In 1887, developers Billy Carlson and Albert Higgins changed the beach community’s name from Mussel Beach to Ocean Beach to make the neighborhood a little more appealing for would-be investors. Carlson and Higgins were also skilled businessmen whose acumen rested on fairness and customer service.

Ocean Beach retail merchants still observe and practice those beliefs. They know how to tailor their products and services to the customer’s goal, whether it be that extra-attention food co-op, that friendly optometrist looking after your precious vision or that forward-looking estate planner with only your family’s future interests at heart.

Accordingly, we often ask our readers to pick the “best of” retail and services industries around Ocean Beach and neighboring Point Loma – after all, you know the merchants as well as the merchants know themselves, because you stroll our business districts every day in search of their services. Here, in the Peninsula Beacon Readers Choice Awards 2016, you’re the judges – more important, you’re the jury.

And not only did you weigh in on the neighborhood’s best of the best; you also chose the categories under which their names appear, making this project a truly reader-intensive enterprise. Ocean Beach’s merchants are proud to welcome you to this unique San Diego neighborhood, and they’re ready to return the favor by justifying the faith you’ve shown.

Thomas Melville
Editor
## SERVICES

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## HEALTH & BEAUTY

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## RETAIL / SHOPPING

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## Best Personal Trainer

Efficient Working Bodies - Nicole Grevelis

The newest, most fun group training studio in San Diego is now right in your back yard! Their Interval, Circuit Style Training Classes focus on getting you in THE BEST SHAPE EVER! With cardiovascular conditioning, muscle strengthening and joint mobility all in one sixty minute class, you’re sure to feel strong & energized to take on any daily tasks! They’re excited and grateful to bring over 20 years of experience to you and your community! *Inquire about our Adult Stretch & Strengthen Class* Owned and operated by Nicole Grevelis.

Efficient Bodies
4733 Point Loma Ave.
Eftbodies.com
(619) 894-4937

## Best Contractor

Victor Lund General Contractor

Lund specializes in coastal renovations locally and throughout San Diego. However, he and his team of highly-skilled workers will take on any size task, from small renovations to commercial projects. Lund uses in-house carpentry crews, which gives the company greater control over quality of work and scheduling. A member of the Point Loma community, Lund has 35 years of experience in the construction industry.

Victor Lund General Contractor
PO Box 7050, San Diego, CA 92127
(619) 224-1498
and early eighties. And even today, Surf Community during the seventies such as Quiksilver, Billabong, and in introducing and legitimizing brands in its time by not only emphasizing on their in-the-water needs, South Coast has always been ahead of its time by selling surf inspired clothing and accessories to meet your in-the-water needs, its willingness to experiment with the selection, and the latest in surf accessories to accent your home in the spirit of the most sophisticated galleries anywhere.

**APPAREL**

### Newport Avenue Antiques Center
Newport Avenue Antiques has a plethora of whimsical items from small collectibles, jewelry, clothing, books to large furniture pieces. If you’re looking for that next family heirloom, the store has a serious side, too. And with over 1,800 square feet of quality antiques and collectibles, you’re sure to find that special treasure — big or small. A great place to holiday shop too!

Newport Avenue Antiques Center
4864 Newport Ave., Ocean Beach
(619) 222-8686
newportavenueantiques.blogspot.com

### South Coast Surf Shop
Since 1974, South Coast Surf Shop has emerged as one of Southern California’s premier surf shops. Historically, South Coast has always been ahead of its time by not only emphasizing on custom surfboards, a huge wetsuit selection, and the latest in surf accessories to meet your in-the-water needs. They have become the favorite place among locals. The staff at South Coast Surf Shop are passionate about what they do, and the store reflects their enthusiasm. This shop takes pride in helping unravel the personality of each customer in order to find what suits the individual best.

South Coast Surf Shop
5025 Newport Ave.
(619) 222-7017
southcoast.com

### The Closet
This locally owned and operated junior women’s boutique offers a variety of clothing, accessories, lingerie, shoes and luggage that are friendly on the wallet -- and the store receives new arrivals every week. Staff are grateful for their loyal and amazing customers and employees.

The Closet
4878 Newport Ave., Ocean Beach
(619) 222-2999
theclosetsignature.com

Dream Girls
Nestled in the heart of Ocean Beach at the west end of Newport Avenue, DreamGirls is a quaint and attractive women’s clothing store and boutique. They have become the favorite place to buy jeans among locals. The staff at Dream Girls are passionate about what they do, and the store reflects their enthusiasm. This shop takes pride in helping unravel the personality of each customer in order to find what suits the individual best.

Dream Girls Clothing
5054 Newport Ave.
(619) 223-4836

### Beads
The Black Bead
The Black Bead is your one-stop-shop for beads. With beads coming in from around the world, a dazzling whirlwind of color, shapes and strings greet you as you walk through the door. The Black Bead has an enormous selection of jewelry-making supplies and tools, with treasures of all types waiting to be put to use. A meander through the shop will get your creative juices flowing, likely resulting in a one-of-a-kind piece you’ll sure to be complimented on.

The Black Bead
5003 Newport Ave.
(619) 222-2115
theblackbead.com

### Best Place to Buy Jeans
Dream Girls
(See listing under Women’s Apparel)
contract phones and plans, cell phone repair and accessories, and is also an authorized dealer for MetroPCS, H2O Wireless, PagePlus and many other carriers. They proudly offer less expensive, no-contract carrier alternatives for all major carriers, with financing available, and can even help you plan your cellular-centric international travel options as well. In addition, they serve as the only local/neighborhood authorized payment center for San Diego Gas and Electric. Come see how Uno Wireless can save you money on your cell phone bill today!

Uno Wireless
1861 Bacon St. 619.222.7333

COVENIENCE STORE (tie)  
OB Quik Stop
The OB Quik Stop on Voltaire Street has been a fixture in Ocean Beach for more than 30 years. And talk about convenience. You’ll find everything you could ever need or want. Of course, they have thousands of items you’d expect. You’ll also find OB deli, Cafe Bella coffee and juice bar out front and a full liquor department. Told ya they have everything.

OB Quik Stop
4964 Voltaire St. 619.226-8559

Olive Tree Marketplace
The Olive Tree award-winning deli is open until 6 p.m., and that means you can get a fresh “OB Special” sandwich with everything on it all day! But there’s plenty else to catch the eye and palate — like one of the most extensive cheese collections in the city and the freshest produce in the history of the universe. Also, check out The Olive Tree’s tasting room, offering sample vintage wines and craft beers from around the world in a cozy, European-style environment with local artwork displayed around the room. And as you’re checking out, pick up a pie from Julian’s apple country.

Olive Tree Marketplace
4805 Narragansett Ave. (619) 224-0443
olivetreemarket.com

DISCOUNT STORE
Super Max
If 50-cent necklaces with cool little flowers aren’t your thing, you might like a self-tanning solution for less than a dollar. And we realize it might be a wee bit early, but you can find a fake Christmas tree here for about $8.3. You’ll find chew toys for your pooch, sundries and household supplies for the family. Need to host a birthday party? You’ll find great items for gifts bags or stocking stuffers for your entire shopping list!

Super Max
4991 Newport Ave., Ocean Beach (619) 221-2941

EYEWEAR
Newport Avenue Optometry
Whether you think glasses are cool or just something you need to see with, one thing you can be sure is of the quality service you’ll receive from Dr. Eli Ben-Moshe and staff. You’ll choose from scores of lenses and frames (including designer) in up-to-date styles and prices that won’t make you blush. Newport Avenue Optometry is your trusted specialist for eye care.

Newport Avenue Optometry
4823 Voltaire Ave. (619) 222-0559
newportaveoptometry.com

BEST PLACE FOR CRAFTS
Claytime Ceramics
This is such a fun place to relax and be creative — for all ages! At Claytime Ceramics you will find a fantastic selection of ceramic pieces, stamps, stencils and other tools, to help your project along. When you are finished painting simply leave your piece with Claytime Ceramics and they will glaze and fire your masterpiece for you to pick up a couple days later.

Claytime Ceramics
1863 Bacon St. (619) 223-6050 claytimeceramics.com

GIFT STORE (tie)
Wings
WINGS is the nation’s best beachwear chain. From the finest apparel to souvenirs and accessories, WINGS is your one-stop shopping destination for all you need to reach the beach. In addition to developing and selling its own private label, WINGS has an in-house art department that is in touch with contemporary styles. WINGS is known for its trend setting designs that are unmatched by the competition.

Wings Beachwear
4948 Newport Ave. (619) 224-2165 wingsbeachwear.com

Ocean Beach Gifts & Shells
If you’ve not yet ventured into Ocean Beach Gifts & Shells, right in the heart of OB — then make it a point to stop by. You’ll love this fun shop! It’s become a favorite place among locals and tourists alike. Half the store is dedicated to a really nice selection of custom local t-shirts and beachwear and

THE PENINSULA BEACON
MARCH 30, 2017
READERS CHOICE AWARDS 2016

Best Tattoo Shop
Chapter One Tattoo
Cash and Michelle Scott opened Chapter One Tattoo in 2011 with the goal to house a community of artists who provide exceptional work while maintaining a humble and sincere work environment. A thriving 6 years later, they are honored and humbled to say that is exactly what they did. At Chapter One you can find artists who are not only beyond talented but are personal and professional. The tattoos that are created in this shop are of the highest quality by a very special group of people who are passionate and committed to the sacred bond between artist and client. Each tattooer has been selected by group of people who are passionate and committed to the sacred bond between artist and client. Each tattooer has been selected by
the other half of the store is filled with shells and shell related accessories, holiday ornaments, gift cards and more!

Ocean Beach Gifts & Shells
4934 Newport Ave.
(619) 224-6702
OceanGiftsAndShells.com

GROCERY STORE
Stump’s Market
Whether you need to make a whole-some dinner or just want a quick snack, Stump’s Family Marketplace between Ocean Beach and Point Loma is the way to go. Stump’s has everything from hot sandwiches and potato salad to lob-ster, whole turkeys and Boar’s Head meats. With more than 40 years of experience, the business has been thriv-ing due to great customer service, a wide varieties of products and compet-i-tive prices. A fresh deli, a catering ser-vice, home delivery and an array of gourmet foods and produce are but a few moments away.

Stump’s Market
3770 Voltaire St.
(619) 226-9575
stumpssandiego.com

GROCERY (specialty) tie
Ocean Beach People’s Organic Food Market
San Diego’s only customer-owned grocery store, People’s has been serv-ing the community since 1972. Peo-ple’s offers an extensive selection of organic, natural and specialty food at rock bottom prices. Barons Market is your neighborhood grocery store, People’s has been serv-ing the community since 1972. Peo-ple’s offers an extensive selection of organic, natural and specialty food at rock bottom prices. Barons Market is your neighborhood grocery store, People’s has been serv-ing the community since 1972. Peo-ple’s offers an extensive selection of organic, natural and specialty food at rock bottom prices. Barons Market is your neighborhood grocer-baronsmarket.com
4001 W. Point Loma Blvd.
(619) 222-0559
baronsmarket.com

JEWELRY STORE (tie)
Gilmore Family Jewelers
Loyalty is an especially fine quality, and our readers have it in buckets -- we know this because Gilmore Family Jewelers is their No. 1 choice among jewelry shops even though the venue’s moved to Liberty Station. That puts the readers a little ways away from the for-mer Newport Avenue location, but this place’s selections and traditions in town make it worth the drive. By appoint-ment.

Gilmore Family Jewelers
2675 Rosecrans St.
(619) 225-1137
gilmorefamilyjewelers.com

RESALE SHOP
Karen’s Consignment Gallery
(See listing under Furniture Store)

SHOE STORE
Miss Match
On first glance, Miss Match may seem a tad, well, mismatched. The 3,000-square-foot store holds every type of style, from Bohemian and preppy to girly or tough. Store owner Tally Bercovitz handpicks every item in the store. It’s evident by her selections that Tally keeps stylish, budget-con-scious ladies of all generations in mind. Tally also has a team of fashion-able females (and one cute pup named Buster) to help any customer find the perfect outfit for any occasion.

Miss Match
4932 Newport Ave., Ocean Beach
(619) 223-5500

SKATE SHOP
Ocean Beach Surf & Skate Shop
And here you thought OB Surf and Skate only sold surfboards and skate-boards. The fact is, they do. But there’s so much more inside the package. Surf camps and clinics, adventure tours and kayaking lessons are also at your fingertips. Tell the peeps your passion, and they’ll orchestrate accordingly.

Ocean Beach Surf & Skate
4940 Newport Ave.
(619) 225-0674

SMOKE SHOP
The Black
Ask anyone in Ocean Beach and they’ll know The Black. It’s a tradition. This store has been in the same location for more than 40 years! You may recog-nize their slogan, “Out of the blue and into the black.” You’ll find everything you could possibly desire for smoking needs. They have a fun variety of unusual gift ideas.

The Black
5017 Newport Ave.
(619) 222-5498

SPORTING GOODS
South Coast Surf Shop
(see listing under Men’s Apparel)

HARDWARE BUILDING SUPPLIES
Ocean Beach Paint & Hardware
Seems like these guys know more about paint and hardware than the people who invented them. They specialize in helping the local community, one job at a time. One cashier even had an answer for the best type of lighting against a certain obscure grade of tile. The answers, well, mismatched. mocking questions await within, not to men-tion an incredible range of supplies for do-it-yourselfers. After all, they’ve spe-cialized in helping locals with their hardware needs for more than 90 years!

Ocean Beach Paint & Hardware
4851 Newport Ave.
(619) 223-3083

HEALTH FOOD NUTRITIONAL
Ocean Beach People’s Organic Food Market
(See listing under Best Specialty Gro-cery Store)

HOTEL LODGING
Inn at Sunset Cliffs
Wake up to ocean sounds and spectac-ular views at the remodelled Inn at Sun-set Cliffs. You’ll enjoy the heated pool, ocean-terrace views, Sunset Cliffs walks or nearby attractions like SeaWorld and Cabrillo Point. Just minutes from the airport and downtown, and the quaint setting and variety of amenities have made Inn at Sunset Cliffs a favorite one-of-a-kind hotel on the Pacific.

Inn at Sunset Cliffs
1370 Sunset Cliffs Blvd.
(619) 222-7901
innat.sunsetcliffs.com

PET STORE
Bone Appetit
Bone Appetit is one of those stores that helps Ocean Beach retain its small town feel. For more than 10 years it has been catering to the needs of The Peninsula’s pet lovers, and that tradition continues under new ownership. When Emily and Jeremy Hastings took over the store this January, they wanted to make sure that it remained the same place where your dog would drag you through the door for a free treat. With an emphasis on all natural foods, Bone Appetit remains the best place to stop in for all your pet supply needs. Shop small, shop local, shop Bone Appetit.

Bone Appetit O.B. Pet Supply
4845 Newport Ave.
(619) 226-6250
boneappetit-ob.com

RETAIL
Blondstone Jewelry Studio
The place for Designer Sterling Jew-elry. Blondstone Jewelry Studio retail store in Ocean Beach carries a wide range of jewelry featuring Heidi’s beautiful SOL Desig-ins, and select jewel-ry from around the World, creative-ly displayed, in a unique gallery expe-rience. If you are looking for a truly unique piece of jewelry, this is the place!

Blondstone Jewelry Studio
4931 Newport Ave.
(619) 223-2563

RESALE SHOP
Karen’s Consignment Gallery
(See listing under Furniture Store)

THE VERDICT
IS THE BEST
DAVID SMEDLEY
of Smedley, Gallagher & Greer, LLP
IS THE READER’S CHOICE FOR ATTORNEY

619-223-1641
1951 Cable Street
San Diego, CA 92107

EMBASSY CLEANERS
THANKS FOR CHOOSING US A FAVORITE DRY CLEANER FOR 7 YEARS IN A ROW!

Drive thru service
Family Owned since 1946
4320 Voltaire Street, San Diego, CA 92107

Where quality and service matters
619-223-6621
Steve and Shan Jacobs

THE PENINSULA BEACON
MARCH 30, 2017
SURF SHOP
South Coast Surf Shop
(see listing under Best Men’s Apparel)

SWIMWEAR
South Coast Wahines
‘Twas two nights before Christmas, and one smart shopper thought she’d better try this place as a last gift resort for cute female-type surf clothing — now it’s become her go-to shop. The reasonable prices and great service will keep her coming back any time of the year.
South Coast Wahines
5037 Newport Ave.
(619) 222-8808

ACCOUNTING
Always Accurate
No mistakes are key to good accounting, and Always Accurate is just that. Accountant and Notary Public, Stacey Thayer does year-round tax services, computerized bookkeeping and payroll services. She also prepares personal, business and corporate tax returns. If you don’t want to worry about the money side of things, using Thayer really adds up.
Always Accurate
4869 Santa Monica Ave.
(619) 225-9751
alwaysaccurate.com

ALTERATIONS
Minh Alterations
We’ve all been there, your favorite jeans are suddenly too big or your little black dress suddenly won’t zip — but you’re just not ready to throw either out. Instead of leaving it tragically hanging in the back of your closet, take it down Minh Alterations. Minh has a quick turn-around, great pricing and amazing results, which means your stylish item will be fixed in a flash and back to wearable condition in no time.
Minh Alterations
4875 Voltaire St.
(619) 223-2136

ARCHITECT
Hanna Gabriel Wells
From civic to business to residential, this architectural firm will be able to assist you with any design need. In its new location on Bacon Street, the diverse team is still committed to a collaborative approach to your project. This firm believes in creating strong spatial relationships between structure and location.
Hanna Gabriel Wells
1955 Bacon St.
(619) 523-8485
architects-hgw.com

ATTORNEY (tie)
David Smedley
David Smedley has more than 30 years’ experience in trusts — and indeed, trust is what you’ll come away with when he’s in your court. He’s first rate among his colleagues and clients and, most important, our Readers Choice survey.
David Smedley
4817 Santa Monica Ave.
(619) 223-1641
sgs-law.com

AUTO BODY REPAIR
Ocean Beach Auto Body
Had a wreck or just sick of looking at all those door dings? Trustworthy and dependable, the guys here will get your vehicle looking itself again in a short time. From a smashed window to a crushed bumper, it’s nice to know there’s a shop in OB that gets the job done for less than the other guys. They keep car owners informed and aim for happy customers.
Ocean Beach Auto Body
4856 Voltaire St.
(619) 223-1232

AUTO PARTS
Auto Zone
The Ocean Beach Auto Zone franchise sits in a two-business strip mall (there’s a Laundromat next to it), so it’s a cinch to find a tiny venue, right? Wrong. This place has a trove of auto-related items and the friendly staff to clue you into their uses. When it comes to this franchise, size doesn’t matter.
Auto Zone
4950 Cable St.
(619) 223-2397

AUTO REPAIR
Sunset Garage
Sunset Garage has been repairing automobiles and trucks for San Diego since 1931. Their reputation for delivering dependable and honest auto repair service goes back a long way and it is the reason they are THE GARAGE for so many long time OB residents. They can address most car repairs and maintenance needs.
Sunset Garage
1946 Bacon St.
(619) 224-2929

BANK
Union Bank
Union Bank personal banking services are exclusively designed to meet your financial needs, because they believe you deserve more from your banking experience. Conveniently located, you’ll be in and out quickly. Need a little extra attention, no problem. They’ll bend over backwards to help you with all your banking needs.
Union Bank
1858 Cable St.
(619) 221-2816
CARPET CLEANER (tie)
All American Carpet Cleaning
Did you hear about the guy from All American who went to a client’s house on a Sunday, finished the job by Monday and saved the client more than $100 in the process? No punchline. It really happened. That’s how you get and keep customers (and how you win this year’s Reader’s Choice Award).
All American Carpet Cleaning
4836 Bermuda Ave.
(619) 222-5326

Echo Clean
EcoClean Services, Inc. is a family owned business that is excited to offer eco-friendly cleaning services. They help rid their homes and businesses of unwanted pollutants, using cleaning products that contain no harsh chemicals, are biodegradable and support no animal testing. Full-service cleaning for both small businesses and residential homes, include windows, carpets and area rugs, tile & grout, upholstery and pressure washing up to two stories.
EcoClean
(619) 224-7847
eco清洁serevices.com

CHILD CARE/DAYCARE
Peninsula Family YMCA
The Y is so much more than a gym. We touch the lives of nearly one out of every nine people in our community. From exercise to education, from basketball to volunteering, from preschool to preventative health; The Y is proud to help our neighbors learn, grow and thrive.
Peninsula Family YMCA
4390 Valeta St., Point Loma
(619) 226-8888
peninsula.ymca.org

CLEANING
Tranquil Home Personnel Service
Tranquil Home specializes in Luxury Green Home Services. Due to our holistic, environmentally responsible approach to home care, we only refer cleaners who use eco-friendly, non-toxic organic products. This service to our clients helps enhance the positive energy flow of their spaces while minimizing their carbon footprint. Our referred cleaners will provide a highly detailed level of service which you can customize to suit your particular needs. Tranquil Home only refers cleaners who can perform regular maintenance cleanings, vacation cleanings, and vacation rental cleanings.
Tranquil Home
1889 Bacon St., Suite B
(858) 848-0881
tranquilhome.net

COMPUTER REPAIR
Computer Guy Services
Computer Guy Services is a full-service computer repair shop and Internet cafe, offering hardware and software repair, printing, virus/spyware removal, data recovery, networking and on-site services. You’re in luck! They service Windows PCs and Apple Macs and specialize in both laptop computer repair, desktop computer repair and service HP, Dell, Toshiba,

EcoLux Interiors
Suzi O’Brien is an award-winning interior designer who specializes in Sustainable Design. Her clients delight in her process, which helps them discover and express their own style. With this as a foundation, she created luxurious, functional living spaces, combining beauty and concern for the environment. Her priority is use of environmentally friendly materials, nontoxic finishes, and fabrics, tile and other components. The result is a healthy and productive home that brings joy to everyday life.
EcoLux Interiors
(619) 964-7716
EcoLuxInteriors.com

Best Grocery
Stump’s Market
Whether we need to make a wholesome dinner or just want a quick snack, Stump’s Family Market-place between Ocean Beach and Point Loma is the way to go. Stump’s has everything from hot sandwiches and potato salad to lobster, whole turkeys and Boar’s Head meats. With more than 30 years of experience, the business has been thriving due to great customer service, a wide variety of products and competitive prices. A fresh deli, a catering service, home delivery and an array of gourmet foods and produce are but moments away.
Stump’s Market
3770 Voltaire St.
(619) 226-9575

20% OFF WITH THIS AD

Best Interior Designer
EcoLux Interiors
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EcoLux Interiors
(619) 964-7716
EcoLuxInteriors.com

BEST GROCERY STORE
Your community store for 40 years.
We appreciate your continued support & invite you to come in for these special offers:

$8 OFF
Any Purchase of $50 or More
Excludes Liquor & Tabacco. With Coupon. Expires 4-13-17
Not valid with any other offer or coupon.

Stump’s FAMILY MARKETPLACE
We would like to thank our loyal customers & all those who voted us:

Ocean Beach
People’s Organic Food Market
A CALIFORNIA COOPERATIVE
4765 Voltaire St, San Diego, 92107
www.obpeoplesfood.coop

- Award Winning Vegetarian Delicatessen
- Organic Grocery, Bulk & Produce

- Supplements, Essential Oils & Herbs
- Daily 8 am - 9 pm (619) 224-1387

FAMILY OWNED & OPERATED SINCE 1977
OPEN DAILY 7AM-11PM
3770 Voltaire St. • Point Loma 619-226-9575
Thanks for choosing us for your financial needs. We provide the best customer service in the area.

4991 Newport Ave. (619) 221-2941
Corner of Bacon • Open from 8AM to 10PM Daily

**CONTRACTOR**
Victor Lund
General Contractor
Lund specializes in coastal renovations locally and throughout San Diego. However, he and his team of highly-skilled workers will take on any size task, from small rooms to gentrification projects. Lund uses in-house carpentry crews, which gives the company greater control over quality of work and scheduling. A member of the Point Loma community, Lund has 33 years of experience in the construction industry.

Victor Lund General Contractor
P.O. Box 7050, San Diego, CA 92167
(619) 224-1498

**DOG GROOMING (tie)**
Hair of the Dog
If you are looking for a “corporate” experience – you’re at the wrong place. This tiny shop is filled with memorabilia. Gifts from clients over the years adorn the space. It has the feel of an OB cottage. Our dogs and clients feel like they are visiting Grandma’s house! Robin McKinney makes every experience a happy one for the dogs. Robin’s goal is to make them as happy coming in as when they leave! That’s the OB attitude for you!

Hair of the Dog
4783 Narrangansett Ave.
(619) 223-3080

**Preferred by Pets**
Their mission is simple: To consistently provide quality pet grooming at a fair price while offering excellent customer and cat grooming, wash & go service, flea treatments, anti-flea treatments, shed reduction, teeth brushing, de-skunk treatments and mobile nail trimming.

Preferred by Pets
3788 Voltaire St.
(619) 223-9023

**DOG WASH**
Dog Beach Dog Wash
Just two blocks from Dog Beach, Dog Beach Dog Wash has been open since 1993 and is numero uno in the eye’s of local pet owners. This premier self-serve dog wash has lots of service and accessories and is open 7 days a week, 8 a.m. to 8 p.m. There are several tubs available, so you don’t need to wait. Shampoo and towels are included in the fee. When the bath is done, you dry off, give the dog a treat and you’re good to go.

Dog Beach Dog Wash
4933 Voltaire St.
(619) 523-1700
dogwash.com

**Finnancial Planner**
LPL Financial
Chip Messenger
Located in Ocean Beach, LPL Financial was founded with the goal of assisting clients in every aspect of their financial lives. They provide the most personal service available, thus
Flowers of Point Loma

Meet Atalanta, founder of Camellia Wedding Flowers which had its humble beginnings as Flowers by Atalanta in 2003. When you meet her you will feel her energy and good vibes. Her story begins in 2003 when her mom gave her $500 to buy her first batch of flowers which she sold at a tiny bucket shop in La Jolla. Since then her business has grown and evolved. Now she does what she does best—weddings! After thousands of weddings and events under her belt, what’s her secret? She listens. Her goal is to take YOUR personality and translate that into flowers. And best of all, she get’s along with everyone! Her wedding business is in such demand, she no longer works retail. Lucky you!

Camellia Wedding Flowers
Flowers of Point Loma

HANDYMAN
Fredz Handyman Service

There are some things in life you just can’t (or perhaps shouldn’t) do yourself. So, if you’re not a DIY type, you can trust Fredz Handyman Service to get it done. Fredz provides professional handyman services like plumbing repairs and home improvements at a price that won’t break the bank.

Fredz Handyman Service

INSURANCE AGENT
Matt Kalla Insurance Agency

Matt Kalla of State Farm Insurance, the current President of the Point Loma Association, has been honored and celebrated as an ‘Everyday Hero’. Matt was recognized for his on-going contribution to the community. Congratulations Matt, we appreciate all you do throughout our community!

State Farm Insurance

INTERIOR DESIGNER
EcoLux Interiors

Suzi O’Brien is an award-winning interior designer who specializes in Sustainable Design. Her clients delight in her process, which helps them discover and express their own style. With this as a foundation, she created luxurious, functional living spaces, combining beauty and concern for the environment. Her priority is use of environmentally friendly materials, nontoxic finishes, and fabrics, tile and lighting that have a lower impact on the environment.

EcoLux Interiors

Best Specialty Grocery (tie)

Ocean Beach People’s Organic Food Market
San Diego’s only customer-owned grocery store, People’s has been serving the community since 1972. People’s offers an extensive selection of organic produce, grocery, dairy, bulk foods and herbs as well as vitamins and homeopathics, cruelty-free body care items and aromatherapy products. There’s a full-service, award winning sit-down deli featuring a delicious selection of home-style vegetarian and vegan entrees, salads, sandwiches, freshly prepared baked goods, desserts and more (like live music).

OB People’s Organic Food Market

Thank You for Voting Us the #1 Auto Body Shop

8 YEARS IN A ROW!

We Specialize in Insurance Work, Collision Repair & Paint

Over 34 Years in OB

Formerly at 1955 Bacon St.

Thank you for voting us
the #1 Auto Body Shop
8 YEARS IN A ROW!

Greeti...
coastal sage gardening

Coastal Sage Gardening

Coastal Sage is more than a gardening center. It's a highly responsible steward of our global village. It specializes in drought-tolerant and native landscapes and is experienced in the creation of all garden environments. Custom design, installation, maintenance, irrigation, repair, labor, consultation, the works. It's all here. The shop even offers language instruction and a botany class for kids. Cool, huh?

Coastal Sage Gardening
3685 Voltaire St. (619) 223-5229 coastal sage.com

locksmith

Point Loma Locks
Take it from one customer, who was charged less than $2 for a copy of a key the locksmith forged in less than 10 seconds: This place is hands down the best at what it does. And locksmithing is no easy science, either — it depends on absolutely exact mathematics and лнатя to make it work. You could do a lot worse for $2.

Point Loma Locks
4234 Voltaire St. (619) 224-7947

mortgage broker

Mark Chrisman
CMG Financial
Voted the No. 1 Mortgage Agent on the Peninsula six years running, Mark has a proven track record of providing excellent service to homebuyers, homeowners, and real estate agents. Mark has helped many Point Loma and Ocean Beach residents buy their first home and purchase rental properties. His focus is the Peninsula, but he can also help purchase or refinance all over California and in many other states. He enjoys spending time in the ocean or at the mountains with his wife and two children. Mark is also president of the Point Loma Business Club and a board member of the Peninsula YMCA.

CMG Financial
(619) 493-8980 mark@markchrisman.com

newsprint

Peninsula Beacon
Independently owned and operated, the Peninsula Beacon has been delivering award winning local news to the Peninsula for more than 30 years and counting! Delivered door-to-door to homes and businesses and high traffic locations, you can count on this locally owned community newspaper to provide you with an independent voice to bring you news you can use. And see if you like Mike Fahey or Mike Long on the street, be sure and say “hi.”

Peninsula Beacon
4621 Grand Ave., Ste. C, Pacific Beach 858-270-3103 sdnews.com

pet hospital/ pet

Sunset Cliffs Animal Hospital

Amid practices like non-anesthetic dental care, online prescription refills, nail trims and even acupuncture, Sunset Cliffs Animal Hospital is a wonderful community resource, equally attuned to your pet and the neighborhood it serves. Another exciting thing about Sunset Cliffs Animal Hospital is that all the veterinary care will be provided in an environmentally friendly, “green” building. There’s a peace of mind in such an approach.

Sunset Cliffs Animal Hospital
4862 Santa Monica Ave. (619) 224-0773
so you could enjoy it, right? Let the peeps at Dover help. There’s lots to this labor intensive kind of work, after all, and Dover is your best choice to take it on.

Dover Plumbing & Heating
4870 Voltaire St.
(619) 223-8832

ROOFING
Smith Roofing
Quality and integrity has made Smith Roofing No. 1 in roofin! They’ve been providing outstanding workmanship and upgraded materials to clients for more than 14 years. Best roofs, best price, honesty and integrity has earned them a reputation they can be proud of. They will always exceed your expectations.

Smith Roofing
4211 Whittier St., Point Loma
(619) 224-7663

SHIPPING/PACKING
Ocean Beach Business Center
Don’t let carry on fees and heavy luggage ruin your vacation! The staff at the OB Business Center will take great care of your priceless finds; fragile antiques, delicate artwork, or bulky collectibles…it’s all good! The OB Business Center features a built in print center, complete with wi-fi, copy and fax services – even a notary public. If you need to take care of business while away from your home or office, don’t stress, you can get it all done here. The Lazy Hummingbird Coffee and Tea house is right inside, getting business done will be another vacation pleasure.

Ocean Beach Business Center
4876 Santa Monica Ave.
(619) 222-4876
obbusinesscenter
from pet care to men’s health. That’s a
collection of books, dealing with topics
only that, this place stocks a fair col-
that In Harmony carries them all. Not
beverage teas on the planet, much less
than 400 medicinal herbs, spices and
We didn’t even know there were more
Spices
In Harmony Herbs &
HOLISTIC HEALTH
ACUPUNCTURE
Ocean Beach
Accupuncture
Chinese medicine is the oldest, pro-
essional, continually practiced, liter-
ate medicine in the world. This med-
ical system’s written literature stretches back almost 2,500 years. Herbal medicine is the main modali-
ty or treatment method within Tra-
ditional Chinese Medicine or TCM. TCM is the world’s oldest, continual-
ly practiced, professional medicine. Its written history stretches back not less than 2,500 years and its practiced
is undoubtedly much older than that.
Although acupuncture was the first
Chinese modality to gain wide accep-
tance in the West, Chinese herbal
medicine is quickly establishing itself
as one of the most popular and effec-
tive alternative therapies in the West.
Ocean Beach Accupuncture 1835 Sunset Cliffs Blvd #203
(619) 222-8845
obacupuncture.com
ALTERNATIVE
HOlistic Health
In Harmony Herbs &
Spices
We didn’t even know there were more than 400 medicinal herbs, spices and
beverage teas on the planet, much less
that In Harmony carries them all. Not
only that, this place stocks a fair col-
lection of books, dealing with topics
from pet care to men’s health. That’s a
ACUPUNCTURE
Ocean Beach
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Chinese medicine is the oldest, pro-
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ALTERNATIVE
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that In Harmony carries them all. Not
only that, this place stocks a fair col-
lection of books, dealing with topics
from pet care to men’s health. That’s a

CHIROPRACTOR
Dr. Patch
When your neck or back hurts, noth-
ing in your life seems to work right.
Dr. Patch understands, and works his
hardest to get rid of the dark cloud
that is chronic pain. The Patch Spine
Center is dedicated to relieving neck
and back pains through the gentle
application of chiropractic adjust-
ments and empower patients to live a
healthy, active life through right diet,
excellent posture, deep breathing and
a happy mental attitude.
Dr. Patch, Patch Spine Center 1922 Sunset Cliffs Blvd.
(619) 224-3301

DAY SPA
Therapie Day Spa
Therapie Day Spa & Boutique is a
holistic day spa that offers massages,
facials, waxing, microdermabrasion
and even a special “men’s menu.”
Each therapist is trained in a wide
array of modern and traditional tech-
niques and is dedicated to creating an
experience that is uniquely yours.
Therapie Day Spa & Boutique 4985 Voltaire St., Ocean Beach
(619) 780-9700
therapiedayspa.com

ESTHETICIAN
Jen Scott -
Therapie Day Spa
There’s something weird about the
word “microdermabrasion” -- it sounds
like an attack by some wayward cell on
its way to your brain. Of course, it’s
nothing of the sort -- and esthetician
Jen Scott, at Therapie Day Spa, wants
to explain the procedure to you. Scott’s
guest expertise goes a lot farther than ironing
out that big scary word for you; peels,
brow waxes and more are all part of
her service package, and she’d love to
meet you accordingly.
Therapie Day Spa 4985 Voltaire St.
(619) 780-9700
therapiedayspa.com

HAIR SALON (tie)
Electric Chair Salon
Their stylists are the backbone of the
business and and some have been pro-
viding quality work there for over 20

Best Pet Hospital/Vet
Sunset Cliffs Animal Hospital

Proudly serving the
Peninsula for over 30 years!
years. (others are barely that old!) It’s that consistency that has made The Electric Chair Salon an Ocean Beach icon. While they celebrate our long-time stylists, they also welcome new faces as young, up and coming stylists add a blast of energy and fresh ideas to the shop.

Electric Chair Salon
4944 Newport Ave.
(619) 223 1112
electricchairsalon.com

Details SalonSpa
Since they opened in 1990, Details SalonSpa has been committed to exceeding their clients’ expectations. How? By using the best organic hair and skin care products by Aveda. By hiring expert stylists who are in touch with the latest trends, and by serving you in a nurturing environment that will leave you feeling rejuvenated. That explains why they are the Readers Choice!
Details SalonSpa
4993 Niagara Ave.
(619) 222-6777
detailssalonspa.com

HERB SHOP
In Harmony Herbs & Spices
(See listing under Alternative Health)

HEALTH CLUB/GYM
Peninsula Family YMCA
YMCA’s throughout the county are committed to improving the quality of people’s lives and helping them realize their true potential in spirit, mind, and body, and Peninsula Family YMCA is no exception. The Y is so much more than a gym. It touches the lives of nearly one out of every nine people in our community. From exercise to education, from basketball to volunteerism, from preschool to pre-ventative health, the Y is proud to help its neighbors learn, grow and thrive.
Peninsula Family YMCA
4390 Valeta St., Point Loma
(619) 226-8888
peninsula.ymca.org

MARTIAL ARTS
Setting Sun
Mixed Martial Arts (Dojo)
For over 22 years, Setting Sun Martial Arts has trained and provided self-defense classes to Ocean Beach community. At Setting Sun we teach life lessons and the importance of discipline at a vital age in a child’s life. They work to build genuine relationships and pride for our great community! Setting Sun provides a professional, nurturing family friendly environment with caring Black Belt instructors. Their Black Belt instructors have years of experience and teach a variety of styles that include Judo, Karate, and Jiu Jitsu. Previous students often return to teach as well as mentor the students.
Setting Sun Mixed Martial Arts
4993 Niagara Ave. #109
(619) 223-8827

MASSAGE
The Hidden Spa
The Hidden Spa truely is a hidden gem, tucked away in a quiet building on Santa Monica Ave in Ocean Beach. Enjoy a relaxing atmosphere and pre-pare to be pampered by the exceptional services without feeling guilty about the cost. They believe everyone deserves the opportunity to feel and look their best – all the time.
The Hidden Spa
4969 Santa Monica Ave.
(619) 224-2160

The Sanctuary Day Spa
The Sanctuary is a coveted resting place for many reasons – you’ll be thrilled with the impeccable service with no distractions. This is your place to rest and get your exclusive spa services unique only to The Sanctuary. They carry exclusive product lines including Bella Luxx LA, Martine Sitbon Paris, Ambre Bathozen, Fenton Fallon, Vix, Tyler Rose and much more. Find out first hand why this day spa was chosen as a top pick for esthetician and day spa.
The Sanctuary Day Spa
1955 cable St.
(619) 861-8351
thesanctuarytoday.com

NAIL SALON
OB Nails
Friendly service and great prices has earned OB Nails a name for itself. Manicures, pedicures, you’ll find all the latest trends. There’s tons of colors to choose from (always a plus at any nail salon) and the attention to detail and the amount of care each technician provides puts this place above the rest. OB Nails will definitely give you the best service for the best price!
OB Nails
4796 Niagara Ave.
(619) 224-7047

PHARMACY
CVS Pharmacy
In about seven seconds, CVS grew from nothing to become the second largest pharmacy chain in the country, behind Walgreens. Its goal is to help people lead healthier lives and its online pharmacy and immunization programs are just two ways it does that.
CVS Pharmacy
4949 Santa Monica Ave.
(619) 222-1457

OPTOMETRIST
Eli Ben-Moshe, OD
Newport Optometry
(see listing under Best Eyewear)

PERSONAL TRAINER
Nichele Grevelis - Efit Bodies
The newest, most fun group training studio in San Diego is now right in your back yard! Their Interval, Circuit Style Training Classes focus on getting you in the BEST SHAPE EVER! With cardiovascular conditioning, muscle strengthening and joint mobility all in one sixty minute session, you’re sure to feel strong & energized to take on any daily tasks!! They’re excited and grateful to bring over 20 years of experience to you and your community!! “Inspire about our Adult Stretch & Strengthen Class” Owned and operated by Nicole Grevelis Efit Bodies
4733 Point Loma Ave.
Efitbodies.com
(619) 864-9937

SUNSET CLIFFS ANIMAL HOSPITAL
Dr. Christy Berg, D.V.M. • Dr. Angela Hofmann, D.V.M.
Dr. Arielle Damm, D.V.M.
Thank you for voting us BEST ANIMAL HOSPITAL!

Also #1 with our furry friends!

Best Dentist
Michele Yamada, DDS
Dr. Michele Yamada and the team at Ocean Dental Care provide the most up-to-date dental techniques while using a caring, understanding approach in a peaceful environment. Imparting the ideals of fun, friendship and teamwork to patients is also of the utmost importance. New patients are always invited to discover the wonderful treatment options offered.
Michele Yamada, DDS
1802 Cable St., Ocean Beach
(619) 223-3432
oceandentalcare.net

Best Childcare / Daycare
Peninsula Family YMCA
The Y is so much more than a gym. We touch the lives of nearly one out of every nine people in our community. From exercise to education, from basketball to volunteerism, from preschool to preventative health; The Y is proud to help our neighbors learn, grow and thrive.
Peninsula Family YMCA
4390 Valeta St., Point Loma
(619) 226-8888
peninsula.ymca.org

Peninsula Beacon Readers Voted us #1 Dentist!

Thanks for making us Smile!
We have loved serving Ocean Beach for over 25 years!
OCEAN DENTAL CARE
Michele Yamada, D.D.S., Inc.
1802 Cable Street  •  San Diego, CA 92107  •  (619) 223-3432
Visit us online at www.OceanDentalCare.net
PIERCING
Apogee Body Piercing
With the growth of the body-modification industry, it seems everybody offers body piercing. Well, Apogee is purely a piercing studio that views its profession as an art form. As piercing specialists, the staff is focused on providing patrons with the experience and information to make an educated decision on how to change their bodies. They will counsel you about how to get the best results and look you’re after.
Apogee Body Piercing
4944-B Newport Ave. (619) 223-1771 apoegeepiercing.com

PILOTAS
Sunset Cliffs Pilates
You will find a beautiful pilates studio conveniently located 1 block from the ocean. They offer private and semi-private sessions, with daily Spin and Pilates Mat Classes, including classes in Reformer, Cadillac/Trapeze, Wunda Chair and Spine Corrector Equipment. Their friendly fitness studio staff of experienced and certified instructors will assist you in achieving your personal health and fitness goals.
Sunset Cliffs Pilates
4720 Point Loma Ave. (619) 224-3309 sunsetcliffsplates.com

THANKS FOR VOTING US AS ONE OF YOUR FAVORITE DENTISTS! 5 YEARS IN A ROW!
FROM ALL OF US AT SUNSET CLIFFS DENTAL
P. Scott McMahan, D.D.S. | Annalise Hilliard, D.D.S.

THANK YOU FOR VOTING ME THE TOP STYLIST AGAIN
elaine dill studio for hair
3655 Voltaire St., Ocean Beach (619) 222-3455

Chapter One Tattoo
Cash and Michelle Scott opened Chapter One Tattoo in 2011 with the goal to house a community of artists who produce exceptional work while maintaining a humble and sincere work environment. A thriving 6 years later, they are honored and humbled to say that is exactly what they did. At Chapter One you can find artists who are not only beyond talented but are personal and professional. The tattoos that are created in this shop are of the highest quality by a very special group of people who are passionate and committed to the sacred bond between artist and client. Each tattooer has been selected by Cash himself and collectively they all maintain and share his vision of a tattoo shop that is intimate not intimidating. The end result is a place you can be sure to leave with a grin from ear to ear and a custom, flawless, new skin adornment.

Chapter One Tattoo
4857 Newport Ave. (619) 222-5097 chapteronetattoo.com

YOGA FACILITY
Elka Yoga & Wellness Studio
Elka Yoga & Wellness Center is the only place with EVERYTHING YOU NEED! Everyone has a unique recipe for wellness and this is why their offerings are diverse and holistic. Their services include: Family Memberships, Indoor Mat Yoga, Life-Changing Yoga/Wellness & Aerial Yoga Teacher Trainings, Highest Quality Massage, Acupuncture, Breath Work, & Healing Energy Services, and so much more!
Elka Yoga & Wellness Studio
1829 Sunset Cliffs Blvd. San Diego, CA 92107
elka.yoga@elka.yoga.com

Thank You for Voting us Best Pet Store!
Bone Appétit!
1785 Sunset Cliffs Blvd
(619) 226-6250

Newport Avenue Optometrist
Thank you for choosing us for your eye health needs.
4822 Newport Ave
San Diego, CA. 92107

Ace Tattoo
Ace Tattoo, originally called Painless Neil’s, has been around San Diego since 1947! They have tattooed people from all branches of the military from as early as WWI! Many well-known artists such as Zeke Owens, Ed Hardy, Mikee “Rollo” Malone, Ron Howell and many others got their start at Ace. Gary Hoag-Corio, Dominick and Lynsey Hoag currently own and operate the shop. Cover-ups, free-handing, fine-line, traditional style and new school are all available in a clean, relaxed atmosphere. They love what they do, and treat you like family.

Elka Yoga
619-762-YOGA (9642)
4166 Voltaire St. | elkayoga.com

Elke Yoga & Wellness Center is the only place with EVERYTHING YOU NEED! Everyone has a unique recipe for wellness and this is why their offerings are diverse and holistic. Their services include: Family Memberships, Indoor Mat Yoga, Life-Changing Yoga/Wellness & Aerial Yoga Teacher Trainings, Highest Quality Massage, Acupuncture, Breath Work, & Healing Energy Services, and so much more!
Elka Yoga & Wellness Studio
4166 Voltaire St. | elka.yoga.com

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Elka Yoga & Wellness Studio
4166 Voltaire St. | elka.yoga.com
Thank You OB & Point Loma! For voting us a Readers Choice Winner

Thank you readers for your voting participation!

The Corner Store
Vintage & Shabby Chic
Thanks for voting us a favorite for Antiques!

Chalk Paint®
by Annie Sloan
thecornerstoreob.com
619-222-1911
4873 Newport Ave., Ocean Beach
Thank you for voting us the #1 Best Yoga!
We are truly grateful to be part of this beautiful community!
Exceptional Membership Value (Mat & Aerial/Yoga) • Highest Quality Healing Services • Life-Changing Teacher Trainings • Kids Classes • Meditation Classes • and so much more! • Rent our Beautiful Indoor & Outdoor Spaces for Your Parties/Events • Vida Kombucha Tasting Room coming soon!

In appreciation, mention this ad and receive
1/2 OFF YOUR 1ST MONTH UNLIMITED MEMBERSHIP!

In appreciation, mention this ad and receive
10% OFF ANY SERVICE our already low prices
(with coupon - expires 5-30-17)

Thank You!
Point Loma & Ocean Beach for voting us
#1 AUTO REPAIR and a
Readers Choice
9 Years in a row!