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Updating the vending ordinance
SEE PAGE 4



Surviving Burning Man
SEE PAGE 7



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Beach Bug electric shuttle service proves successful for PB

By DAVE SCHWAB

Early returns on the Beach Bug, a new electric shuttle providing easy access around Pacific Beach, have shown it to be a resounding success. As of Sept. 11, the Beach Bug had served 10,990 passengers since its July 12 debut this year.

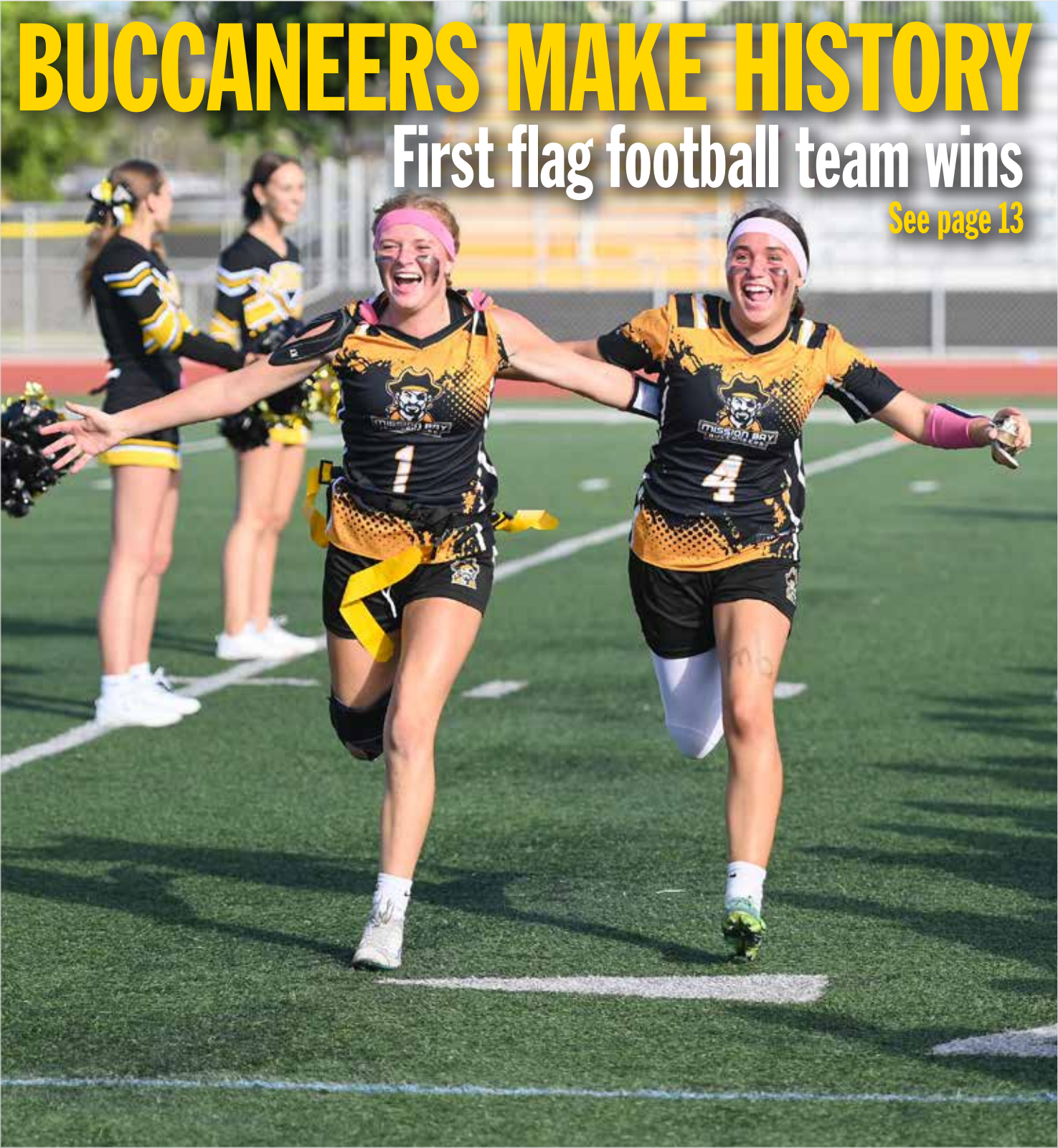
Councilmember Joe LaCava, whose District 1 now includes PB, said the bug has fulfilled expectations. "Serving more than 11,000 riders since its launch this summer, the Beach Bug is an unqualified success," he said. "Locals and visitors quickly realized its value in getting around PB without a car or looking for a parking space. These are the mobility choices that enhance our daily lives while preserving the environment."

Added LaCava: "As we leave the summer season, the Beach Bug will no doubt continue its popularity as folks get around town and commuters and visitors use it to cover that 'last mile' between PB and the Balboa Avenue Transit Center. If folks haven't tried it yet, download the app and see why it is a great choice to get around town."

Charlie Nieto, Pacific Beach Town Council president, said the Beach Bug is providing an important link between the new trolley stop and the beach community. "When the Balboa Avenue Transit Center was constructed, it was supposed to connect PB with the rest of the City, but it sadly fell short of this goal due to the isolation and distance of its location," he said. "The Beach Bug sought to solve this issue, and the PBTC couldn't be more happy with the results."

Nieto noted the Beach Bug also provides an essential transportation connection for local students to area schools. "This has not just been some public policy implemented in the community; it's an absolute game changer," he said. "As a student, I am now able to get from my front door in PB all the way to the SDSU campus using only public transit. This

See **BUG**, Page 6



Mission Bay senior quarterback Mary Reger (1) and junior wide receiver Hallie Bastian (4) celebrate beating Crawford 48-0 to start the first season of flag football at 2-0. The Mission Bay team is made up predominantly of freshmen and sophomores along with four seniors and a junior. The Bucs will play 10 regular season games with four at home and six on the road. There are various differences between flag football and tackle football, which include having seven players instead of 11 on each side, the field dimensions for flag football being smaller, no blocking is allowed, and there is a no-run zone that benefits teams with a strong passing offense since every player is an eligible receiver.

PHOTO BY STEVE SIDELL

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High-fat diets alter gut bacteria, boosting colorectal cancer risk in mice

Salk scientists pinpointed specific microbes and bile acids that become more prevalent in the guts of mice fed high-fat diets

The prevalence of colorectal cancer in people under the age of 50 has risen in recent decades. One suspected reason: the increasing rate of obesity and high-fat diets. Now, researchers at the Salk Institute and UC San Diego have discovered how high-fat diets can change gut bacteria and alter digestive molecules called bile acids that are modified by those bacteria, predisposing mice to colorectal cancer.

In the study, published in *Cell Reports* on Aug. 22, 2023, the team found increased levels of specific gut bacteria in mice fed high-fat diets. Those gut bacteria, they showed, alter the composition of the bile acid pool in ways that cause inflammation and affect how quickly intestinal stem cells replenish. Bile acids are molecules produced by the liver and used by the gut to help digest food and absorb cholesterol, fats, and nutrients.

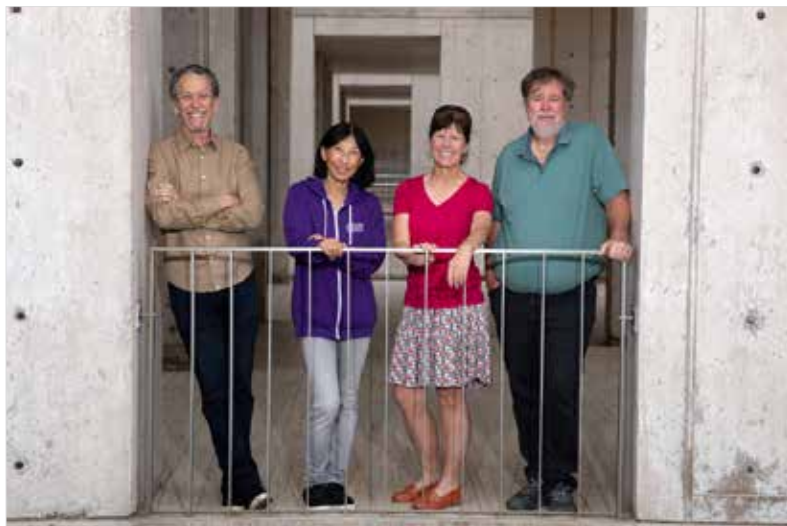
"The balance of microbes in the gut is shaped by diet, and we are discovering how alterations in the gut microbial population (the gut microbiome) can create problems that lead to cancer," says co-senior author and Professor Ronald Evans, director of Salk's Gene Expression Laboratory. "This paves the way toward interventions that decrease cancer risk."

In 2019, Evans and his colleagues showed in mice how high-fat diets boosted the overall bile acid levels. The shift in bile acids, they found, shut down a key protein in the gut — called the Farnesoid X receptor (FXR) — and increased the prevalence of cancer.

However, there were still missing links in the story, including how the gut microbiome and bile acids are changed by high-fat diets.

In the new work, Evans' group teamed up with the labs of Rob Knight and Pieter Dorrestein at UC San Diego to examine the microbiomes and metabolomes — collections of dietary and microbially derived small molecules — in the digestive tracks of animals on high-fat diets. They studied mice with a genetic mutation that makes them more susceptible to colorectal tumors.

The scientists discovered that although mice fed high-fat diets had more bile acids in their guts, it was a less diverse collection with a higher prevalence of certain bile acids that had been changed by gut bacteria. They also showed that these modified bile acids affected the proliferation of stem cells in the intestines. When these cells don't replenish frequently, they can accumulate mutations — a key step toward encouraging



Ronald Evans, Ruth Yu, Annette Atkins, and Michael Downes.

COURTESY PHOTO

the growth of cancers, which often arise from these stem cells.

"We are only just beginning to understand these bacterial-conjugated bile acids and their roles in health and disease," says co-author Michael Downes, a staff scientist at Salk.

There were also striking differences in the microbiomes of the mice on high-fat diets: the collections of gut bacteria in these mice's digestive tracts were less diverse and contained different bacteria than the microbiomes of mice not on high-fat diets. Two of these bacteria—*Ileibacterium valens* and *Ruminococcus gnavus* — were able to produce these modified bile acids.

The scientists were surprised to discover that a high-fat diet actually had a greater impact on the microbiome and modified bile acids than a genetic mutation that increases cancer susceptibility in the animals.

"We've pinpointed how high-fat diet influences the gut microbiome and reshapes the bile acids pool, pushing the gut into an inflamed, disease-associated state," says co-first author Ting Fu, a former postdoctoral fellow in the Evans lab.

The researchers believe high-fat diets change the composition of the microbiome, encouraging the growth of bacteria like *I. valens* and *R. gnavus*. In turn, that

boosts levels of modified bile acids. In a vicious cycle, those bile acids create a more inflammatory environment that can further change the make-up of gut bacteria.

"We've deconstructed why high-fat diets aren't good for you, and identified specific strains of microbes that flare with high-fat diets," says Evans, March of Dimes Chair in Molecular and Developmental Biology. "By knowing what the problem is, we have a much better idea of how to prevent and reverse it."

In the future, the team will study how quickly the microbiome and bile acids change after an animal begins eating a high-fat diet. They also plan to study ways to reverse the cancer-associated effects of a high-fat diet by targeting FXR—the protein that they previously discovered to be associated with bile acid changes.

Other authors of the paper are Tae Gyu Oh, Justin L McCarville, Fritz Cayabyab, Mingxiao He, Ruth T. Yu, Annette Atkins, and Janelle Ayres of Salk; Gibraan Rahman, Hui Zhi, Zhenjiang Xu, Anupriya Tripathi, Cameron Martino, Qiyun Zhu, Fernando Vargas, and Manuela Raffatellu of UC San Diego; Tao Huan, Jian Guo, Brian Low, and Shipei Xing of University of British Columbia; and Sally Coulter and Christopher Liddle of University of Sydney.

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Maintaining stable weight increases longevity among older women

Reaching the age of 90, 95 or 100, known as exceptional longevity, was more likely for women who maintained their body weight after age 60, according to a multi-institutional study led by University of California San Diego. Older women who sustained a stable weight were 1.2 to 2 times more likely to achieve longevity compared to those who experience a weight loss of 5 percent or more.

Reporting in the Aug. 29, 2023 online issue of the *Journal of Gerontology: Medical Sciences*, researchers investigated the associations of weight changes later in life with exceptional longevity among 54,437 women who enrolled in the Women's Health Initiative, a prospective study investigating causes of chronic diseases among postmenopausal women. Throughout the follow up period, 30,647, or 56 percent of the participants, survived to the age of 90 or beyond.

Women who lost at least 5 percent weight were less likely to achieve longevity compared to those who achieved stable weight. For example, women who unintentionally lost weight were 51 percent less likely to survive to the age of 90. However, gaining 5 percent or more weight, compared to stable weight, was not associated with exceptional longevity.

"It is very common for older women in the United States to experience overweight or obesity with a body mass index range of 25 to 35. Our findings support stable weight as a goal for longevity in older women," said first author Aladdin H. Shadyab, Ph.D., M.P.H., associate professor at the Herbert Wertheim School of Public Health and Human Longevity Science at UC San Diego.

"If aging women find themselves losing weight when they are not trying to lose weight, this could be a warning sign of ill health and a predictor of decreased longevity."

The findings suggest that general recommendations for weight loss in older women may not help them live longer. Nevertheless, the authors caution that women should heed medical advice if moderate weight loss is recommended to improve their health or quality of life.

The data expands on the growing research linking the relationship between weight change and mortality. Notably, this is the first large study to examine weight change later in life and its relation to exceptional longevity.

Co-authors include: Matthew A. Allison and Andrea Z. LaCroix, UC San Diego; JoAnn E. Manson, Brigham and Women's Hospital and Harvard Medical

School and Harvard T.H. Chan School of Public Health; Deepika Laddu, University of Illinois Chicago; Sylvia Wassertheil-Smoller, Albert Einstein College of Medicine; Linda Van Horn, Northwestern University Feinberg School of Medicine; Robert A. Wild, University of Oklahoma Health Sciences Center; Hailey R. Banack, Dalla Lana School of Public Health; Fred K. Tabung, Ohio State University; Bernhard Haring, University of Wurzburg and Albert Einstein College of Medicine; Yangbo Sun, University of Tennessee Health Science Center; Erin S. LeBlanc, Kaiser Permanente; Jean Wactawski-Wende, University at Buffalo – SUNY; Meryl S. LeBoff, Harvard Medical School; Michelle J. Naughton, Ohio State University; Juhua Luo, Indiana University Bloomington; Peter F. Schnatz, Reading Hospital/Tower Health; Ginny Natale, Stony Brook University; and Robert J. Ostfeld, Montefiore Health System.

This research was funded, in part, by the National Institutes of Health, National Heart, Lung, and Blood Institute, and U.S. Department of Health and Human Services.

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City seeks to clarify Sidewalk Vending Ordinance this fall

By DAVE SCHWAB

Now that Labor Day has passed and the summer moratorium has ended, the controversy over the City's new Sidewalk Vending Ordinance – and how much vendors are protected by free speech under it – has returned to the forefront.

For months, beach leaders banding together in a Coastal Coalition have attacked the City's new Sidewalk Vending Ordinance, claiming it "has no teeth" due to the City's reluctance to stand up to vendors threatening litigation, allowing them to take over the streets.

Now that the summer moratorium is over, there is renewed concern in communities like Mission Beach and Pacific Beach, where sidewalk vending remains a major issue, that the situation will only become worse.

Larry Webb, president of Mission Beach Town Council and a Coastal Coalition member, stressed that the City's new Sidewalk Vending Ordinance is intended to reign vendors in limiting how and where they can operate. "Under the summer moratorium, there were only a very small number of areas where vending was actually legal in all of the coastal areas," he pointed out adding, "First Amendment rights are the main issue."

Webb noted the vending issue is expected to return to full San

Diego City Council consideration by the end of September with "clarification on the First Amendment exemption and (ordinance) enforcement changes. The thing is, we don't know what those changes are going to be," he said.

Webb added the Coastal Coalition has a request for the City Council. "What we're asking for right now is just some transparency from the City as to what the changes are going to actually be," he said adding, "And ideally, we would like to see the ordinance enforced as written, which basically is, if you're selling something – it's vending, period, no matter what the product is."

City supervising spokesperson Benny Cartwright said the new Sidewalk Vending Ordinance is in the process of being reassessed and revised. "The City has been enforcing the Sidewalk Vendor Ordinance citywide, including the city's parks and beaches, since it went into effect in June 2022," he said adding, "This includes enforcement by rangers from the Parks and Recreation Department and the San Diego Police Department. The ordinance, as written, needs clarity regarding what constitutes 'vending' vs. 'free speech,' which includes political and religious speech. There are some vendors who have exploited this lack of clarity in the definition of vending and are claiming First Amendment protection for the sale

of goods."

Venus Molina, chief of staff for District 2 Councilmember Jennifer Campbell, whose office drafted the City's vending ordinance, concurred that legal definitions have become a problem with the ordinance and need to be worked through. But she pointed out the ordinance has been successful, and a step in the right direction. "There are now over 500 vendors permitted under the new ordinance, who are following the rules through the City, and are now in the formal economy," she said. "And unfortunately, as with anything, there are some folks that will try to bypass, or skirt, the system one way or another. And the First Amendment (freedom of speech) is one of those tools they're using to try to sneak in their vending."

Consequently, Molina said the District 2 office is taking the lead on "making some amendments to the ordinance to strengthen it and provide some more clarity on what the First Amendment is, and what it is not, because there is a lot of very gray area with the First Amendment clouding over the Sidewalk Vending Ordinance. We're working on clarifying the language to make it easier for enforcement to happen."

Cartwright said Campbell, in collaboration with Mayor Todd Gloria's office, will be bringing forward changes to the Sidewalk Vending Ordinance this fall.



People stop and check out a vendor's goods on the boardwalk in Pacific Beach. PHOTO BY THOMAS MELVILLE

"These amendments will ensure there is no ambiguity on who is subject to regulation under the ordinance while improving our enforcement efforts," he said. "This clarity will take the guesswork out of enforcement and ensure that the citations for ordinance violations don't get thrown out by the administrative judges who adjudicate them."

Cartwright noted that, while those clarifying amendments to the ordinance go through the legislative process, "the Parks and Recreation Department is going to create zones where those claiming 'freedom of expression/speech' can

operate, similar to what Balboa Park has done for years prior to the state law requiring cities to allow sidewalk vending. The department has been engaging with park stakeholder groups such as the Parks and Recreation Board this month to let them know about the change."

Molina reiterated that sidewalk vending is now legal under state law. "What we're doing now is creating a structure that will allow them to vend in a more organized manner," she concluded.

More information is available on street vending on the City's website at sandiego.gov/city.

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Paradise Point Resort fined \$1M for beach access, to become Margaritaville resort

By KEITH ANTIGIOVANNI

The Paradise Point Resort at 1404 Vacation Road on Vacation Isle, just southwest of the Ingraham Bridge in Mission Bay, is set to get a facelift and become a Margaritaville resort but not without a price as it must first pay the state \$1 million in fines for years of violations of the California Coastal Act.

Paradise Point has had many violations over the years including not posting "public access" signs

to advertise free access to the property, which was built on public lands, restricting public right away to the beach, and an installation of a shack and security guard at the main parking entrance.

The 44-acre resort was set to become a Margaritaville in 2019 but the pandemic and violation issues caused a four-year delay until recently when the California Coastal Commission brokered a settlement with Paradise Point ownership with the company agreeing to

pay the \$ 1 million in fines and install a series of improvements to Vacation Isle that will finally help clear the path for the transition to a Margaritaville resort. The California Coastal Commission meeting on Sept. 6 made it official.

The fines will go toward a state-wide reserve for initiatives that include improving public coastal access, acquiring open space, and completing regional trails.

Paradise Point will be installing 70 signs throughout the property, they will remove anything that interferes with public access around the island along the half-mile coastline (garbage cans, fencing, or trees). They will also be implementing a marine debris reduction plan, installing water bottle refilling stations, no longer allowing single-use plastics at the resort or restrooms, adding laundry filters, storing all garbage bins and waste in covered containers to protect it from wildlife, and the construction of a new public restroom near the beach.

A resort has been at Vacation Isle since 1962. Before becoming Paradise Point it was originally named Vacation Village, four years after the City Council approved the master plan for the Mission Bay Aquatic Park.

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PowerFuel Damas celebrates four years and launches new platform

An innovative hub created by and for women to help them unlock their unlimited potential for impact and business growth, Pacific Beach-based PowerFuel Damas, celebrated its four-year anniversary in San Diego on Thursday, Aug. 24 at the Cielo Rooftop Lounge.

During the event, co-founders Danielle Vantini and Mayra Brito Haas announced the launch of their newest initiative, PowerFuel House of Damas, a global platform for women designed to offer exceptional opportunities to network globally, connect, collaborate, learn, and grow.

"Growth starts in the mind, but also with who you surround yourself with. You cannot go anywhere with competition, but you can go everywhere with community," said Vantini. "With the launch of PowerFuel House of Damas, women will gain a support ecosystem that pushes them to become the best versions of themselves, helping them achieve anything they set their minds to."

Addressing the gap between ambition and execution, PowerFuel House of Damas emerges as the premier digital catalyst for turning aspirations into achievements. Positioned at the forefront of a global ecosystem, this platform is set to redefine opportunities in the digital landscape.

Designed for women with a commitment to personal and business growth, the academy will be a hub uniting leaders and entrepreneurs. Its core focus lies in fostering a community geared toward networking, collaborative achievements, dream actualization, and social impact.

"We're not just opening doors of opportunity at PowerFuel House of Damas," added Brito. "We're handing them the blueprint, the keys, and the confidence to walk through them. Life is supposed to be good and we want to show the Damas that they deserve to live a

life they love. Right now, I'm feeling like I'm really going for my purpose, really doing my mission here and really changing the world."

Encompassing a comprehensive array of resources spanning networking, mentorship, accountability, personal and professional development programs, master classes, and strategic positioning, the platform is set to serve as the ultimate launchpad for women poised to conquer their dreams. Note that application and acceptance are prerequisites to this exclusive circle.

The business' four-year anniversary also celebrated a new milestone. In May, PowerFuel Damas gained exceptional recognition from the UN Women and the UN Global Compacts for their commitment to their mission of fostering gender equality and women's empowerment.

The celebration coincided with Women's Equality Day (Aug. 26), urging unity against domestic violence and advancing women's

equality. The full-house event had 76 attendees from various backgrounds – entrepreneurs, professionals, and community leaders. In addition, 20% of the ticket sales were donated to Las Valientes to help combat domestic violence.

Ana Serrano, founder of Las Valientes, was the keynote speaker. Las Valientes is also the first nonprofit recipient of a free workshop donated by the PowerFuel House of Damas.

"I am incredibly excited about this transformative workshop in partnership with PowerFuel House of Damas. Their dedication to raising awareness, funds, and resources for victims of domestic violence is truly impactful," said Serrano. "This initiative is a game-changer for the women we serve, the majority of whom are Latinas. It shows them that they, too, can break free and achieve their dreams."

During the event, another honored guest and speaker was Mariel Vargas, MBA, who took the stage with A Microsoft Spotlight Talk:



PowerFuel Damas co-founders Mayra Brito and Danielle Vantini.

COURTESY PHOTO

The Power of Networking.

"The power of being a PowerFuel Dama is immeasurable," said Vargas, customer success manager at Microsoft. "Surrounding myself with strong, like-minded women has been the most profound and meaningful investment in my growth. These women have uplifted me, stood by me, and

supported me to grow and achieve my dreams. Together we celebrate, manifest and attract success."

Since 2019, PowerFuel Damas has expanded a global network of hundreds from 26 countries with a unique business model: a global marketing agency, and an international community for women's empowerment.



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COMMUNITY CLEAN UP

Celebrate PB Pathways along with beautifulPB on Saturday Sept. 16 with a casual ride and community clean up event. Grab your favorite set of wheels and meet us at Tap Room PB (Garnet and Fanuel) for a short ride to Diamond Street to clean up some of the most important local streets. Then meet back at Tap Room to socialize with food and drinks, with proceeds benefiting beautifulPB and other local organizations. Later that night, at 9 p.m., we're going to meet up two doors down at The Collective, for an after party.

BEACH CLEAN UP DAY

Each year, the beach communities come together to co-sponsor and support a September Beach Clean Up Day. This year, the Saturday, Sept. 26 event coincides with Coastal Clean Up Day.

Burgers with a flavorful Mexican twist at The Food Box

By DAVE SCHWAB

If you like your burgers with a colorful and flavorful Mexican twist, you'll love The Food Box in Pacific Beach.

Promoted as "so much more than just a burger," the eatery, in business since last November, offers delectable gourmet hamburguesas with a novel mix of ingredients at reasonable prices.

The food concept has been imported all the way from Monterrey, Mexico, where The Food Box began in 2013.

"Juan Angel Martinez, our founder, had a dream of making the best and most unique and delicious burgers in town," states the company's website at The Food Box, so much more than just a burger. "He accomplished that dream and a lot has happened since then. We have launched a burger into space, been in Formula One, and even on Shark Tank Mexico. Now we have more than 10 branches in Mexico, and we just opened our first branch out of Mexico in Pacific Beach in San Diego."

Jorge de la Vega, the restaurant's owner-manager, said The Food Box started out in Monterrey, Mexico as a dark kitchen, a fully equipped commercial kitchen specializing in producing food exclusively for delivery, without dining areas or customer seating.

Producing the company's

THE FOOD BOX

Where: 978 Garnet Ave.
Hours: Mondays-Wednesdays 11 a.m.-10 p.m., Thursdays-Saturdays 11 a.m.-11 p.m., closed Sundays
Info: tfburgers.com, 858-352-6095.

signature takeout box from which the restaurant derives its name, de la Vega talked about the changes they made when they moved into their PB retail space. "We painted a mural, we made some changes in the kitchen," he said discussing the menu. "My business partner (Martinez) is a chef and he made all the recipes. What we do is a perfect mix of meat and both spicy and sweet ingredients."

The Food Box offers six classic burgers – Lewis, Calvin, Spurgeon (spicy), King James (mild), Spurgeon Infit (spicy), and Billy Cheese – on its menu along with a churro bowl dessert, a chipotle dressing and sides including a couple of different varieties of fries, onion rings, and a salad. Also on the menu are three chicken sandwiches – Macarthur, Whitefield, and Graham – as well as chicken tenders.

Cuisine at The Food Box was described by de la Vega as a hybrid of Mexican and American. "Our burgers have the most unique and delicious flavors combined, with a perfect mix of sweet and sour which is what makes The Food Box experience so incredible," states



The Calvin with 100% natural Angus beef pattie, caramelized onion, bacon, cheddar, and Chihuahua cheese, spinach, Dijon mustard dressing. COURTESY PHOTO



Chicken tenders with BBQ, Hot BBQ, or Buffalo sauces, blue cheese, ranch, and French fries. COURTESY PHOTO

the company's website.

"We are very inspired by Mexican ingredients and you will see that most in the Spurgeon (burger), which is like a Mexican carne asada," noted de la Vega adding, "You will see chili on most of our burgers. We also have a traditional cheeseburger (Billy

cheese)."

Speaking of dessert, de la Vega noted: "We have marzipan, a Mexican peanut candy, with bacon in a shake and it's really popular. Our other dessert is our churro bowl with ice cream on top and nuts."

"The other thing that is very

special for us is that we always do everything from scratch," concluded de la Vega adding, "We marinate all our meats. We do all our dressings from scratch. We don't buy anything frozen. We buy everything fresh, so the quality of our ingredients is very high."

BUG »

CONT. FROM PG. 1

is also true for the large population of students that reside in PB attending SDSU, UCSD, and even USD."

Added Nieto: The Beach Bug also provides a cleaner, safer, and friendlier experience than most other forms of transportation. It is so much more affordable than an Uber, it's cleaner and safer than the City bus, and the drivers have perhaps the best customer service I've seen in years. As PBTC eyes the future of our beach town, perhaps the solution to ongoing problems like traffic, parking, and pollution can already be found with these shuttles."

Krystal Ayala, curb space and parking program manager for the City Department of Sustainability and Mobility, noted early results indicate the shuttle has succeeded in reducing demand for parking while making it more convenient to take public transit to the beach.

"The PB community and the PB Community Parking District have long advocated for a convenient shuttle option in the area, and this pilot has been well received by residents, businesses, and visitors," she said, adding the City has closely monitored rider feedback on the Beach Bug app after patrons complete their rides.

"The average driver rating is 4.92 stars (out of 5) and many indicate that the service is fun, convenient, and easy to use," Ayala said adding, "Rider surveys reveal the Beach Bug has led to less driving and is being used for many trips (social/recreational, grocery stores, medical appointments, etc). Overall, feedback on the service has been overwhelmingly positive with many expressing interest in more vehicles to



Inside the Beach Bug, a new electric shuttle in Pacific Beach, on a ride from the Balboa Avenue Transit Center to Crystal Pier. PHOTO BY THOMAS MELVILLE

address the growing demand and residents nearby wanting the service to expand to their neighborhoods in Clairemont and Mission Beach."

Concerning problems with the new shuttle, Ayala said: "There have been a few glitches that we have worked closely with Circuit, the service provider, to correct in a timely fashion. Demand has been increasing week over week since the launch of the pilot and we're working with Circuit to optimize pickups and drop-offs to reduce wait times."

Ayala noted data shows the pick-up and drop-off locations of highest demand for the shuttle have been the Balboa Avenue Transit Station, Crystal Pier, beaches, and shopping areas along Garnet Avenue near Vons and Trader Joe's.

The two-year shuttle pilot will be in operation until June 2025. "In late 2024, early 2025, the City will develop a comprehensive evaluation of the pilot,

which will include recommendations and an operating plan for the future of the service," Ayala said. "Recommendations from the evaluation plan will be shared with the community and stakeholders for public input. We'd love to see the Beach Bug continue and expand to other nearby communities."

Nieto noted that PBTC is concerned about the lack of equitable access to its beaches from other communities. "We want other neighborhoods to know that we welcome them with fully open arms to enjoy all that PB has to offer, and now that our beaches are directly linked to the rest of the City thanks to the Beach Bug, we can match that sentiment with real tangible actions and not just empty words," he said.

"The Beach Bug is yet another example of how the City is exploring innovative pilots to help expand mobility options within the City that support our Climate Action Plan goals," Ayala said.

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San Diego residents survive the mud at Burning Man festival



Jason Stewart of Coronado with Melissa Villalobos at Burning Man. COURTESY PHOTO



Melissa Villalobos, Shima Faroozmad, and Jason Stewart at Burning Man. COURTESY PHOTO



Jason Stewart holds Carly Olivares at Burning Man. COURTESY PHOTO

BURNING MAN FESTIVAL

Guided by the values expressed by the 10 Principles, Burning Man is a global ecosystem of artists, makers, and community organizers who co-create art, events, and local initiatives around the world. Most recognizably, tens of thousands of Burners gather annually to build Black Rock City, a participative temporary metropolis in the Nevada desert. Burning Man project's mission is to produce the annual event and to guide, nurture, and protect the more permanent community created by its culture. The intention is to generate a society that connects each individual to his or her creative powers, to participation in a community, to the larger realm of civic life, and to the even greater world of nature that exists beyond society.

By DAVE SCHWAB

Accounts from those who were there indicate the recent rains at Burning Man in the Nevada desert turned Black Rock City into Mudville, rendering walking nearly impossible for “Burners” and forcing them to shelter indoors.

Many San Diegans were present and all managed to get out safely and tell the tale of this year's challenging experience, like George Bacon of Pacific Beach, who was attending the event for the first time.

“It stuck to your feet making it feel like you had fuzzy slippers made of mud,” said Bacon about the wet conditions, which turned the festival and its restrooms into a quagmire. “So, when

“The rain turned Burning Man into muddy man. The place is not made for rain.”
- Jason Stewart of Coronado

you got into the Porta Potties you just brought more mud in, literally a foot or more.”

Bacon said Burning Man has always been on his bucket list, and after last year's “brutal” heat at the fest, tickets were half-price, which convinced him to finally go. Of course, no one anticipated the rains.

“There has been rain before but this was the worst time ever,” Bacon pointed out adding, “It wasn't a flash flood. It was just a

hard driving rain that lasted overnight until everything just got soaked and turned to mud, causing a mess, and forcing everyone to be stuck in their tent or RVs.”

“The rain turned Burning Man into muddy man,” agreed Jason Stewart of Coronado, who was also there in 2023 and has been attending the festival for a decade. “The place is not made for rain. People aren't prepared for it. Every time you took a step, more mud would stick to your boots until you had like 20 pounds, 10 to 15 inches, on each boot. For me, it just made more sense to go barefoot. The mud was like clay you make pottery with. People were actually making cups and bowls out of mud, and it dried out into a piece of pottery.”

Stewart added there were other issues the storm presented at the festival, such as problems with electricity and people not having covers on their generators. “One person who was barefoot did get electrocuted to death because of a live wire in the mud,” said Stewart.

Despite the washout, the

festival's website, Burning Man, noted: “We found community, joy, and beauty in the dust and mud. We built, danced, played, and experienced heartwarming examples of communal effort, gifting, and radical self-reliance.

As you wipe off your gear, reflect on your time in Black Rock City – the connections made, challenges overcome, breathtaking moments, and future dreams. Connect with loved ones, take care of your body, travel safely, and keep burning brightly.”

Glen Millar, one of some 800 to 1,000 volunteer rangers who patrol Black Rock City for the festival to aid participants, didn't feel the rain ruined anyone's experience this year. In fact, in an event promoting self-reliance, it was just another obstacle to be overcome and part of an unforgettable experience.

“There are upwards of 70,000 people there every year and it becomes Nevada's third-largest city for that three-week period, with its own airport, post office, street, and medical system,” Millar said adding Burning Man is also the cleanest event you'll ever attend. “With restoration afterward, there is no trace left of the event.”

Millar noted he keeps returning because “I love helping people and enjoy being a part of something that is way bigger than myself. I

have gotten a tremendous amount out of Burning Man. It's my way of giving back.”

Of the stormy weather this year, Millar concluded: “Last year was brutally hot. This year, you had the rain. It's like they say, ‘Everyone complains about the weather. But nobody does anything about it.’”

Perhaps the spirit of Burning Man is best summed up by David N. Ellis, a retired financial consultant and festival “regular” who claims the festival has been a life-changer.

“Burning Man is an annually built, temporary city, based upon the ‘10 Principles’ that guide the Burning Man culture,” he said. “Burning Man has radically transformed my life because it has given me a safe and supportive place to practice the 10 Principles and then realize that rather than live the 10 Principles just once a year while at Burning Man, I want to incorporate them into my daily life.

“That has had far-reaching benefits on the way I live my life, the relationships I have, and the goals and aspirations I set for myself,” continued Ellis. “I can honestly say that Burning Man has been instrumental in my evolution into my authentic self. It has connected me with a community of incredible and dynamic human beings, and it has opened my eyes to the limitless possibilities of how to live, experience, and enjoy my life.”

100 Wave Challenge, benefiting B2M, returns to one-day format

Determined to show San Diego and the world, “We're Better Together!”, 200 surfers will hit the waves of Mission Beach on Saturday, Sept. 16, determined to catch 100 waves in one day in support of B2M (Boys to Men Mentoring Network). The San Diego-based nonprofit is dedicated to helping underestimated, often fatherless, boys become the good men they want to be.

Surf Legends and 100 Wave Challenge Surf Ambassadors Shaun Tomson (1977 World Surfing Champion) and Damien Hobgood (World Tour Team member) will lead this pack of big-hearted surfers into the lineup in the early morning hours. Surfers will be cheered on throughout the day by family and friends, who will gather on the beach for a community celebration of surfing for an important cause.

The 100 Wave Challenge inspires each surfer to raise \$1,000 for B2M and catch 100 waves in one day. The day of charging waves is a personal challenge for event participants. The nonprofit's

mission is a passion for mentors, and a life-changing opportunity for young lives of promise to break the cycle of violence, gangs, drugs and prison in their families, make better life choices for themselves, and achieve their dreams.

The 100 Wave Challenge is Boys to Men co-founder Joe Sigurdson's “Big Idea.” The thought of an annual surf-a-thon crossed his mind nearly a decade ago, during a surf session at the iconic San Diego surf break, Black's Beach. Sigurdson has paddled into the lineup of every 100 Wave Challenge since the event's inception in 2009. From his vantage point as event visionary and head cheerleader, watching the 100 Wave Challenge grow and thrive has been his pride and joy.

“The faces in our lineup change every year – many surfers have been with us since the beginning, others are paddling out with us for the first time,” Sigurdson said. “It's been gratifying to watch the heart of the 100 Wave Challenge grow.”

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Root for your favorite NFL team at these local bars

By DAVE SCHWAB

Football is back and regardless of what your favorite NFL team is, there is likely to be a bar in Pacific and Mission beaches, or in Point Loma, that is home to one or more of them.

If you don't believe it, just walk up Garnet or Grand avenues in PB, Newport Avenue and Bacon Street in Ocean Beach, or Rosecrans Street in Point Loma on any given Sunday and you'll see NFL team flags flying from establishments proclaiming their support for a favorite team.

Following is a compilation of what NFL teams are supported in which local bars and eateries in the coastal communities:

- Baltimore Ravens**
Dirty Birds – Pacific Beach, Liberty Station, Ocean Beach, UCSD campus.
- Cleveland Browns**
Tilted Stick – Ocean Beach.
PB Alehouse – Pacific Beach.
- Detroit Lions**
The Dog – Pacific Beach.
Pittsburgh Steelers
Break Point – Pacific Beach.
- Buffalo Bills**
The Local PB – Pacific Beach.
Long Story Irish Pub – Point Loma.
- New England Patriots**
Wonderland – Ocean Beach.
Sandbox Pizza – Pacific Beach.
Catalina Lounge – Point Loma.
Cabo Cantina – Pacific Beach.
PB Cantina – Pacific Beach.
Dave's Tavern – Pacific Beach.
Miss B's Coconut Club – Mission Beach.
- New York Jets**
Pacific Beach Alehouse – Pacific Beach.
- Denver Broncos**
Guava Beach – Mission Beach.
Backyard Kitchen and Tap



Watch your favorite teams play at Mavericks Beach Club in Pacific Beach. COURTESY PHOTO

- Pacific Beach.
Kansas City Chiefs
Break Point – Pacific Beach.
Las Vegas Raiders
The Hideout – Pacific Beach.
Sandbar Sports Bar & Grill – Mission Beach.
The Cordova Bar – Bay Park.
Arizona Cafe – Ocean Beach.
Los Angeles Chargers
Dirty Birds – Ocean Beach.
Harbor Town Pub – Point Loma.
- Chicago Bears**
710 Beach Club – Pacific Beach.
Sunshine Company – Ocean Beach.
Green Bay Packers
El Prez/Red's Saloon – Pacific Beach.
Catalina Lounge – Point Loma.
- Minnesota Vikings**
Guava Beach – Mission Beach.
Carolina Panthers
Wonderland – Ocean Beach.
New Orleans Saints
- The Silver Fox Lounge – Pacific Beach.
Dallas Cowboys
Truckstop – Pacific Beach.
PB Shore Club – Pacific Beach.
New York Giants
Cabo Cantina – Pacific Beach.
PB Shore Club – Pacific Beach.
Philadelphia Eagles
Truck Stop – Pacific Beach.
Avenue – Pacific Beach.
The Harp – Ocean Beach.
Backyard Kitchen & Tap – Pacific Beach.
Tilted Stick – Ocean Beach.
Society – Pacific Beach.
Washington Commanders
Winstons – Ocean Beach.
Latitude 32 – Pacific Beach.
Arizona Cardinals
Coaster Bar & Grill – Mission Beach.
The Duck Dive – Pacific Beach.
San Francisco 49ers
Moonshine Beach – Pacific Beach.
Northside Tavern – Ocean Beach.
Seattle Seahawks
Thrusters Lounge – Pacific Beach.
Bar 1502 – Ocean Beach.
LA Rams
OB Brewing Co. – Ocean Beach.
The Silver Fox Lounge – Pacific Beach.



Pumpkins, treats, and a 5K race at Belmont Park's Fall Fest

By DAVE SCHWAB

It will be pumpkins galore and a whole lot more as Belmont Park in Mission Beach turns a new leaf introducing its annual Fall Fest showcasing music, games, food, and amusements for all ages through Oct. 31.

Fall is an important transition time at the iconic ocean-front amusement park, which shifts gears in its marketing after Labor Day weekend and the departure of the summer tourist crowd.

"With our seasonal events, especially fall and winter, it is our opportunity after the hectic summertime to engage with the local community-driven market," said Sarah Abelsohn, corporate director of marketing and sales for Belmont Park. "We curate special experiences for the locals to bring them into the park. We totally decorate and elevate the entire park experience."

PUMPKIN PATCH

Guests will be treated this fall to all things pumpkin, including oversized pumpkin sculptures presenting photo opportunities. Abelsohn noted the pumpkin theme will be carried over into refreshments, featuring pumpkin spice as the seasonal flavor. "This year we have a pumpkin pop-up partnership with local pumpkin

shops," she noted. "We will also be having a pumpkin patch with pumpkins for purchase."

Get into the autumn spirit at Belmont Park with Mr. Jack O Lantern's Pumpkin Patch open daily. Also, enjoy a day of pumpkin picking and festive activities with the park's new Pumpkin Pass, which includes access to the attractions at the park, seasonal games, and pumpkin decorating.

TRICK-OR-TREATING

The park will also have free trick-or-treating (while supplies last) every Sunday in October starting at 5 p.m. "We'll have a scavenger hunt around the park with different locations mapped out where you can go to get free candy," said Abelsohn.

CLASSIC CAR SHOW

There will also be an extra-sweet opportunity for Belmont Park guests to fill up their candy baskets at the third annual Trunk-or-Treat Car Show from 3-6 p.m. on Sunday, Oct. 29. Free for spectators, the event has lots of cool cars on display with awards given for all classes including best-dressed car. Candy will be provided to those who wish to pass it out and there will be great music, food, rides, and fun.

PUMPKIN PLUNGE

The historic refurbished Plunge Pool in Belmont Park will also host its annual Pumpkin Plunge, where kids can find the perfect pumpkin in the floating pumpkin patch daily.

COMMUNITY 5K

The beachside amusement park will also hold its first community 5K on Sunday, Sept. 17, to raise awareness for childhood cancer. Starting and ending in the heart of Belmont Park, participants will enjoy stunning views of Mission Beach, the iconic Giant Dipper roller coaster, and more while running for a cause. The proceeds of this event will go towards supporting Team Parker For Life and each registered participant will receive a complimentary wristband (\$60 value) that grants access to all the exhilarating rides and attractions at Belmont Park.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017288 Fictitious Business Name(s) a.WISE WORD WIND PRESS, 3319 QUIMBY STREET, SAN DIEGO, CA 92106 Is registered by the following: a.BENJAMIN RONALD TEETER This business is conducted by: AN INDIVIDUAL The first day of business was: 01/01/2023 Registrant Name: a.BENJAMIN RONALD TEETER TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 21, 2023 ISSUE DATES: August 25 ,September 1, 8 & 15 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9016193 Fictitious Business Name(s) a.SOLUTIONS SOBER LIVING, 4475 MISSION BLVD #224, SAN DIEGO, CA 92109 Is registered by the following: a. REX BARRETT This business is conducted by: AN INDIVIDUAL The first day of business was: 08/01/23 Registrant Name: a. REX BARRETT TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 03, 2023 ISSUE DATES: August 25 ,September 1, 8 & 15 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9016390 Fictitious Business Name(s) a.PREMIUM FINANCING PARTNERS b. ANNUITY INCOME & GROWTH PARTNERS, 10505 SORRENTO VALLEY RD, STE 110, SAN DIEGO, CA 92121 Is registered by the following: a. WEALTH FINANCIAL LIFE INSURANCE SERVICES, INC. This business is conducted by: A CORPORATION The first day of business was: 10/30/2020 Registrant Name: a. WEALTH FINANCIAL LIFE INSURANCE SERVICES, INC. TITLE of Officer, if Limited Liability Company/Corporation Title of Signor ARSENIO GRINDULO, PRESIDENT The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 07, 2023 ISSUE DATES: September 1, 8, 15 & 22, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017106 Fictitious Business Name(s) aTHE PROCESSING CO, 4757 49TH ST, SAN DIEGO, CA 92115 Is registered by the following: a. KATHERINE MUSA This business is conducted by: AN INDIVIDUAL The first day of business was: 8/14/2023 Registrant Name:a. KATHERINE MUSA TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 17, 2023 ISSUE DATES: September 1, 8, 15 & 22, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9016344 Fictitious Business Name(s) a.NIGHT-HAWK SOCIAL, 325 W. WASHINGTON ST #2338, SAN DIEGO, CA 92103 Is registered by the following: a. TAYLOR WESTLEY This business is conducted by: AN INDIVIDUAL The first day of business was: 07/09/2023 Registrant Name:a. TAYLOR WESTLEY TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 07, 2023 ISSUE DATES: September 1, 8, 15 & 22, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017645 Fictitious Business Name(s) a. R & E MOBILE NOTARY, 15844 BROAD OAKS RD, EL CAJON, CA 92021 Is registered by the following: a. RICHARD BLANDING JR This business is conducted by: AN INDIVIDUAL The first day of business was: 08/24/2023 Registrant Name: a.RICHARD BLANDING JR TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 24, 2023 ISSUE DATES: September 1, 8, 15 & 22, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017645 Fictitious Business Name(s) a. SAKASEGAWA COMMERCIAL CONSULTANTS INC. b.SAKASEGAWA PROPERTY MANAGEMENT c.SCC d. SPM e.PACIFIC CRANE REALTY f.PCR g.PACIFIC CRANE PROPERTY MANAGEMENT h.PCPM, 1050 ROSECRANS STREET, SUITE C, SAN DIEGO, CA 92106 Is registered by the following: a. SAKASEGAWA COMMERCIAL CONSULTANTS INC This business is conducted by: A CORPORATION The first day of business was: 11/2/2005 Registrant Name: a.SAKASEGAWA COMMERCIAL CONSULTANTS INC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor JAMES SAKASEGAWA, PRESIDENT The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 24, 2023 ISSUE DATES: September 1, 8, 15 & 22, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9015757 Fictitious Business Name(s) a. GROOVIE'S OF CALIFORNIA, 1135 GARNET #11, SAN DIEGO, CA 92109 Is registered by the following: a.HENRY M GARVEY III This business is conducted by: AN INDIVIDUAL The first day of business was: N/A Registrant Name: a.HENRY M GARVEY III TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: JULY 27, 2023 ISSUE DATES: September 1, 8, 15 & 22, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017792 Fictitious Business Name(s) a. WANDERING WOMAN PRESS b. WANDERING WOMAN ADVENTURES, 1304 DIAMOND ST SAN DIEGO, CA 92109 Is registered by the following: a.MICHELLE SEXTON, ND This business is conducted by: AN INDIVIDUAL The first day of business was: N/A Registrant Name: a.MICHELLE SEXTON, ND TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 28, 2023 ISSUE DATES: September 1, 8, 15 & 22, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017549 Fictitious Business Name(s) a. TEMPLE BARBERSHOP, 6555 BALBOA AVE, SAN DIEGO, CA 92111 Is registered by the following: a.TEMPLE MANAGEMENT, LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: N/A Registrant Name: a.TEMPLE MANAGEMENT, LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor JUSTIN KOMISI WASHINGTON, CEO The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 23, 2023 ISSUE DATES: September 8, 15 , 22 & 29, 2023

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO. 2023-9018043 Fictitious Business Name to be Abandoned: a.FOX COLLEGE FUNDING, 7825 FAY AVENUE SUITE 210, LA JOLLA, CA 92037 . The Fictitious Business name referred to above was filed in San Diego County on: 09/30/2021 and assigned File No. 2021-9021882 Fictitious Business name is being abandoned by: FINANCIAL ALTERNATIVES, INC, 7825 FAY AVENUE SUITE 210, LA JOLLA, CA 92037 This business is conducted by: A CORPORATION . I declare that all information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to section 17913 of the Business and Professions code that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000.) Registrant name: JAMES ALAN FREEMAN, PRESIDENT . Title of officer, if limited liability company/corporation. The statement was filed with Ernest J. Dronenburg, Jr., Recorder/ County Clerk of San Diego County on: AUGUST 31, 2023 . ISSUE DATES: September 8, 15 , 22 & 29, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017396 Fictitious Business Name(s) a. PARADISE PAYMENT SOLUTIONS, 2156 REED AVE, SAN DIEGO, CA 92109 Is registered by the following: a.WEST ROSE LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: N/A Registrant Name: a.WEST ROSE LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor ROCKY GROVER, CEO The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 22, 2023 ISSUE DATES: September 8, 15 , 22 & 29, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9016547 Fictitious Business Name(s) a.GYRO LUXURY DETAILS, 10144 DEL RIO ROAD, SPRING VALLEY, CA 91977 Is registered by the following: a.TIMOTHY RYAN STEPHENSON This business is conducted by: AN INDIVIDUAL The first day of business was: 8-9-23 Registrant Name: a.TIMOTHY RYAN STEPHENSON TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 09, 2023 ISSUE DATES: September 8, 15 , 22 & 29, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9018197 Fictitious Business Name(s) a.CAL-FLORA HORTICULTURE & LANDSCAPE b.CALFLORA NATIVESCAPES, 4719 ORCHARD AVE, SAN DIEGO, CA 92107 Is registered by the following: a.SCOTT JONES This business is conducted by: AN INDIVIDUAL The first day of business was: 8-9-23 Registrant Name: a.SCOTT JONES TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: SEPTEMBER 1, 2023 ISSUE DATES: September 8, 15 , 22 & 29, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9018063 Fictitious Business Name(s) a.LSD26.COM b. EVENT TACTICS, 975 ½ DIAMOND ST, SAN DIEGO, CA 92109 Is registered by the following: a.MICHAEL PATRICK MCGRATH This business is conducted by: AN INDIVIDUAL The first day of business was: 8/1/2023 Registrant Name: a.MICHAEL PATRICK MCGRATH TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 31, 2023 ISSUE DATES: September 8, 15 , 22 & 29, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9015472 Fictitious Business Name(s) a. SUN-BABY FLORALS, 1618 REED AVENUE, SAN DIEGO, CA 92109 Is registered by the following: a. RACHEL NICOLE POTTER This business is conducted by: AN INDIVIDUAL The first day of business was: 06-01-23 Registrant Name: a. RACHEL NICOLE POTTER . TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: JULY 25, 2023 ISSUE DATES: September 8, 15 , 22 & 29, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9017886 Fictitious Business Name(s) a. .I.AM. CHAI.2., 4601 DAKOTA DRIVE 2, SAN DIEGO, CA 92117 Is registered by the following: a.EDGAR EDWARD RODRIGUEZ This business is conducted by: AN INDIVIDUAL The first day of business was: N/A Registrant Name: a.EDGAR EDWARD RODRIGUEZ TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 29, 2023 ISSUE DATES: SEPTEMBER 15 ,22, 29 & October 6, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9018325 Fictitious Business Name(s) a. PIONEER CONSTRUCTION, 2715 S. CENTER CITY PARKWAY, SUITE A, ESCONDIDO, CA 92025 Is registered by the following: a.GHOLAM REZA SAMANDARI This business is conducted by: AN INDIVIDUAL The first day of business was: MARCH 21, 2003 Registrant Name: a.GHOLAM REZA SAMANDARI TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: SEPTEMBER 6, 2023 ISSUE DATES: SEPTEMBER 15 ,22, 29 & October 6, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9018520 Fictitious Business Name(s) a. OPEN PLAY THERAPY, 3711 LOUISIANA ST #5, SAN DIEGO, CA 92104 Is registered by the following: a.HELLER PHYSICAL THERAPY, INC This business is conducted by: A CORPORATION The first day of business was: N/A Registrant Name: a.HELLER PHYSICAL THERAPY, INC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor Daniel Heller, President The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: SEPTEMBER 8, 2023 ISSUE DATES: SEPTEMBER 15 ,22, 29 & October 6, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9018586 Fictitious Business Name(s) a. BLOOM GINGER LEMONADE, 7901 CIVITA BLVD #425, SAN DIEGO, CA 92108 Is registered by the following: a.CHASING HAPPY, LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: N/A Registrant Name: a.CHASING HAPPY, LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor ANTOINE DEBNICKI, CEO The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: SEPTEMBER 8, 2023 ISSUE DATES: SEPTEMBER 15 ,22, 29 & October 6, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9016466 Fictitious Business Name(s) a. MAGNOLIAS COLD BREW AND COFFEE, 3149 SWEETWATER SPRINGS BLVD APT 191, SPRING VALLEY, CA 91978 Is registered by the following: a.KIM RABAGO This business is conducted by: AN INDIVIDUAL The first day of business was: N/A Registrant Name: a.KIM RABAGO TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: AUGUST 8, 2023 ISSUE DATES: SEPTEMBER 15 ,22, 29 & October 6, 2023

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9018393 Fictitious Business Name(s) a. JUNGLE BOYS DISPENSARY, 8160 PARKWAY DRIVE, LA MESA, CA 91942 Is registered by the following: a. PARKWAY VENTURES, LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: 07/01/2023 Registrant Name: a.PARKWAY VENTURES, LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor SARMAD HALLAK, MANAGER The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: SEPTEMBER 6, 2023 ISSUE DATES: SEPTEMBER 15 ,22, 29 & October 6, 2023

Strut for Sobriety! celebrates 19 years for A New PATH



Fashion Files
Diana Cavagnaro

The 19th annual Strut for Sobriety! took place on Sept. 9 at the Sheraton San Diego Hotel & Marina. This heartfelt event was presented by A New PATH (Parents for Addiction Treatment and Healing). Guests gathered in the Boutique for some fun shopping with incredible items for sale. Music was played by Stacy Pecore while everyone shopped. Jason Brown entertained the crowd on his saxophone as they retired into the Silver Pearl Ballroom for the luncheon and fashion show. The co-chairs were Liz Crocker and Judy Lawton and the honorary chairs were Jack Missett and Judi Sheppard Missett. The masters of ceremonies for the afternoon were Geni Cavitt and Rory Devine. They welcomed everyone and announced the guest speaker Liz Rosenthal who talked about her recovery. She went on to get her physical

therapist assistant license at San Diego Mesa College. This uplifting speaker left the audience inspired. Erin Liddell was the auctioneer for the afternoon and really got the crowd in a bidding war for an all-season pass to the Del Mar Thoroughbred Racing Club. Additional items were a Cancun Paradise Vacation and a two-night stay at the Alisal Ranch in Solvang. This year, the 2023 Path to Recovery Honorees were pioneer Jeanne McAlister, who is the CEO and founder of McAlister Institute, and Cecil H. Steppe, who is president and CEO of the Urban League of San Diego County since 2001. They were honored for their work in reducing the stigma associated with substance use disorders. The fashion show and entertainment were presented by Gretchen Productions. Gretchen Bergman specializes in fashion choreography and has been bringing these artistic shows to the public since 1979. Fashions for the show were provided by Macy's Fashion Valley and several local boutiques. One uplifting

segment featured guest models in recovery. September is National Alcohol & Drug Addiction Recovery Month. Strut for Sobriety! coincides with this and raises funds for A New PATH. This nonprofit reduces the stigma of substance use and increases access to quality drug treatment and recovery services. One of their projects includes lifesaving overdose prevention and Narcan distribution. Narcan is a safe drug that can reverse an opioid overdose. This event marked A New PATH's 24th year of service to the community and 19 years of Strut for Sobriety! A New PATH can be visited at anewpath.org and momsunited.net.

UPCOMING EVENTS

Sept. 17 – "Bridal Bazaar" with fashion shows presented by Gretchen Productions at the San Diego Convention Center. Two shows will be presented during the day. For more info: 760-334-5500. Oct. 7 – 37th annual Fur Ball Gala at the San Diego Humane Society. For tickets: <https://one.bidpal.net/sdfurball23/>

ticketing(details:ticketing-summary)
Oct. 7 – Fashion Week San Diego Fall Runway Shows at the Andaz Hotel San Diego at 6 p.m. For more information, visit <https://fashionweeksd.com/events/>.
Oct. 8 – Fashion Week San Diego Fall trunk event at the Andaz Hotel San Diego. For more information, visit <https://fashionweeksd.com/events/>.
Diana Cavagnaro is an internationally renowned Couture Milliner based in the San Diego area. Learn more about our hat designer, teacher, and blogger at DianaCavagnaro.com.



Model wears a dress from Macy's.



Satori Designs are shown off by model.



Model coming down the runway in Be Boutique.



Model showing off One Nine Five by Ena Walters.



Over the Rainbow Segment with clothes from Macy's Fashion Valley.



Finale from Macy's Fashion Valley.



Finale from Macy's Fashion Valley.

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Fill in the blank cells using number 1 to 9. Each number can appear only once in each row column and 3x3 block. Use logic and process elimination to solve the puzzle.

8						7		
1			2					
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5			9					7
		6	1				8	
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48						49								
50						51								

1. Type of crayon	ers	40. Not clothed
7. Fashion accessory	21. ___ student, learns healing	41. Slope covered with loose stones
10. Most cerebral	22. Composed in poetic meter	
12. Incline from vertical	27. Promotional material	44. Used to cook
13. Dependent on	28. Where people live	45. Praises enthusiastically
14. Broken in	33. Sodium	48. Rooney is a famous one
15. Strongly desires	34. Embarrassing	49. Beekeeper
16. Mounted soldier	36. Medical man	50. Pigpen
17. Ad ___: when necessary	37. Mother of Hermes	51. Potato chip brand
18. Cattle	38. One who saves the day	

1. Living quarters	14. Dinner jackets	36. Bowler hat
2. Horizontal passage	17. Partner to cheese	38. Robust
3. Attacks	18. Nebraska city	40. Not straight
4. Vietnamese offensive	20. Human gene	41. Stony waste matter
5. Midway between east and southeast	23. Pays no attention to	42. Have an interest in
6. Confined (abbr.)	24. Lowland South American plain	43. Jacob __, journalist
7. Book of Esther antagonist	25. Blood group	44. Maintains possession of
8. Port in Yemen	26. Mauna __, Hawaiian volcano	45. Swiss river
9. CNN's founder	29. Atomic #37	46. Average cost of market goods
10. Type of bulb	30. Unit of electrical resistance	47. Spanish soldier: El __
11. Prepare	31. Jeweled crowns	
	32. Nastiest	

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UC quarterback Bella Giron throws a pass early in the Centurions' 18-12 season-opening win over Patrick Henry.
PHOTO BY ED PIPER

UCHS flag football: Pioneers for a sport that has a future

By ED PIPER

Andrea Lanatta-Valera had a sense of how big the Centurions' season opener in flag football against Patrick Henry was in the larger picture: "This is our first home game, our first league game," the cornerback/wide receiver said before warm-up drills prior to the game on Aug. 29. "I'm really excited about starting up this program."

Lanatta-Valera, a senior who wants to study to be a veterinarian at UC Davis, talked about "encouraging women for sports". After all, "Men's football is a big sport," she observed. UC took the contest, 18-12, in 90-degree heat.

University City got off to a slow start in the first 20-minute running half (with a stopped clock for the last two minutes of each half).

But as Bella Giron, a senior captain along with Lanatta-Valera, and linebacker Kylee Holguin, and her receivers got more in sync against a much larger Henry contingent (29 players vs. 16 for the home team), they started to click. Four cones marked each 20-yard first-down location, with the football field shortened to 80 yards.

Giron connected with sophomore Kianna

LeFear on a fourth-down completion after an illegal Henry rush (only two players were allowed to rush) for the first TD in UC flag football history, tying the game at 6-6.

Then receiver Dannah Shinta, another sophomore, grabbed a Giron aerial for the second TD, making it 12-6 with under three and a half minutes to play in the opening half.

Bella found Shinta, a tall presence, again just before time ran out in the half for touchdown number three. That put UC into the halftime break leading 18-6 and bursting with confidence.

Centurion head coach Brian Josten was hired by athletic director David Asuncion to head the first girls flag football team in the school's history. He had been an athletic director in earlier days. He and his assistant ran the girls through passing/defending drills before the game, and split into two groups, in an efficient, effective pattern to get them ready.

During the game, officials had to remind players to bring the football back from an incomplete pass to where it would be spotted again. All six other members of the offense are eligible to go out for passes from the QB.

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Mission Bay flag football starts strong in first season

By HECTOR TRUJILLO

The Mission Bay High flag football team earned back-to-back wins to start its first season after a 34-18 road victory over San Ysidro on Aug. 24 and a 48-0 rout of Crawford on Tuesday evening at home.

The 2-0 Bucs will host Canyon Hills at 4 p.m. on Tuesday, Sept. 19 in a league game.

"Our school district decided that we were going to add some new sports and flag football was one of them," said head coach Heather Nellis. "It has gained a lot of traction because it's such a great sport where players can show their athleticism with minimal injury."

There are various differences between flag football and tackle football, which include having seven players instead of 11 on each side, the field dimensions for flag football being smaller, no blocking is allowed, and there is a no-run zone that benefits teams with a strong passing offense since every player is an eligible receiver. There are penalties in flag football such as offside and encroachment with things like flag-guarding also being disallowed with the quarterback only being allowed to run once per series unless there is a blitz.

The Mission Bay team is made up predominantly of freshmen and sophomores along with four seniors and junior co-captain Mary Reger, who is the quarterback, with the other co-captains being Iris Brogan and Hallie Bastian.

"As long as everyone stays healthy we have potential for two great years in a row,"



Autumn Hayes (14) celebrated a touchdown catch with Jade Pele.
PHOTO BY STEVE SIDELL

Nellis added. "The girls will know all the plays by then while building a lot of camaraderie, which has been great so far." Nellis previously coached girls varsity soccer at Kearny High and has been at Mission Bay for six years.

The Bucs will play 10 regular season games with four at home and six on the road including the final three versus Clairemont, Madison, and Hoover.

"I am amazed at the athleticism and tenacity of these young women," said coach Cherie Woods. "In a short time, players, some with little experience in the sport, have drastically improved their skills, bonded together as a team, and are excited to make a mark this inaugural season. We have several stand-out players on both offense and defense. Within minutes of watching a game, you can see the stars."

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RIVALRY GAME – Buccaneers want to control the line of scrimmage against the Vikings

By CLARK FAHRENTHOLD

It's fair to say that the Mission Bay football team is turning heads right now. A 4-0 start to the season will tend to do that.

Coming off a week that saw the Bucs dismantle Sweetwater 35-14, QB Charlie Hutchinson threw for 4 TDs, and their defense recorded five sacks; everything seems to be clicking at just about the midway point of the 2023 season.

With last week's win, the Bucs not only find themselves undefeated but also ranked inside the top 25 in the San Diego Section Power Rankings done by MaxPreps and currently ranked as the No.1 team in DIII by MaxPreps.

"I've been telling the team that every week is CIF for us," said Mission Bay head coach Greg Tate. "Going undefeated wasn't a goal we had set for ourselves before the season; the was and still is to win league, get into CIF, and win a CIF title."

However, Mission Bay's undefeated record will be placed to its toughest test on Friday night when they host the Vikings of La Jolla High at 7 p.m. The Vikings, a DII team, have put together a 2-2 start to the season and possess the offensive firepower and in-the-trenches strength to go toe to toe with the Bucs.

"La Jolla is an extremely talented team and a tough matchup for us," said Tate. "Their QB Jackson Diehl is a threat anytime he has the ball in his hands. While on the outside, they have some serious dogs in Hank Hansen and Carson Diehl at WR."

With the length of the Bucs DBs Gavin



Mission Bay senior QB Charlie Hutchinson will be looking for big plays against La Jolla.

PHOTO BY STEVE SIDELL

Girouard, Isiah Whitehurst, Shane Brushie, and Jayden Bailey combined with coach Tate's play of press-man coverage, the battle between the Bucs corners and the La Jolla wideouts could be the difference in Friday's game.

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La Jolla running back Aidan McGill will need a big game against Mission Bay.

PHOTO BY DAVID FRERKER

RIVALRY GAME – Vikings looking to slow down the Buccaneers talented offense

By CLARK FAHRENTHOLD

This Friday night, the La Jolla Vikings will look to right the ship. After a 2-0 start to the season that included a thumping of crosstown rival Bishop's, La Jolla has slipped up with back-to-back close losses.

Dropping two in a row to El Capitan and Rancho Bernardo, both close games until the end, La Jolla is 2-2 with a pivotal showdown vs. the 4-0 Buccaneers of Mission Bay in Pacific Beach.

"We played well and moved the ball offensively; we just didn't finish in the red zone the past two weeks. If we do that, we probably win those games," said Vikings head

coach Tyler Roach.

"Had we come away with touchdowns and punched a couple of those red zone trips in, it's a different game versus RB. It was just a tale of two halves; we came out a little flat, and they got up on us early. We found our groove in the second half and scored on our first possession but couldn't capitalize on other opportunities."

Roach and his team know that to get back on track, they'll need to execute on both ends better, especially with an opponent that is as athletic and explosive as Mission Bay.

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COMPASS

Pro tournament, cluster of pros make San Diego a tennis hot spot

By MICHAEL J. LEWIS

Like waves on the Pacific Ocean, they just keep coming off the courts of San Diego.

For more than 50 years, pro tennis players have been growing in the county, and it seems they come in clusters.

From the days of Brian Teacher and Kelly Jones in the 1980s, through the 1990s and 2000s with players like Coco Vandeweghe, San Diego has always produced some top talent.

Right now there again seems to be a cluster of great players coming from our area. Brandon Nakashima has been an established Top 50 pro for several years. The Svajda brothers, Zach and Trevor, are having excellent success, with Zach playing in the U.S. Open main draw three times in the last five years, and Trevor reaching the finals of the Boys 18s Nationals this summer and making U.S. Open qualifying.

And Katherine Hui, a top female junior, looks to have a very bright future as she heads to play for Stanford this year; Hui reached the finals of the USTA Girls 18s Nationals at Barnes Tennis Center here in August and competed in the U.S. Open qualifying draw.

And don't forget the WTA's Cymbotika San Diego Open has now been around for two years, and boasts top players like Ons



Stadium Court at Barnes Tennis Center in Point Loma was packed during last year's San Diego Open.

COURTESY PHOTO

Jabeur, Coco Gauff, and Madison Keys.

So what's the reason for all this success coming from San Diego every few years? Tennis experts in the area point to several factors helping this current boom.

"The coaches are very good, and the climate is very good," said Angel Lopez, a coach for four decades in the area and who runs the Angel Lopez Tennis Academy. "You can play year-round, outdoors, and get better every day."

Indeed, the warm weather in San Diego is helpful, but the access

to top coaches is a major factor as well.

With coaches like Larry Stefanki (who once advised John McEnroe and Tim Henman, among many others), Guy Fritz (father of current Top 10 player Taylor Fritz), Christian Groh, and others, local San Diego talent have the ability to be shaped by outstanding tennis mentors.

"You have talented kids and you have talented coaches who know how to harness that talent," said Ryan Redondo, the director of the Barnes Tennis Center

and tournament director of the Cymbotika San Diego Open. "We have so many of them here who give kids the fundamentals and training they need to go along with that talent."

In addition to coaches and great weather, the cornucopia of competition helps develop great players. Hui said she has definitely gotten better thanks to "having so many really good players to play against so close to home."

"You get these kids pushing each other, and they make each other better," said USTA national

coach David Nainkin, who coaches out of the USTA's training complex in Carson. "Taylor Fritz had a group of talented players pushing him, and Nakashima looked up to Fritz, and the Svajda boys can look at what Nakashima is doing and feel good, too. The environment of competition is good for them."

In addition to playing each other, there's the glut of playing opportunities in the San Diego area that helps. Redondo said that just within an hour's drive, there are Level 7 beginner tournaments, all the way up to UTR (low-level professional) events, and of course high-level junior play at places like Barnes, which hosts the USTA Girls Nationals every year.

That's why a player like Trevor Svajda can get so good despite never getting on an airplane to play a tennis match until August, when he went to Kalamazoo, Mich.

"Kids get so many opportunities, and the more you give players opportunities, the more they're going to seize them," Redondo said.

It all adds up to San Diego being a feeder area to the pros for many years, with no let-up in sight.

"It gives me a sense of pride that our town has produced so many great players, now and in the past," Lopez said. "But it also makes me feel old, because some of these great players have kids now who are pros!"

VIKINGS »
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Fortunately for the Vikings, with play-makers like Hank Hansen, Kia Fukuda, Carson Diehl, and QB Jackson Diehl, they have the firepower to go shot for shot offensively with any team.

"Mission Bay has a great team; they're athletic. We saw that in the spring in 7-on-7, and that's translated to the regular season. And you can see on tape that they're playing with a ton of confidence," said Roach. "On defense, their length and athleticism is noticeable, and specifically in the secondary, it's something we will have to account for."

Roach noted that he feels like one of the keys to the game for the Vikings on offense, and really the game plan is being more efficient and staying ahead of the chains.

"When you play versus an athletic secondary and LB core, the likelihood is maybe you'll catch them in one blown coverage, but you're really not gonna get over the top and get big explosive plays. So we gotta have

more long and sustained drives and control the line of scrimmage."

On the flip side of things, Roach knows the defense will be tasked with trying to slow down Bucs' QB Charlie Hutchinson and this balanced Mission Bay offense that is posting 33 points per game.

The Vikings defense will want to try to dial up the pass rush, but Roach and his staff know they have to pick their spots. At 6 feet 6 inches tall, Hutchinson has excellent mobility, and the Bucs' running game is equally vaunted.

"Hutchinson has a longer delivery, but he's an extreme athlete who can move and spin. And they have great coaches over there, so they'll see if we're just pinning our ears back and blitzing that they can pivot to their strong screen game," said Roach. "It will be kind of a mix and match pick your poison of when to come after them. Hopefully, we can do some things coverage-wise that they haven't seen before. We're looking forward to the challenge."

The Vikings visit the Buccaneers at 7 p.m. on Sept. 15.

BUCS »
CONT. FROM PG. 14

But for Tate, the biggest battle of the game in his mind will be played in the trenches and in the box between the La Jolla offensive line led by Jett Thomas. "The Vikings O-line, and specifically a guy like Thomas, is powerful," said Greg. "Even if we are able to slow down the passing game they still have a line that they can just flat-out run behind."

The Bucs who will figure largely into slowing down the run will be the LB duo of Cadden Taffe, who Tate calls the QB of the defense, Orlando Castillo, and Jacob

Morgan. The trio has been run stuffers all season and leads Mission Bay and the team in tackles combining for 70 total tackles and 6 TFL this year.

"What Hutch (Charlie) is on the offensive side of the ball Caden (Taffe) is on the defensive side of the ball," said Tate. "We have a lot of new and younger guys and he's the guy that gets everyone lined up, he knows all the play calls, adjustments. At times he even comes up with defensive looks we should run on his own, he's like a player-coach out there."

The showdown between Mission Bay and La Jolla will be 7 p.m. on Sept. 15, at Mission Bay High School.

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FUN FACT

Mission Bay Yacht Club was founded
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racing. Originally the sailboats had
to be flat bottomed to maneuver
in the shallow Bay waters and a 12'
catboat, called a Flapper was the
first class raced.