.

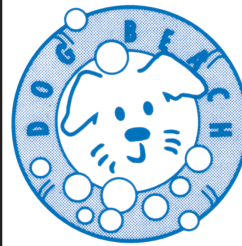
Dec. 16, 17, 19 • 5pm
Food & Toy Drive. PL Methodist Church, 1984 Sunset Cliffs Blvd. Volunteer and bring a donation.

Dec. 21 • 8:30am
Food & Toy Drive distribution to seniors and families.

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EDUCATIONNOTEBOOK >>

MISSION BAY HIGH SCHOOL

- MBHS tour – Thursday, Dec. 19, 8 a.m. Learn about the widely acclaimed International Baccalaureate Programme. Check in at the front office.
- MBHS Winter Concert – Thursday, Dec. 19. The MBHS Music Department will hold its Winter Concert “Snow and Tell” in the MBHS Auditorium featuring performance ensembles, including the award-winning Preservationists, Jazz Ensemble, and Choir and Concert Band.

PACIFIC BEACH MIDDLE SCHOOL

- PBMS Holiday Toy Drive is in full swing, as the class that collects the most toys will win a free trip to Belmont Park. Bring a new toy to fifth-period classes by Dec. 15. All toys benefit Hope in the City and Ronald McDonald House Charities. For more information, contact Ciara Gray at ciaraog@gmail.com.
- PBMS School Tour – Thursday, Dec. 5, 8 a.m. in the library. See International Baccalaureate Programme

teaching methods in action.

- La Jolla LearningWorks Program “Effective Homework Time with Executive Function Skills” – Tuesday, Dec. 10, 6 p.m. Students will learn how to manage their time, study more efficiently and get their homework organized.
- PB Middle Spanish School tour – Thursday, Dec. 12, 8 a.m. in the library.
- EcoDistrict Town Hall Meetings – Dec. 11 and 13, 6 to 7:30 p.m. Join neighbors and discuss ways to develop the community into a more livable, sustainable community.
- PBMS Holiday Band Concert – Tuesday, Dec. 17, 6 p.m. in the auditorium. Enjoy the sounds of the award-winning PBMS bands.
- PBMS Holiday Strings Concert – Wednesday, Dec. 18, 6 p.m. in the auditorium.

CROWN POINT JUNIOR MUSIC ACADEMY

- Ingraham Street Food Truck Gathering – Thursday, Dec. 5, 5 to 7:30 p.m.

Dinner from Chips Beach Eat, My Urban Eat, Chiquita Mexican Food, Chubby's Food Truck and Perky Beans. All proceeds benefit Friends of CPJMA.

KATE SESSIONS ELEMENTARY

- Community businesses are being sought to support the school's annual silent auction. To donate or underwrite expenses, email sessionsfundraising@gmail.com. All donations are tax deductible. Donations help to fund art, music, Spanish and library programs at Kate Sessions Elementary.
- Sessions would like to thank Hoboken Pizza, World Curry and Rocket Fizz for their generous support to the school during the November Family Dine Out. Thank you to the parents and

families who attend these events to make them fun and successful for Kate Sessions. Visit Panda Express at Vons on Wednesday, Dec. 18 and mention Kate Sessions at checkout for a portion of your receipt to support Kate Sessions.

FRIENDS OF PACIFIC BEACH SECONDARY SCHOOLS (FOPBSS)

- FOPBSS will be treating teachers to holiday goodies. Bring donations to PB Middle on Dec. 9 and to Mission Bay High School on Dec.
- FOPBSS has teacher holiday wish lists posted in each office, which include things such as copy paper, color paper, color pencils, glue sticks, thumb drives and more. Bring dona-

tions to the PB Middle or Mission Bay High offices.

MISSION BAY CLUSTER NEWS

Watch for the huge MBHS Bucca- neer pirate ship, PBMS marching band and more school groups in the Pacific Beach Holiday Parade on Sunday, Dec. 15 from 2 to 4 p.m.

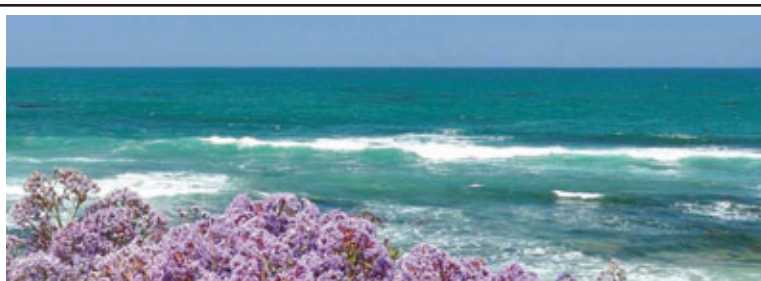
MISSION BAY HIGH ALUMNI ASSOCIATION

Seaside Farmers Market Holiday Stroll – Dec. 7, 10 a.m. to 2 p.m., Mission Bay High School. Come for a special market day with kids' activities and special vendors for all your holiday gift and gourmet needs. All proceeds benefit MBHS.

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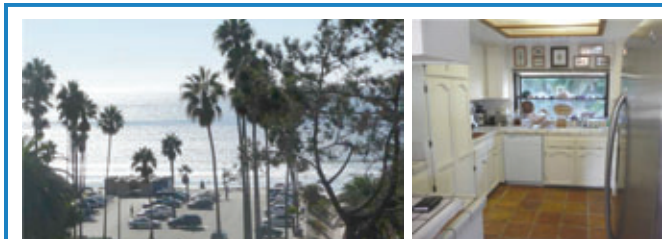
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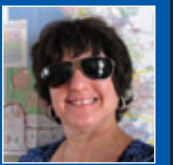
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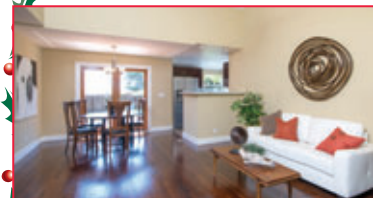
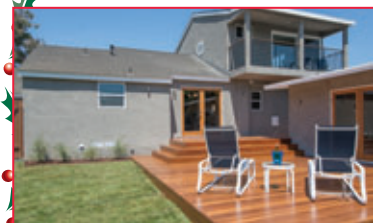
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North Pacific Beach: Just a few blocks from La Jolla on a large 7,760 Sq.Ft. corner lot, this 2,353 Sq. Ft. modern beach home works as a 4BR/3BA or as a 3BR/2BA with a complete attached granny flat that has its own living room, bathroom & balcony above the 3 car garage w/ a beautiful ocean view! Recently remodeled, this gorgeous home has a custom kitchen, bathrooms, floors, wood beam ceilings, private enclosed front and backyard; An entertainer's delight!

\$1,275,000

Steve Cairncross

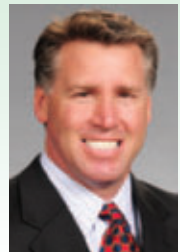
858-735-1045

www.SteveSellsCoastal.com

stevecairnx@gmail.com

Cal BRE #0859218

RE/MAX



2266 Grand Ave #10

Terrific condo sits inside/rear of complex away from street noise. Records show as 1 bedroom-seller's converted large loft area into bedroom and extra area could be office/computer spot. This has own half bath with a closet. Master private with a full bath. Newer fixtures, tile, paint, kitchen counters and range. A great starter, for the retiree and or clients with student needs and their room mate. A great find and must see in this market.



\$228,000
Don Hawthorne
858-692-8161
BRE# 01901736

NEW LISTING



7123 Camino Degrazia #131

2BR/2BA, 1046 sf
\$339,000



DANE SCHARETG
RE/MAX Coastal Properties
858-504-3263
BRE #01345168



4230 Collwood



2244 Masters

Both properties sold in under 30 days

Beau can do the same for you! Call about his 45 day sales GUARANTEE!



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beau@beautrickey.com
BRE #01473230
RE/MAX



4465 Ocean Blvd. #16

Sweeping Pacific Beach Ocean Views! This southwest facing 2 BR / 2 BA Condo at See the Sea is located in the heart of the action in Pacific Beach. Enjoy Sunsets and endless relaxation from one of the largest Ocean View Balconies available in the Complex. A few short steps to the Sandy Beach, Boardwalk, Crystal Pier, numerous restaurants and shopping. Enjoy the Hot Tub Spa.

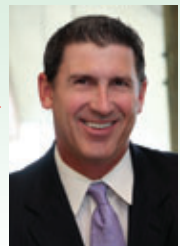
\$789,000

Greg Flaherty

858-692-0185

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