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 – 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 2018, 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

Readers weigh in on Ocean Beach favorites
## RETAIL / SHOPPING

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>GOLD</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antiques</td>
<td>Vignettes</td>
<td>The Corner Store</td>
</tr>
<tr>
<td>Men's Apparel</td>
<td>South Coast Surf Shop</td>
<td>Newport Surf &amp; Supply</td>
</tr>
<tr>
<td>Women's Apparel</td>
<td>Dreamgirls</td>
<td>Miss Match</td>
</tr>
<tr>
<td>Head Store</td>
<td>The Black</td>
<td></td>
</tr>
<tr>
<td>Best Place To Buy Jeans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike Shop</td>
<td>Bernini's Bicycle Shop</td>
<td></td>
</tr>
<tr>
<td>Book Store</td>
<td>Run For Cover Books</td>
<td></td>
</tr>
<tr>
<td>Convenience Store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount Store</td>
<td>OB Corner</td>
<td></td>
</tr>
<tr>
<td>Eyewear</td>
<td>Newport Avenue Optometry</td>
<td></td>
</tr>
<tr>
<td>Fashion Accessories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture Store</td>
<td>The Closet</td>
<td></td>
</tr>
<tr>
<td>Gift Store</td>
<td>Karren's Consignment/Mallary's Ocean Gifts &amp; Shells/Wings</td>
<td></td>
</tr>
<tr>
<td>Grocery Store</td>
<td>Stump's Family Marketplace</td>
<td></td>
</tr>
<tr>
<td>Specialty Grocery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hardware Store</td>
<td>OB Pouyper's/Olive Tree Marketplace</td>
<td></td>
</tr>
<tr>
<td>Health Food</td>
<td>Ocean Beach Paint &amp; Hardware</td>
<td></td>
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<tr>
<td>Hotel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry Store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursery/Garden Shop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place to do Crafts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoke Shop</td>
<td>The Black</td>
<td></td>
</tr>
<tr>
<td>Pet Store</td>
<td>Bone Appetit/Storefront Pet Supply</td>
<td></td>
</tr>
<tr>
<td>Skate Shop</td>
<td>OB Surf &amp; Skate</td>
<td></td>
</tr>
<tr>
<td>Resale Shop</td>
<td>Miss Match</td>
<td></td>
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<tr>
<td>Shoe Store</td>
<td>South Coast Surf Shop</td>
<td></td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>South Coast Surf Shop</td>
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<td>Surf Shop</td>
<td>South Coast Surf Shop</td>
<td></td>
</tr>
<tr>
<td>Swimsuits</td>
<td>South Coast Surf Shop</td>
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## SERVICES

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>Accounting</td>
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<td>Curtis McCallister, CPA</td>
<td>Batten Accountancy, Inc.</td>
</tr>
<tr>
<td>Alterations</td>
<td>Stephen's Cleaners</td>
<td>Saams to Me/Wendal Taloring</td>
<td>T &amp; T</td>
</tr>
<tr>
<td>Architect</td>
<td>Hannah Gabriel Wells Architects</td>
<td>Steve Lombardi</td>
<td></td>
</tr>
<tr>
<td>Attorney</td>
<td>Weber &amp; D'Naij/David Smydel</td>
<td>Robert Burns/Ronson Shumon</td>
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<tr>
<td>Auto Body Repair</td>
<td>OB Auto Body</td>
<td>OB Tire/Oozie's Import Auto Repair</td>
<td></td>
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<tr>
<td>Auto Parts</td>
<td>Auto Zone</td>
<td>US Bank</td>
<td></td>
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<tr>
<td>Bank</td>
<td>Chace Bank</td>
<td>Mercy-Go-Round</td>
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<tr>
<td>Child Care</td>
<td>Peninsula YMCA</td>
<td>Jessica's clean up crew</td>
<td></td>
</tr>
<tr>
<td>Cleaning</td>
<td>Tranqui Home</td>
<td>Ross Milloy Consulting</td>
<td></td>
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<tr>
<td>Computer Repair</td>
<td>Computer Guy Services (CGS)</td>
<td>Silva-Ortiz Contracting/CamsCraft</td>
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<tr>
<td>Contractor / Construction</td>
<td>Victor Lund</td>
<td>Splash &amp; Dash</td>
<td></td>
</tr>
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<td>Dog Grooming</td>
<td>Preferred Pets/Hair of Dog</td>
<td>Shore Thing Pet Supply</td>
<td></td>
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<tr>
<td>Dog Wash</td>
<td>Dog Beach Dog Wash</td>
<td>Stephani's Cleaners</td>
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<td>Dry Cleaner</td>
<td>Embassy Cleaners</td>
<td>San Diego Superior Electric</td>
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<td>Handym an</td>
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<td>Coastal Sage / Occidental Landscape</td>
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<td>Allison Shea's Lucky Dogs</td>
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<td>Plumber</td>
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<td>Printer</td>
<td>OB Business Center/Jam Gang</td>
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<td>Atlas Tree Service</td>
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<td>Window Cleaning</td>
<td>Benvenuto's Window Washing</td>
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## HEALTH & BEAUTY

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>Acupuncture</td>
<td>Acuporotic Health Center</td>
<td>Ocean Beach Acupuncture &amp; Massage</td>
<td>Hidden Spa</td>
</tr>
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<td>Aromatherapy</td>
<td>Theradine Dia Spa</td>
<td>Hidden Spa</td>
<td></td>
</tr>
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<td>Chiropractor</td>
<td>Patch Spine Center</td>
<td>Ambert Family Chiropractic</td>
<td>The Balanced Bear</td>
</tr>
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<td>Day Spa</td>
<td>Theradine Dia Spa</td>
<td>The Sanctuary/Hidden Spa</td>
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<td>Theradine Dia Spa</td>
<td>Sunset CIFF Dental/ Seaside Dental</td>
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<td>Theradine Dia Spa</td>
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<td>Theradine Dia Spa</td>
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<td>Hair Salon</td>
<td>Theradine Dia Spa</td>
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<td>Theradine Dia Spa</td>
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<td>Holistic / Alternative</td>
<td>Theradine Dia Spa</td>
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<td>Martial Arts</td>
<td>Theradine Dia Spa</td>
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<td>Massage</td>
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<td>Nail Salon</td>
<td>Theradine Dia Spa</td>
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<tr>
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<td>Theradine Dia Spa</td>
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<td>Piercing</td>
<td>Theradine Dia Spa</td>
<td></td>
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<td>Pilates</td>
<td>Theradine Dia Spa</td>
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<tr>
<td>Stylist</td>
<td>Theradine Dia Spa</td>
<td></td>
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<tr>
<td>Tattoo</td>
<td>Theradine Dia Spa</td>
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<td>Wellness Center</td>
<td>Theradine Dia Spa</td>
<td></td>
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<tr>
<td>Yoga</td>
<td>Theradine Dia Spa</td>
<td></td>
<td></td>
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<td>Pharmacy</td>
<td>Theradine Dia Spa</td>
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NEWPORT AVENUE runs through the heart of Ocean Beach's shopping district. Find one-of-a-kind shops, services and restaurants all with the flair that is unique to Ocean Beach.
Retail Shopping

**ANTHOLOGIES**

**Vignettes Antiques**
Step inside this exclusive shop and experience the alluring beauty of old Paris. Light, airy and chic, with soft French music playing and beautifully edited vignettes of muted, time worn elegance. For over a decade, Vignettes has been known for its’ glamorous style and highly defined settings of romantic, French-inspired home and garden décor. You’ll find one-of-a-kind, show-stopping finds and irresistible pieces of the past.

Vignettes Antiques
4828 Newport Ave.
(619) 222-9244
vignettesantiques.blogspot.com

**APPAREL (Men’s)**

**South Coast Surf Shop**
Since 1974, South Coast Surf Shop has emerged as one of So. Cal’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 early eighties. Today though the surf community during the seven-
ies and early eighties. Quiksilver, Billabong, and Gotcha to producing and legitimizing brands such as South Coast was instrumental in introducing surf influenced products are much more mainstream, you can be sure to find the finest selection of all your surf industry.

South Coast Surf Shop
5023 Newport Ave.
(619) 223-7017
southcoast.com

**APPAREL (women’s)**

**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. You’ll find beads coming in from around the world, a dazing 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 cherish for years to come.

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

**BOOKSTORE**

**Run for Cover Books**
Run for Cover is filled with shelves of books, gifts, games, and paper goods, curated for both children and adults. With a cozy indoor space, quaint patio, and the smell of freshly brewed coffee, the indie bookstore provides a genuine and welcoming atmosphere for customers. They serve Cafe Moto coffee from Barrio Logan, tea, pastries, and desserts. On weekends enjoy French croissants and pain au chocolat. Check their website for upcoming events and special guests.

Run for Cover Bookstore & Cafe
4912 Voltaire St.
(619) 224-7084
runforcoverbookstore.com

**BIKE SHOP**

**Bernie’s Bicycle Shop**
The shop is still named after Bernie, but owners Roger and Yasuko Lovett and their staff know everything from installing forks on your mountain bike to respoking a wheel. Locals say the prices are far and away the best, too, with ironclad guarantees on service. One guy says you’re a traitor if you don’t come to Bernie’s for your biking needs. Bikes for all ages, safety gear—you’ll find it here.

Bernie’s Bicycle Shop
1911 Cable St.
(619) 224-7084

**Best Womans Apparel**

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(619) 223-4836

**THE INN AT SUNSET CLIFFS**

THANK YOU FOR VOTING US

BEST HOTEL

8 YEARS IN A ROW!

• Environmentally Friendly
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• Custom Stay Packages Available - Romantic, Beach, and Celebrations!
• Local Vibe with relaxed atmosphere

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INNATSUNSETCLIFFS.COM • 619.222.7901

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• Waterfront ceremonies with oceanfront receptions & views
• Private Events
• Drop off & pickup with our Beach Mobile

MARCH 28, 2019
THE PENINSULA BEACON
READERS CHOICE AWARDS 2018

THE PENINSULA BEACON
READERS CHOICE AWARDS 2018
The Closet

This locally owned and operated junior women’s boutique offers a wonderful variety of clothing, accessories, lingerie, shoes and luggage that are friendly on the wallet. The shop specializes in no-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.

Uno Wireless

1861 Bacon St.

(619) 222-3333

The staff at Uno Wireless can help with just about any of your cell phone needs. The shop specializes in no-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. They carry seasonal and holiday decorations for a lot less than most stores! You’ll find chew toys for your pooch, sand toys and goodie bags for a day at the beach, sundries and household supplies for the family, Need to host a birthday—OB Corner has it all.

OB Corner

4991 Newport Ave.

(619) 221-2941

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. Enjoy a full grocery store and deli inside! Always open late for your convenience.

Newport Quik Stop Liquor

Welcome to Newport Quik Stop, a store sured by locals and foodies one of San Diego’s hidden restaurant gems. They’re located in a small space, and backed with big flavor and awesome menu selection which includes breakfast, fast, southwest favorites, and Mexican grill cuisine. They’re located in a small space, and backed with big flavor and awesome menu selection which includes breakfast, fast, southwest favorites, and Mexican grill cuisine. They’re located in a small space, and backed with big flavor and awesome menu selection which includes breakfast, fast, southwest favorites, and Mexican grill cuisine.

Karen’s Consignment Gallery

Karen’s Consignment Gallery is San Diego’s award winning gallery. They specialize in high-end, brand name furniture, artwork, jewelry, rugs, unique décor accessories and designer and one-of-a-kind items. Celebrating their 26th year in business — at the same location — they have earned an excellent reputation for having great merchandise at reasonable prices. Come check out the impressive 8,500 square foot show room filled with excellent quality, gently owned furniture and décor; “from vintage pieces to modern contemporary and everything in between...at a fraction of retail”. The inventory is fast moving and changes daily. Their staff is courteous, friendly and always available to offer an opinion or help you with your design questions.

Claytime Ceramics

Ceramics you will find a big selection of ceramic pieces as well as stamps, stencils and other tools to help you project along. When you are finished painting simply leave your piece and they will glaze and fire your masterpiece for you to pick up a couple days later.

Newport Avenue Optometry

Whether you think glasses are cool or just something you need to see with, one thing you can be sure of is the quality service you’ll receive from Dr. Eli Ben-Moshe and staff. You’ll choose from scores of lenses and frames 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.

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FURNITURE STORE
Mallory’s New Furniture
Turns out, the staff here knows a lot more about new furniture than you do. And they’re as generous with their information as they are with their prices and delivery schedules (order before a certain hour and you can get your stuff the same day). Seems everybody’s taken a shine to the leather couches here. And look out for some great deals on some quality stuff. But don’t be lulled. This inventory goes way beyond that. Mallory’s New Furniture 4905 Newport Ave. (619) 226-0236

GIFT STORE (tie)
Wings
WINGS is the nation’s best beachwear chain. From the finest beach 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. Create a design or style that’s right for you. Wings Beachwear 4948 Newport Ave. (619) 224-2165 wingsbeachwear.com

Best Grocery
Stump’s Market
Whether you need to make a wholesome 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 lobster, whole turkeys and Boar’s Head meats. With more than 40 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.

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. It’s an around fun place to shop. Want to add some beachy charm to your home or back patio? Half the store is filled with shells and shell related home accessories, holiday ornaments, gift cards and more! The other half is dedicated to a really nice selection of custom local t-shirts and beachwear. You’ll love the selection.

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

GROCERY (specialty) (tie)
Ocean Beach People’s Organic Food Market
With a focus on customer satisfaction, O.B. People’s Organic Food Market strives to meet the needs of each customer that comes through their doors. Celebrating 45 years of business, People’s specializes in organic produce, grocery, and bulk foods, and offers an extensive line of wellness supplements and vitamins, bulk herbs, cruelty-free body care and aromatherapy products, as well as books and unique gifts. Additionally, People’s has an award-winning deli featuring made-from-scratch organic soups, salads, sandwiches, entrees and baked goods. Stop by for live acoustic music on Friday nights and Sunday mornings. Open daily 8 a.m. to 9 p.m.

OB People’s Organic Food Market 4765 Voltaire St. (619) 224-1387 obppeoplesfoodcoop.com

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 Olive Tree Market wine 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.

HARDWARE/ BUILDING SUPPLIES
Ocean Beach Paint & Hardware
The tradition lives on thanks to the new owners, Michael Grimes and Mike DeNeddo. Ocean Beach Paint & Hardware has a long standing history serving Ocean Beach. They specialize in helping the local community, one job at a time. Seems like if you have a home improvement question, they have an answer, not to mention an incredible range of supplies for do-it-yourselfers. After all, they’ve specialized in helping locals with their hardware needs — celebrating 100 years.

Ocean Beach People’s Organic Food Market 4765 Newport Ave. (619) 223-3083

To all of my clients and friends in Ocean Beach & Point Loma,

THANK YOU

For voting me your #1 Mortgage Agent on the Peninsula

“9 years in a row”

We would like to thank our loyal customers & all those who voted us:

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Not valid with any other offer or coupon.

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THANK YOU

For voting us #1 Mortgage Agent on the Peninsula

“9 years in a row”

We appreciate your trust and support.
Mark, Alex, Duke and Amanda Chrisman

Mark Chrisman – NMLS # 8996 – 619-806-7003
mark@markchrisman.com www.markchrisman.com

READERS CHOICE AWARDS 2018
MARCH 28, 2019
THE PENINSULA BEACON

Supporting Local Families

5
Bone Appetit is one of those stores that helps Ocean Beach retain its small town feel. For more than 11 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, 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
1785 Sunset Cliffs Blvd.
(619) 226-6250oneappetit-db.com
When Emily and Jeremy Hastings took over the store, 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 Appétit remains the best place to stop in for all your pet supply needs. Shop small, shop local, shop Bone Appétit.

Bone Appetit O.B. Pet Supply
1785 Sunset Cliffs Blvd.
(619) 226-6250
boneappetit-ob.com

Shore Thing Pet Supply
“We know what dogs and cats love!”
Choose from their selection of healthy, natural and holistic pet foods, including frozen and freeze-dried raw options. They also have a private outdoor self-wash station for those post-beach days. Come use their professional grade tub, blow dryer, shampoos, grooming tools and towels all for just $15. Need something but don’t want to leave the house? They offer free local delivery with no minimum purchase required. Simply call in your order and they’ll bring it to you same day.

Shore Thing Pet Supply
1874 Bacon St.
(619) 458-9181

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-conscious ladies of all generations in mind when selecting her inventory. Tally also has a team of fashionable females to help any customer find the perfect outfit for any occasion.

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

The Black
Ask anyone in Ocean Beach and they’ll know The Black. It’s a tradition. It’s iconic. This store has been in the same location for 50 years! You may recognize 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 from posters and black lights to jewelry and t-shirts. Voted one of the top 10 smoke shops in San Diego by High Times.

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

Services
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 service, 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) 225-9571
alwaysaccurate.com

Stephan’s Cleaners & Tailoring
Besides the professional advice and quality service, emergency repairs and alterations—they just don’t get any nicer than Stephan’s. Look smart with a little help from the pros.

Stephan’s Cleaners
1929 Cable St.
(877) 767-9357

We would like to take this opportunity to thank the fine community of Ocean Beach for making our store a gold winner. It is our honor and pleasure to serve you here at the Newport Quickstop. Come on in and check us out. Thanks again.

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MARCH 28, 2019
THE PENINSULA BEACON
Best Specialty Grocery

Ocean Beach People’s Organic Food Market
With a focus on customer satisfaction, O.B. People’s Organic Food Market strives to meet the needs of each customer that comes through their doors. Celebrating 45 years of business, People’s specializes in organic produce, grocery, and bulk foods, and offers an extensive line of wellness supplements and vitamins, bulk herbs, cruelty-free body care and aromatherapy products, as well as books and unique gifts. Additionally, People’s has an award-winning deli featuring made-from-scratch organic soups, salads, sandwiches, entrées and baked goods. Stop by for live acoustic music on Friday nights and Sunday mornings. Open daily 8 a.m. to 9 p.m.

OB People’s Organic Food Market
4765 Voltaire St.
(619) 224-1387
obpeoplesfood.coop

Peninsula Family YMCA
4390 Valeta St., Point Loma
(619) 226-8888 | peninsula.ymca.org

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

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.

Gallagher Bolander Smedley, LLP
1951 Cable St.
(619) 223-1641
lawgbs.com

Weber & O’Neill

Weber & O’Neill was established in 2016 when attorney Shannon O’Neill purchased the existing law firm “Virginia L. Weber, Inc.” from Attorney Virginia Weber Laskowitz, who was in practice for over 36 years before retiring in May 2017. Shannon worked with Virginia in her Ocean Beach office for approximately a year and a half prior to Virginia’s retirement. Shannon is extremely grateful to have received the Gold Reader’s Choice Award for Attorney during her first year as a business owner and she looks forward to continuing to assist the Ocean Beach and Point Loma communities with their estate planning and probate needs.

Weber & O’Neill
4870 Santa Monica Ave. Ste.2D
(619) 222-5500

Thank You for voting us the Readers Choice Award for Best Attorney 3 Years in a Row!

Virginia Weber Laskowitz, retired & Shannon T. O’Neill

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Weber & O’Neill

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E-mail: Shannon@weberlaw.com
4870 Santa Monica Ave, Ste 2D, San Diego, CA 92107

619-222-5500

Best Attorney 3 Years in a Row!

READER’S CHOICE

#1

READER’S CHOICE

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GOLD MEDAL WINNER

BEST CHILD CARE

GOLD MEDAL WINNER

BEST PILATES

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Joan Bledsoe

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tive energy flow of their spaces while
minimizing their carbon footprint. Referred cleaners will provide a highly
detailed level of service which you can
customize to suit your particular needs.
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cy cleanings, and vacation rental clean-
ings, they do it all.
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tranquilhome.net

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Had a wreck or just sick of looking at all
those door dings? Trustworthy and
dependable, the guys here will get your
vehicle looking better than before in
just a short time. From a smashed win-
dow 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
it’s 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 fran-
chise, size doesn’t matter.
Auto Zone
1950 Cable St.
(619) 223-2397

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

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cerns immediately. Chase is commit-
ted to making their products and
services accessible to meet the bank-
ing and financial services needs of all
customers whether personal, busi-
ness, home loans and more.
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1881 Sunset Cliffs Blvd.
(619) 221-5008

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The Y is so much more than a gym.
We touch the lives of nearly one out
of every nine people in our commu-
nity. From exercise to education, from
basketball to volunteering, from
pre-school to preventative health; The
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learn, grow and thrive.
Peninsula Family YMCA
1370 Sunset Cliffs Blvd.
(619) 222-7901
Inn at Sunset Cliffs
innatsunsetcliffs.com

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Computer Guy Services
Check out this full-service computer
repair shop and Internet cafe, offering
hardware and software repair, print-
ing, virus and spyware removal, data
recovery, networking and on-site ser-
tives. They service Windows PCs and
Apple Macs and specialize in both lap-
top and desktop computer repair and
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Vaio, Gateway, Compaq, Fujitsu, Acer,
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will let you know if it’s worth it to repair
your computer. In most cases, they will
get your computer running as fast or
even faster than it was when it was new.
Computer Guy Services
4870 Santa Monica Ave.
(619) 222-8324
compuyerservices.com

CONTRACTOR
Victor Lund
General Contactor
Lund specializes in coastal renova-
tions locally and throughout San
Diego. However, he and his team of
highly-skilled workers will take on
any size task, from small rooms to
penthouse 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 commu-
nity, Lund has over 40 years of expe-
rience in the construction industry.
Victor Lund General Contractor
P.O. Box 7050, San Diego, CA, 92167
(619) 224-1498

DOG GROOMING (in)
Hair of the Dog
Thank you loyal H.O.T. Dog clients
for voting me #1 again. This year it’s
very meaningful to me because I got
off to a rocky start. In December I was
diagnosed with cervical cancer, so I
spent the first few months of 2019
closed due to appointments and 6
weeks of daily radiation and weekly
chemo. Now, mid March, I am once
again open 5 days a week. I’m not yet
up to full speed but getting stronger
everyday. I couldn’t have made it back
without all of your thoughts, prayers,
warm wishes and cards.
P.S. To answer the burning question:
I did not lose my hair.
Hair of the Dog
4783 Narrangansett Ave.
(619) 223-3080

Best Hotel/Lodging
Inn at Sunset Cliffs
Wake up to ocean sounds and spectacular views. Inn at Sunset Cliffs
featuring newly remodeled rooms. You’ll enjoy the heated pool,
ocean-terrace views, Sunset Cliffs walks or nearby attractions like
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Inn at Sunset Cliffs
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(619) 222-7901
innatsunsetcliffs.com

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THE PENINSULA BEACON
MARCH 28, 2019
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9
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Zed Electric
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D R Y C L E A N E R S
Embassy Dry Cleaners
Clean, pressed clothing is the name of the game at this neighborhood dry cleaners. Each customer receives personal service from the family-owned and family-operated facility. You can even be lazy because it has a drive-up window. Fresh, clean clothes will keep you coming back every time. Need it fast—just ask! Embassy Dry Cleaners 4320 Voltaire St. (619) 523-6621

F IN A N C I A L P L A N N E R
Kali Misrty® Edward Jones
Edward Jones® can help develop your personal investment strategy. Local offices. Personalized plans. Tailored advice. Preparing for your future. 100% accredited. Services include: Asset management, College savings, Financial investments, Retirement planning, Stocks and mutual funds, Wealth management.

Edward Jones 2143 Peinetti Dr. Point Loma (619) 222-1321 edwardjones.com/index.html

I N S U R A N C E A G E N T
Matt Kalia
Matt Kalia of State Farm Insurance serves on the Board of Directors at the OB MainStreet Association and is also a member of the 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! In addition to being very civic minded, Matt also knows pretty much all there is to know about insurance and can put that knowledge to work for you!

State Farm Insurance 4148 Voltaire Ave. (619) 223-1629 mattkalia.com

I N T E R I O R D E S I G N E R
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, non-toxic 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 Ecouluxinteriors.com

L AND S C A P I N G (tie)
Occidental Landscape Inc.
Celebrating our 31st Anniversary of serving San Diego residents and businesses, Occidental Landscape creates outdoor living spaces that will complement your family’s lifestyle. Our services include irrigation, lighting, drainage, ornamental pruning, drought tolerant, maintenance work, arbors and much more! If you can dream it up, Occidental can make it a reality.

Occidental Landscape Inc. 2775 Kurtz St., Point Loma (619) 298-4450

Coastal Sage Gardening
Coastal Sage is more than a gardening center. It’s a highly responsible steward of our global village. They specialize 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? Questions about garden pests, poor soil conditions—give John and staff a call.

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

L O C K S M I T H
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 lather to make it work. You could do a lot worse for $2. Point Loma Locks rocks!

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

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Point Loma Locks 4234 Voltaire St. (619) 224-7947
MORTGAGE BROKER
Mark Chrisman
CMG Financial
Voted the No. 1 Mortgage Agent on the Peninsula seven 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
(858) 693-8980
mark@markchrisman.com

NEWSPAPER
Peninsula Beacon
Independently owned and operated, the Peninsula Beacon and sister papers, Beach & Bay Press and La Jolla Village News, has been delivering award winning local news and advertising to the Peninsula and coastal communities of Ocean Beach, Point Loma, Pacific Beach and La Jolla 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 if you see advertising sales reps Mike Fahey or Mike Long on the street, be sure to say “hi” or call them for their expert advice on increasing your business.
Peninsula Beacon
(858) 270-3103
sbnews.com

PET HOSPITAL/VET
Sunset Cliffs Animal Hospital
Amid practices like non-anesthetic dental care, online prescription refills, snap diagnostics and three exam rooms, 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 environmental-friendly, “green” building. There’s a peace of mind in such an approach.

Sunset Cliffs Animal Hospital
4862 Santa Monica Ave.
(619) 224-0773

PET SITTING
Allison Shea’s Lucky Dog
Professional dog walker, playgroups, house sitting, errands, you name it! Allison can customize a service that’s perfect for you. Your pet will get lots of love and companionship. She’ll take excellent care of your cats, rodents, birds, reptiles and fish as well. She’ll offer expert advice on pet care.

Allison Shea’s Lucky Dogs
2231 Sunset Cliffs Blvd.
(619) 987-6641

ROOFING
Smith Roofing
Quality and integrity have made Smith Roofing No. 1 in roofing! They’ve been providing outstanding workmanship and upgraded materials to clients for more than 16 years. Best roofs, best price, honesty and integrity has earned them a reputation they can be proud of. They will always exceed your expectations. Call to see why they are No. 1.

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

PHOTOGRAPHER
Shugrue Photographs
Tom Shugrue has been taking professional photos locally since 1992. In addition to doing pictures for local schools he specializes in doing portraits at the Beach. So what are you waiting for? Get the family together and head to Shugrue Photography and then head to the beach.

Shugrue Photography
4870 Santa Monica Ave
(619) 224-5845

SHIPPING/PACKING
Ocean Beach Business Center
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. 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 a pleasure.

Ocean Beach Business Center
4876 Santa Monica Ave.
(619) 222-4876
obbusinesscenter

PLUMBER
Dover Plumbing & Heating
Plumbing and heating stuff is a chore at the least and, at best, an annoyance. After all, you bought your house — the largest investment you’ll ever make — so you could enjoy it, right? Let the professionals 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. A+ Rating by the BBB.

Dover Plumbing & Heating
(619) 223-8832

TREE SERVICE
Atlas Tree Service
You can expect professionalism, personal service, and quality workmanship with each job Atlas does. They provide the highest quality tree care using the most efficient, environmentally friendly methods available and complete each job on time as promised. There’s no gimmicks or run arounds. You can always expect service and knowledge that will meet and exceed your expectations.

Atlas Tree Service
(619) 463-1707

PRINTED (tie)
James Gang
The James Gang Company is a professional silk screen printing and specialty printing company. The connection to the OB community is just one example of the James Gang team’s dedication to providing its customers with the best. Quality and customer service is their No. 1 priority. They only use brand name apparel, inks and paper, so the product will last. Stop by and visit their new location on Newport Avenue. Another OB tradition lives on.

James Gang Company
4851 Newport Ave.
(619) 225-1753

Best Contractor
Vic 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 over 40 years of experience in the construction industry.

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

Ocean Beach Business Center
Sunset Cliffs Animal Hospital
Allison Shea’s Lucky Dog
Victor Lund
Shugrue Photographs

Our team of dedicated stylists has made us a favorite for Best Stylist! Thanks for showing us so much love!

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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 we are the Readers Choice year after year. Details SalonSpa
4993 Niagar Ave. (619) 222-6777 detailssalonspa.com

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 YM 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 preventive health, the YM is proud to help its neighbors learn, grow and thrive.
Peninsula Family YMCA
4390 Valeta St., Point Loma (619) 226-8888 peninsulaymca.org

MASSAGE (tie)
Therapy Day Spa
(see listing under Aromatherapy)

Traveling Hands
After a car accident left him unable to perform massage work, Zac, discovered that cannabis infused topicals and their anti-inflammatory and muscle relaxant properties helped to rid him of all pain without the use of opioid-based pain killers. And that was the light bulb moment! Zac decided right then and there to devote his career and passion for helping others by incorporating THC and CBD infused oil into his massage practices and that has made ALL THE DIFFERENCE. He has been a constant educator and advocate of the healing properties and benefits of cannabis. By using these oils to actually provide people pain relief and not getting anyone high, it helps to validate the medical applications of this plant instead of focusing on the recreational side of things.
Traveling Hands Company
(800) 257 3351 info@travelinghandsmassage.com

NAIL SALON
OB Hair & 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 Hair & Nails will definitely give you the best service for the best price! Always clean, always friendly.
OB Hair & Nails
4706 Niagra Ave. (619) 224-7047

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

PERSONAL TRAINER
Nichole Grevelis - Strong & Energized to take on any daily task!! We are grateful and ecstatic to continue bringing over 20 years of experience to you and your neighbors!! "Inspiring about our Personal Training offers and our Adult Stretch & Strength Class" Owner and operated by Nicole Grevelis.

Efficient Working Bodies
4733 Point Loma Ave. elfibodies.com

Best Optometrist
Newport Avenue Optometry
Whether you think glasses are cool or just something you need to see with, one thing you can be sure of is 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
4822 Newport Ave. (619) 222-0559 newportavenueoptometry.com

Best Bike Shop
Bernie’s Bicycle Shop
The shop is still named after Bernie, but owners Roger and Yasuko Lovett and their staff know everything from installing forks on your mountain bike to respooling a wheel. Locals say the prices are far and away the best, too, with ironclad guarantees on service. One guy says you’re a traitor if you don’t come to Bernie’s for your biking needs. Bikes for all ages, safety gear—you’ll find it here.
Bernie’s Bicycle Shop
1911 Cable St. (619) 226-7084

HAIR SALON (tie)
Electric Chair Salon
Their stylists are the backbone of the business and some have been providing quality work here for more than 20 years. It’s that consistency that has made the Electric Chair Salon an Ocean Beach icon. While they celebrate their long time stylists, they also welcome new faces. Young up and coming stylists add a blast of energy and fresh ideas to the shop. What’s your style?
Electric Chair Salon
4944 Newport Ave. (619) 223 1112 electricchairsalon.com

Efitbodies.com
Efficient Working Bodies
4733 Point Loma Ave. (619) 224-7084

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Traveling Hands Company
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4706 Niagra Ave. (619) 224-7047

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OPTOMETRIST
Eli Ben-Moshe, OD
Newport Optometry
(see listing under Best Eyeware)
4944-B Newport Ave.
to get the best results and look you’re ies. They will counsel you about how decision on how to change their bod-
viding patrons with the experience specialists, the staff is focused on pro-
profession as an art form. As piercing application industry, it seems everybody
With the growth of the body-modifi-
Apogee Body Piercing
With the growth of the body-modifi-
Pilates
Sunset Cliffs Pilates
You will find a beautiful pilates studio conveniently located i block from the ocean. They offer private and semi-
Details Salon
4993 Niagara Ave., Suite #205 (619) 222-6777
Erica Hartman@OB Waves
Erica Hartman, owner of OB Waves, continues to work behind the chair as a full-time stylist. Her advanced edu-
care products by Aveda and by hiring one of the many professionals trained
Details Salon
4993 Niagara Ave., Suite #205

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 immunizations programs are just two ways it does that. Minute Clinic to passport photos, you’ll find it at CVS.
CVS Pharmacy
4949 Santa Monica Ave. (619) 222-1457

PIERCING
Apogee Body Piercing
With the growth of the body-modifi-
Pilates
Sunset Cliffs Pilates
You will find a beautiful pilates studio conveniently located i block from the ocean. They offer private and semi-
Details Salon
4993 Niagara Ave., Suite #205

 Wellness Experience
The Sanctuary Wellness Experience is a place for education in the three pillars of health: mind, body, and spir-
it. Their goal is to help guide you into a space where you can reset your mind, recharge the body, and redis-

YOGA FACILITY
Elka Yoga & Wellness Studio
Elka Yoga & Wellness Studio understands that everyone has a unique recipe for wellness. There truly is something for everyone with their diverse and holistic offerings. Their classes include: Mat Yoga, Outdoor Aerial Yoga, Kids Classes Child Care, Life-Changing Teacher Trainings, Meditation, Sound Healing, Highest Quality Massage, Facials, Acupuncture, Yoga Therapy & Healing Energy Services AND Beautiful Indoor & Out-
doorSpaces to Rent for Your Parties & Events, Free Community Events, Free Aromatherapy Classes AND SO MUCH MORE!! Check their website for classes, workshops, fun monthly events and everything you need to THRIVE! In a prepcitation, mention the Beacon and receive your 1st Month Unlimited Mat & Aerial Yoga Classes for only $20 ($c $4 month min agreement) or only $9 with no min agreement. Breathe = Transform = Thrive
Elka Yoga (619) 762-YOGA (9642)
4166 Voltaire St.
elkayoga.com

Thank you readers for your voting participation!
Thank You OB & Point Loma! For voting us a Readers Choice Winner
The Readers Choice for over 25 years on the Peninsula. Thank you for you support.

Residents read the Peninsula Beacon on a regular basis.

*Audit performed by CVC (2005) shows over 90% of the residents read the Peninsula Beacon on a regular basis.

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