



Ocean Beach MainStreet Association

JANUARY 2005 NEWSLETTER

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Jungle Java

STAFF:

Denise Knox, Executive Director

Claudia Jack, Associate Director

Amelia Brown, Newsletter

David Klamon & Diem Do, Market Managers

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Happy New Year!!!

from all of us at the

Ocean Beach MainStreet Association

We hope you had a prosperous year doing business in Ocean Beach. Now is the time to start planning something new and interesting for 2005! We have two major opportunities for you to expose your business to a larger market . . .

OB Local Business Directory 2005-2006 *and* **The 26th Annual**

Ocean Beach Street Fair & Chili Cook-Off (June 25th)

We have extended the deadline for the Directory until January 21st so you have time to place a coupon or an ad in the upcoming Directory. (See the Insert)

Mark your Calendar

Tue. Jan. 4th—8:30 am OBMA Design Committee meeting at OBMA Office

Fri. Jan. 7th—8:00 am OBMA Promotion Committee meeting at OBMA Office

Wed. Jan. 12th—12 Noon OBMA Economic Restructuring Committee at OBMA Office

Tue. Jan 18th—8:30 am OB Community Crime Prevention meeting at OBMA Office

Thurs. Jan 27th (evening) State of the District Address by Councilman Michael Zucchet at Masonic Center, 1711 Sunset Cliffs Blvd.

We know it seems to early to think about the **OB Street Fair & Chili Cook-Off** but if you want to be a sponsor of the event, please contact Denny or Claudia. We will send you a sponsorship package.

Join in on the fun!

See page 3

Committees:

ORGANIZATION: (Executive Officers ONLY)
Meets as needed.

FINANCE COMMITTEE:
Meets the Tuesday before the Board Meeting at 8:30 am.
OBMA Office. David Smedley, Chairperson

DESIGN COMMITTEE:
Meets the first Tuesday of the month at 8:30 am
OBMA Office. Barbara Iacometti, Chairperson

PROMOTION COMMITTEE:
Meets the first Friday of the month at 8:30 am
OBMA Office. Nedía Bacon, Chairperson
Please be a part of the 2005-2006 business directory!

ECONOMIC RESTRUCTURING:
Meets the 2nd Wednesday of the month at 12 Noon
OBMA Office. Gary Gilmore, Chairperson

CRIME PREVENTION COMMITTEE
is an Economic Restructuring subcommittee.
Meets the 3rd Tuesday of the month at 8:30am.
Julie Klein & Chris Kern, Chairpersons.
Remember, report all crimes to 531-2000. Your Call
Counts! Also, the Grafitti Hotline is 525-8522 or local 226-
8613. Thanks for being a part of the solution!

FARMER'S MARKET
The Farmer's Market is open every Wednesday
from 4 pm to 7 pm

Membership Information:

All business owners within the Ocean Beach Business Improvement District boundaries automatically become members of the OBMA when they remit their business license fee. Associate Membership is available to other local businesses for an annual fee of \$60.00.

Member benefits include discounted comprehensive health care insurance rates, listings in multiple on-line and published business directories, co-op advertising opportunities, direct mail pieces and various promotional campaigns. The OBMA staff also facilitates your participation in the Façade Rebate Program, the Public Right of Way Program and the Unreinforced Masonry rehab project. They are also your vehicle to address any difficulties that arise in the district (signage, zoning, trash, safety, etc.). Best of all, you are given the opportunity to participate in the many special events and community activities that help make Ocean Beach the exciting, vibrant community it is today. Stop by the office at 1868 Bacon Street, call or email us at obbid@nethere.com and we will be happy to assist you.

SDG&E®: Helping to keep the regional economy strong

The continued economic development of small businesses is vital for the overall stability of our region. That is why SDG&E is committed to working with individual businesses and supporting organizations to develop energy solutions to help our regional economy.

SDG&E offers valuable programs and services that can help companies lower operating costs or improve operations:

- Rebate and incentive programs that make it more affordable to invest in energy-efficient equipment and build energy-efficient facilities.
- Industry-specific information on choosing the most cost-effective equipment, such as commercial air-conditioning systems, lighting, manufacturing equipment and computer systems.
- Seminars and training opportunities focused on a wide-range of topics from introductions to new energy-saving technologies to employee safety.
- Online resources such as energy analysis tools and customized energy use profiles to discover what areas of operations are driving energy use and identify opportunities to reduce energy consumption.
- Economic development assistance for companies considering relocation or expansion, including energy-efficiency services, site selection, design review and technical support.

Helping businesses manage their energy consumption through improved efficiency can positively impact the bottom line and encourage company growth. SDG&E's programs and services can help do just that. In addition, SDG&E works with —and contributes to—local grass-root organizations that spearhead business development and retention efforts for small business.

For information about saving energy and money at work or at home, call 1-800-411-SDGE(7343) or visit www.sdge.com.

MEMBER BUSINESS ANNOUNCEMENTS

Dr. Jefe's Body Piercing's new owner, John, has put his heart and soul into redecorating his shop. Stop by and say hi. Dr. Jefe's is located at 4944-B Newport Avenue and his phone number is 223-1771.

Ace Tattoo's owner Gary Hoag has been remodeling his property and put in new railings and did a general face lift on the front of his building which is located at 5058 1/2 Newport Avenue. 222-5097.

Lucy's Tavern has expanded and now also occupies the building next door. They have added pool tables and remodeled. You should check it out at 4906 Voltaire St. Their phone number is 224-0834.

Beach Communications, located at 1861 Bacon Street has fixed up his showroom and now features a wide selection of cell phones. His phone number is 222-7333.

Ocean Beach Acupuncture is celebrating its second year. "We are proud to offer traditional chinese medicine, herbal prescriptions and life style counseling." Ocean Beach Therapeutic Massage has been serving OB for 12 years. "We offer massage, hot stone therapy, facials and spa treatments. We appreciate your business and look forward to many more years in Ocean Beach." They are located at 1835 Sunset Cliffs Blvd. #203. Phone 222-8845.

If you want to publish a business announcement, please download the form from our website or drop by the office.



News from Lynette Jones,
**City of San Diego,
 Economic Development Division**
 with the schedule for the
"ABCs of Starting, Growing &
 Financing Your Small Business"
 seminars for the year 2005 are:

Tuesday, February 15, 2005
 Scripps Ranch Branch Library
 10301 Scripps Lake Drive
 San Diego, CA 92131
 3:30 PM - 6:30 PM

Wednesday, April 28, 2005
 Mission Valley Branch Library
 2123 Fenton Parkway
 San Diego, CA 92108
 3:30 PM - 6:30 PM

Wednesday, July 20, 2005
 City Heights Weingart Branch Library
 3795 Fairmount Avenue
 San Diego, CA 92105
 3:30 PM - 6:30 PM

Lynette can be reached at 619-685-1386
 or by email at lajones@sandiego.gov



The 26th Annual
 Ocean Beach Street Fair
 & Chili Cook-Off
 Festival
WANTS YOU!!!

The **Ocean Beach MainStreet Association** would like to invite you to participate as one of our "Event Sponsors" at our 26th Annual Ocean Beach Street Fair & Chili Cook-Off Festival. Are you looking for a fun and exciting way to introduce or promote your unique products and company?
Look no further!

Our beach festival draws more than 90,000 visitors to our one-of-a-kind coastal community for **ONE SPECTACULAR DAY!** . . . and **Admission is FREE!!!** 3 Stages with bands from the San Diego music scene, 200 Vendors sell their innovative wares, Incredible Food and Snacks, Artisans celebrate their unique creations, Partygoers enjoy our Ocean-front Beer Garden, Children of all ages explore Wonderland, Chili connoisseurs sample the "hottest" new recipes.

Don't be left out! This year's celebration will be another very popular Southern California summer tradition. A variety of customized sponsorship packages are available (see the attached worksheet). Please call Denny Knox or Claudia Jack today at the OBMA Office— 619-224-4906 for sponsorship details.

We hope you will be a partner for our **26th Annual Street Fair & Chili Cook-Off Festival**. We also have a few sponsorships available for the **26th Annual Ocean Beach Fireworks** on July 4th, 2005.



Ocean Beach MainStreet Association
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 San Diego, CA 92167

Office:

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 Email: obbid@nethere.com

**Start the New Year with ...
 OceanBeachSanDiego.com**

Ocean Beach MainStreet Association website is OceanBeachSanDiego.com

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Instead of our regular General Meeting we urge you to attend Councilman Michael Zucchet's State of the District Address n Thursday Night, Jan. 27th at the Masonic Center, 1711 Sunset Cliffs Blvd. (The exact time TBA or check with us)

WOM Word of the Month — TEAMPLAY

TeamPlay -- persons joined together by work or activity who have FUN! Does work seem easier and more fun when you have someone to work along side with you? When you need help, do your co-workers pitch in? When your co-workers need help, are you there for them? Research shows, my programs included, that when you work as a team, you get more done, you get new ideas, you do it in less time, and you have more FUN! That is synergy!

In Mark Sandborn's book, "TeamBuilt," he says, "Working as a team is a double win. Employers and employees both profit! It gives employees more control over their work lives and creates commitment by getting them involved in the decision-making process. When these things happen, the bottom line is almost certain to improve."

This month's focus should be on either leading your team or being part of the team. Look for ways to help others. Come up with ideas that you can share that will give your customers, members, guests better service. See if you can create synergy so that everybody wins!

"Teaching You the Fun-Damentals of Work"