Driven by a withering economy that has made every dollar precious, Peninsula residents are perhaps a little more choosy than usual these days. So when we asked readers to pick the “best of” when it came to retail and services in the Point Loma and Ocean Beach areas, it’s clear residents were mindful of value and getting the most bang for their buck.

Of course, no great business can assemble a fan base just on a great price alone. Merchants win over customer loyalty with creativity, professionalism, awesome selection and top-flight service — something Peninsula folks have come to expect. Whether they are community fixtures or upstarts, silly or serious retail venues, critical or optional services, local merchants are a class act — and our readers agree.

Here, in the The Peninsula Beacon Readers Choice Awards 2010, you’ll find the results of paper and online balloting covering the gamut of retail and service businesses in Point Loma and Ocean Beach.

The ballot results paint a stellar canvas of services and a host of health and beauty options that contribute to well-being and a sense of self-betterment.

From the compassionate, caring dentist you entrust with that excruciating tooth pain to the outlet where you can scoop up the hottest, sexiest new skirt or high-heeled shoes — even the business that tends to your personal errands and annoying little details of everyday life you simply don’t have time to get to with your busy schedule — readers weighed in on the best of the best in our vibrant slice of America’s Finest City.

The awards spilling over the following pages recognize the people and places that make our unique beach communities what they are. The nominees and winners were chosen by our loyal readership, which we value so highly. Take a look inside at this year’s Peninsula Beacon Readers Choice Awards — a true insider’s judgment of the merchants and service providers who are the backbone of the Peninsula’s exceptional business community.

Kevin McKay, editor
The Peninsula Beacon
RETAIL / SHOPPING

Antiques
- Newport Ave. Antiques Center
- Newports Ave. Antiques
- Cottage Antiques
- Karen’s Consignment

Apparel (Children’s)
- Point Loma Outfitters
- Target

Apparel (Men’s)
- South Coast Surf Shop
- Point Loma Outfitters
- Old Navy
- Target

Apparel (Women’s)
- Point Loma Outfitters
- Dream Girls

Art Gallery
- OB Centric
- Falling Sky
- Bone Appetite Essence Africa

Auto Sales
- OB Auto Warehouse

Automotive Parts/Supplies
- Auto Zone

Beads
- The Black Bead
- Gem Mall
- Moe’s Beads & Stones

Belt Place to Buy Beads
- Dream Girls
- The Closet

Bicycle Shop
- Bernie’s Bike Shop
- Moment Cycle Sport
- Performance Bike

Book Sales
- Book Star
- Guitar Gnome

Cell Phone Repair
- Verizon
- AT&T
- Sprint

Convenience Store
- 7-Eleven
- OB Quick Stop
- ABC Liquor

Discount Store
- TJ Thrift
- TJ Maxx

Eye Wear
- Newport Avenue Eyewear
- Assorted Eyewear

Fashion accessories
- The Closet
- Dream Girls
- Lola Luna

Floor Covering
- Bell Tile
- Cole’s Carpeting

Furniture Store
- Malletts
- Karen’s Consignment Gallery
- Jerome’s

Grocery Store
- Fresh & Stamps
- Olive Tree Marketplace

Grocery Store (Specialty)
- Olive Tree
- Banan’s OB People’s Food Co-op
- Trader Joe’s

Hardware/Building Supplies
- Ocean Beach Hardware
- ACE Hardware
- Home Depot

Health Care/Pharmacist
- OB Peoples

Hotel/Lodging
- Ocean Villa Inn
- The Pearl
- Humpery’s Inn at Sunset Cliffs

Jewelry Store
- Gary Gilmore
- Blond Stone
- Jacob’s & Spadea

Nursery / Garden Shop
- Walter Andersons
- Caualtage
- Armstrong Nursery

Pet Store
- Bone Appetite
- Petco

Pharmacy
- Shelter Island Drug
- Rite Aid
- CVS

Resale Shop
- Girls from the Park
- $2 Thrills
- VFW

Shoe Store
- Lola Luna
- South Coast Surf Shop
- Famous Footwear

Skate Shop
- OB Surf & Skate
- South Coast Surf Shop
- Pride & Skate

Sporting Goods
- Sports Chalet
- OB Surf & Skate
- Big 5

Surf Shop
- South Coast Surf Shop
- OB Surf & Skate

Swimwear
- South Coast Surf Shop
- OB Surf & Skate

SALES

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- Cottage Antiques
- Karen’s Consignment

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- Target

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- South Coast Surf Shop
- OB Surf & Skate

APPEAL - women’s

The Closet

This boutique offers a variety of affordable women’s clothing and accessories. Purposes to earrings, ladies can gather up hot fashion items without spending much money. The Closet carries the latest tops, dresses, and jackets. Typically known for its trendy items, it has wardrobe basics as well. Tanks, yoga pants and jeans are among its collection. Look for the latest jewelry and fall apparel inside the store.

The Closet
- 11876 Newport Ave., Ocean Beach
- (619) 222-2999

ART GALLERY

OB Centric

This artist cooperative supports local culture and creates a dynamic environment in which to bring musi-
mall, but it packs a wallop in terms of price, selection and convenience to the Ocean Beach community. Everything from aftermarket parts to decorative accessories is here, and there’s even a friendly face behind the counter to give you change for the laundromat next door. Just ask. But be nice, ‘k?

Auto Zone
1950 Cable St, Ocean Beach (619) 223-2397 www.autozone.com

BEADS
The Black Bead
When you first enter this thriving little shop, you’ll probably get dizzy from the whirlwind of colors, shapes and strings. The shelves are overflowing; the walls are alive with patterns; trinkets hang above your head. Readers and crafters come from literally all over the world to visit this well-known shop. From one-of-a-kind rare beads to hand-blown glass to Bali silver and Swarovski crystals, the Black Bead has something for everyone.

The Black Bead
5003 Newport Ave., Ocean Beach (619) 222-2115 www.theblackbead.com

BEST PLACE TO BUY JEANS
Dream Girls
Jeans, jeans, jeans! Dream Girls has a friendly staff and helps each guest find the perfect fit for her body. No need to leave the neighborhood when brands like Flying Monkey, Just USA and Miss Me denim options are right at your fingertips. The shop is still named after Bernie, but owners Roger and Yasuko Lovett and their staff know everything from service. One guy says you’re a traitor if you don’t come to Bernie’s right there.

Dream Girls
5054 Newport Ave., Ocean Beach (619) 223-4836

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 respoaking a wheel. The locals say the prices are fair 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. That’s enough right there.

Bernie’s Bicycle Shop
1971 Cable St, Ocean Beach (619) 224-7084

BOOKSTORE
Bookstar
The building that houses this Point Loma business is no stranger to visual media like books. It used to be a theater — which also means it’s huge inside. That translates into lots and lots and lots of product, the kind of volume and prices you’d find at the chains. It’s also just as accessible as the bigger stores, on Rosecrans Place just shy of Lytton Avenue near the I-5. Bookstar probably has what you’re looking for, and it’s only a hop and a skip away to boot.

Bookstar
3150 Rosecrans Place, Point Loma (619) 225-0465

CELLULAR PHONE
Verizon Wireless
Verizon Wireless operates the nation’s largest and most reliable wireless voice and 3G network. Verizon is also the largest wireless carrier...
Thank you for choosing us the Readers Choice for Hardware Supplies
2 YEARS IN A ROW!
Your Local Independent Hardware Store for 90 Years!
Ocean Beach Paint & Hardware
Problem Solvers Since 1919
4871 Newport Avenue, Ocean Beach
(619) 223-3083

Thank you for choosing us the Readers Choice for Hardware Supplies
2 YEARS IN A ROW!
Your Local Independent Hardware Store for 90 Years!

Verizon Wireless
3505 Sports Arena Blvd., Suite A, Point Loma
(619) 523-4500
www.verizonwireless.com

CONVENIENCE STORE
7-Eleven
Several locations are conveniently located throughout Point Loma and Ocean Beach. Thank goodness you didn’t have to pick just one! We love them all. Slurpies, Big Gulps, donuts and a huge assortment of sundries are all reasons 7-Eleven keeps everyone happy. Dependable and open late, running in to grab a snack or a 12-pack can be done easily in a matter of minutes. You can even buy presents for anniversaries and birthdays. They sell everything from Wii to iTunes gift cards. For a detailed list of locations check out their website.

(800) 255-0711
www.7-eleven.com

DISCOUNT STORE
$2 Thrill
Full of possibilities, this thrift store carries books, LPs, DVDs, clothing, and VHS. One person’s hand-me-downs are another person’s treasures. Everything is $2 — over and nothing under. Inside, shoppers can find clothing enough to make numerous outfits for several members of the family. From work to school to beachwear, there is apparel enough for all. Don’t forget to check out the possible diamonds in the rough on hand that will enhance a CD, record or tape collection. The assortment of goods is always changing.

$2 Thrill
4871 Newport Ave., Suite B, Ocean Beach
(619) 222-2772

EYEWEAR
Newport Avenue Optometry
No wonder one local thinks this is the best place in town for all things ocular. Not long ago, he’d had a metal fragment removed from his eye here. Everything’s fine now, and the guy’s probably a customer for life. That means he gets to choose from scores of lenses and frames, furnished by a courteous and friendly staff — as nice as they come, emergency or not.

Newport Avenue Optometry
4822 Newport Ave., Ocean Beach
(619) 222-0559
www.newportavenueoptometry.com

FASHION ACCESSORIES
The Closet
(see under APPAREL, women’s)

DISCOUNT STORE
$2 Thrill

FLOOR COVERING
Bell Tile
Really, now. How often do you admire somebody’s floor in the same way you check out the wall decor? Pretty often, that’s how often. Especially if the floor covering is from Bell Tile. Bell is a ceramics contractor that can take any surface and style it in any pattern and texture at just about any price. Go ahead. Let em at that long-neglected floor, the one with all those heel-shaped divots. You’ll worship the ground you walk on.

Bell Tile
3677 Voltaire St., Point Loma
(619) 222-1315

Thank you for voting us the Readers Choice for APPAREL & FASHION ACCESSORIES

Thank you for choosing us the Readers Choice for
FASHION ACCESSORIES

Valued Customers present this coupon to receive a discount of 10% OFF

619-222-2999
4878 Newport Ave. Ocean Beach
Visit Our Store in PB at 4475 Mission Blvd

Buy 1, Get 1 FREE*

10% OFF

39339 Iowa St.
North Park
(619) 222-2772

2 Thrill
4871 Newport Ave., Suite B, Ocean Beach
(619) 222-0711

20,000 copies are delivered door-to-door to homes, businesses and high-traffic locations throughout the Peninsula.
FURNITURE STORE
Mallory’s New Furniture
Turns out that 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., Ocean Beach
(619) 226-0236

GROCERY STORE
Fresh & Easy
This neighborhood market offers many of its own branded products because it believes that grocery shopping should not cost an entire paycheck. The store also wants its customers to be able to purchase freshly-prepared meals that support a healthy lifestyle. The meals contain no artificial colors or flavors. You will also find many recognizable family-friendly, top-brand food selections at low prices. The store boasts “green” building strategies, like a simple cement floor and LED energy-efficient lighting. Whether a shopper’s needs are gluten-free or just being socially conscious of their purchases, this market will serve them all.
Fresh & Easy
955 Catalina Blvd., Point Loma
(619) 221-0073
www.freshandeasy.com

GROCERY (specialty)
Olive Tree Marketplace
The one bad thing about the Olive Tree is that the deli is only open until 6 p.m., and that means you
can’t get a fresh OB Special sandwich with everything on it after that. 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 new 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. Heaven.

Olive Tree Marketplace
4805 Narragansett Ave., Ocean Beach
(619) 224-0443
www.olivetreemarket.com

Hardware/Building Supplies
Ocean Beach
Paint & Hardware
Seems like these guys know more about paint and hardware than the people who invented them. One cashier even had an answer for the best type of lighting against a certain obscure grain of tile; that alone almost qualifies her as an interior decorator. The answers to these and other pressing questions await within, not to mention an incredible range of supplies for you do-it-yourselfers. Yep. This place knows what it’s going. After all, it’s only 90 years old.

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

Gary Gilmore Goldsmith, gold medal award winner for Jewelry Store, has been serving the Peninsula for over 30 years. The whole Gilmore family looks forward to helping you find that perfect piece of jewelry.

(From left) Alex, Beth, Vanessa & Gary.

Prentice St. Clair President
Detail In Progress, Inc.
619.701.1100
www.detailinprogress.com

Would Like To Thank All Those Who Voted Us:
The Best Auto Detailer In The Peninsula
Serving The Peninsula Since 1989

Gary Gilmore Goldsmith, gold medal award winner for Jewelry Store, has been serving the Peninsula for over 30 years. The whole Gilmore family looks forward to helping you find that perfect piece of jewelry.
HEALTH FOOD/NUTRITIONAL
Ocean Beach People’s Organic Food Market
OB’s resident food co-op is a member-owned vegetarian market that’s been around since 1971. It offers an extensive selection of organic produce, grocery, dairy and bulk foods and herbs, as well as vitamins and homeopathics, cruelty-free bodycare items and aromatherapy products. There’s a full-service 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).
Ocean Beach People’s Organic Food Market
4765 Voltaire St., Ocean Beach (oddly enough) (619) 224-1387 www.obpeoplesfood.coop

HOTEL/LODGING
Ocean Villa Inn
If you like your accommodations about 100 yards from the beach (and a staff as welcoming as the vista), Ocean Villa Inn is for you. And if the beach isn’t enough, please know that the place is located near many famous San Diego attractions like SeaWorld and the San Diego Zoo. Some 50 recently renovated guest rooms await, although you’ll probably only need one. Bring your dog, too.
Ocean Villa Inn
5142 W. Point Loma Blvd., Ocean Beach (619) 224-3481 www.oceanvillainn.com

JEWELRY STORE
Gary Gilmore Goldsmith Jewelers
Trends in jewelry may come and go, but the one lasting belief that has guided this business since its opening in 1978 is its focus on quality of workmanship and materials. Gary Gilmore takes pride in designing custom jewelry, whether making a new piece of jewelry destined to become an heirloom or repairing an important piece already in your collection. Stop in and see their jewelry gallery and wonderful assortment of gift ideas, including hand-blown glass pieces by Correia. You’ll like what you see.
Gary Gilmore Goldsmith
4857 Newport Ave., Ocean Beach (619) 225-1137 www.gggoldsmith@cox.net

NURSERY
Walter Andersen Nursery
This Point Loma store is full of history. It was built in 1942 as the cafeteria for the Consolidated Vultee Aircraft Plant (Convair), which was located across the street. For the last 30 years, the building has seen Walter Andersen Nursery grow and hold to the high standards of customer service, quality and selection that Walter Andersen Sr. started with in 1928. As back then, Andersen has the greatest selection of plant material in San Diego.
Walter Andersen Nursery
3642 Enterprise St., Point Loma (619) 224-8271 www.walterandersen.com

PET STORE
Bone Appetit
Follow your dog’s nose to Bone Appetit Ocean Beach Pet Supply, where they carry a great selection of high-quality pet foods and supplies. Your pet will have a great time spending their allowance on any number of toys, treats, leashes, flea control or even ice cream made especially for pets. Can’t make it to
the store? They will deliver locally to the Ocean Beach and Point Loma areas. Bone Appetit prides itself on outstanding customer service and supports the community by offering locally-made products. Come down to Bone Appetit for a free treat, where pure always wins — (Children must be on leash.)

Bone Appetit O.B. Pet Supply
4845 Newport Ave.  (619) 226-6262
www.boneappetit-ob.com

PHARMACY
Point Loma Shelter Island Drug
This drug store is a great neighborhood pharmacy and not at all a way home from work, this drug store thanks the wonderful community of OB/Point Loma for all of their support. We are so happy to be back. We missed you!

Girls from the Park
3034 Canon St., Point Loma  (619) 226-0043
www.girlsfromthepark.com

SCOOTER/MOTORCYCLE SHOP
Point Loma Scooter
A European-style boutique, this scooter shop creates a loyal customer base while maintaining a high level of service across the board. It’s difficult not to want a shiny, gas-friendly, wallet-friendlier scooter once you enter the showroom. They sell parts and accessories, in addition to a wide range of scooters for the well-seasoned riders or those newer to the sporty transportation. Full service and maintenance is also available. The business, though only open since 2006, works with several local non-profits and hosts a first-Saturday of the month ride. The owner, Eric Dutra, has been actively involved with all things scooter since 1985.

Point Loma Scooter
3017 Calton St.  (619) 223-7246
www.plscooters.com

SHOE STORE
Lola Luna
The fun name rolls off your tongue as quickly as your foot can slip into one of their fantastic pairs of shoes. The boutique that sells clothing, vintage-style jewelry and accessories sells shoes for any and all occasions. But you don’t really need a reason at all to purchase a new pair of high heels or sandals. On top of that, the accessories and a possible new outfit are in all around, so all those new shoes can be properly outfitted at the time of purchase. The sale prices are a steal. It’s no wonder heels and toes can’t resist slipping into the pretty shoes.

Lola Luna
3017 Calton Ave., Ocean Beach  (619) 222-6811

SURF & SKATE SHOP
Ocean Beach Surf & Skate Board
Here you thought Off Surf and Skate only sold surfboards and skateboards. The fact of the matter 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. They keep your passion, and they’ll orchestrate something for you accordingly.

Ocean Beach Surf & Skate
4976 Newpport Ave., Ocean Beach  (619) 225-0674

SPORTING GOODS
Sport Chalet
These outlets are huge, with lots and lots of stuff for all kinds of sports — some of which haven’t even been invented yet. What’s unique about the Point Loma shop is its accommodations for scuba-crazy San Diegans. It’s got a training facility that includes a big, fat pool. But you’ll find everything else here too, including gear for that cute little variation of ice hockey they play on Mars.

Sport Chalet
3695 Mission Dr., Point Loma  (619) 224-6777

SLF SHOP
South Coast Surf Shop
(see under MEN’S APPAREL)

SURF SHOP
South Coast Surf Shop
(see under MEN’S APPAREL)

FINANCIAL 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., Ocean Beach  (619) 225-9571
www.alwaysaccurate.com

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
www.architects-hgw.com/

ATTORNEY
Virginia Weber
Virginia boasts an AV peer review rating for her legal services — the highest peer review available from Martindale-Hubbel. With a professional legal resume dating back nearly 30 years, Weber has reached the height of professional excellence and is recognized for having the highest level of legal abilities. She specializes in probate, estate planning, living wills, power of attorney, business law, contracts, leases, adoptions, trust management and much more.

Virginia L. Weber, Inc.
4817 Santa Monica Ave., #D
San Diego, CA 92107
(619) 222-2500

AUTO BODY DETAIL
Detail In Progress
Prentice St. Clair has turned auto detailing into an art. For 15 years, he has perfected the practice of rejuvenileing neglected vehicles and maintaining the value of new ones. With all of that experience, why would he name his business Detail In Progress? Well, Prentice is committed to finding new methods and better products to improve his detail service. Always on the cutting edge, he understands how hard it is in today’s world to part with your vehicle. For this reason, Prentice has a mobile service, where he can come to you at your home or office, make overnight appointments, or even have your car delivered back to you before you even notice its gone.

Detail In Progress, Inc.
3549 Carleton St., Point Loma  (619) 701-1100

AUTO BODY REPAIR
Ocean Beach Auto Body
Got in a wreck or just sick of looking at all those door dings? Trustworthy and dependable, the guys here will get your vehicle back to itself in a short amount of time. From a smashed window to a crashed bumper, it’s nice to know there’s a shop in O.B. 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., Ocean Beach  (619) 223-1232

It’s no accident we were voted #1 as Best Insurance Agency.
Thank you for voting for us.

We have been happy to serve the Peninsula for over 50 years.
This year our team is ready to handle your insurance needs.

Matt Kalla, Agent
State Farm Insurance Companies
1/84425
619-223-1629
4148 Voltaire St, San Diego
www.mattkalla.com

Edward C. Dutra, Agent
State Farm Insurance Companies
1/84425
619-223-1629
4148 Voltaire St, San Diego
www.mattkalla.com

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Ocean Beach Auto Body
4856 Voltaire St., Ocean Beach  (619) 223-1232
Girls From The Park gold medal winner for Resale Shop new location at 3034 Canon Street.

The folks at Southcoast Surf Shop, Readers Choice gold medal winner for the Surf Shop category, can set you up with the board and accessories that are perfect for you. In fact, they can even find you a matching outfit!
Ocean Beach Tire Center and Auto Repair
One local recently happened into this shop looking for a wheel that would pair with his spare tire. “I can sell it to you,” the proprietor said, “but it’ll cost you about $50.” He then referred the customer to a less expensive business. That’s life at this place — it’s too short for any-thing but old-fashioned honesty.

Ocean Beach Tire Center
4893 Newport Ave., Ocean Beach
(619) 758-7663

Sunrise Bank
Sunrise Bank is a local community bank dedicated to serving the needs of the Point Loma community. The bank is involved in and supports numerous Point Loma organizations and events while many of the Bank’s dedicated employees volunteer countless hours in support of their community. Sunrise Bank offers the best financial products and services for its business and individual cus-tomers — from lockbox and remote deposit capture to loans and lines of credit for expanding and growing businesses. Formerly Point Loma Community Bank, Sunrise Bank now has three San Diego County loca-tions and one in the Coachella Valley. President Tony Calabrese and his fellow directors are local busi-ness professionals, and at Sunrise Bank, all lending decisions are made locally. However, it is our outstand-ing customer service that sets us apart! Thank you to our loyal cus-tomers and friends for honoring us as the Best Bank in Point Loma for the third year in a row!

Sunrise Bank
1350 Rosecrans Street, Point Loma
(619) 243-7900
www.sunriselinkbank.com

Car Wash
Genie Carwash
and Oil Change
Who wouldn’t have time to get a car-wash when free wireless Internet is available there to let you still get things done and make life easier? You can take your smartphone with you and not miss a beat. Genie sells all kind of car accessories, greeting cards and munchies. With several locations throughout the San Diego region, they know how to make cus-tomers’ cars sparkle despite that harsh sea air. Don’t forget to check the website for coupons, because there are many great deals available. So grab a seat on one of the big couches and enjoy waiting for your freshly-cleaned car to appear.

3949 W. Point Loma Blvd.
San Diego, CA
(619) 223-6830
http://geniecarwash.net

CARPET CLEANER
Ecoclean Services
Too often, cleaning products contain ingredients that release poisons into the environment, spawing allergic reactions, breathing problems and many other effects that can be potentially harmful to humans and animals. The folks at Ecocean use no such products, and they have vacuum fibers that eliminate virtu-ally all release of dust into the air. Ecocean not only just cleaned your carpet; it made your whole house safer.

Ecocean Services
1869 Bacon St., Ste. 110, Ocean Beach
(619) 226-7847
www.ecocleanservices.com

Thank You!
Point Loma & Ocean Beach
for voting us as one of your FAVORITES
for AUTO REPAIR

Sunset Garage
619-224-2929
1946 Bacon St. Ocean Beach
Visit us at www.sunsetgarageob.com

Gold medal winner for martial arts studio USA Freestyle Karate.

AUTO REPAIR
Ocean Beach Tire Center and Auto Repair
One local recently happened into this shop looking for a wheel that would pair with his spare tire. “I can sell it to you,” the proprietor said, “but it’ll cost you about $50.” He then referred the customer to a less expensive business. That’s life at this place — it’s too short for any-thing but old-fashioned honesty.

Ocean Beach Tire Center
4893 Newport Ave., Ocean Beach
(619) 758-7663

Sunrise Bank
Sunrise Bank is a local community bank dedicated to serving the needs of the Point Loma community. The bank is involved in and supports numerous Point Loma organizations and events while many of the Bank’s dedicated employees volunteer countless hours in support of their community. Sunrise Bank offers the best financial products and services for its business and individual cus-tomers — from lockbox and remote deposit capture to loans and lines of credit for expanding and growing businesses. Formerly Point Loma Community Bank, Sunrise Bank now has three San Diego County loca-tions and one in the Coachella Valley. President Tony Calabrese and his fellow directors are local busi-ness professionals, and at Sunrise Bank, all lending decisions are made locally. However, it is our outstand-ing customer service that sets us apart! Thank you to our loyal cus-tomers and friends for honoring us as the Best Bank in Point Loma for the third year in a row!

Sunrise Bank
1350 Rosecrans Street, Point Loma
(619) 243-7900
www.sunriselinkbank.com

Car Wash
Genie Carwash
and Oil Change
Who wouldn’t have time to get a car-wash when free wireless Internet is available there to let you still get things done and make life easier? You can take your smartphone with you and not miss a beat. Genie sells all kind of car accessories, greeting cards and munchies. With several locations throughout the San Diego region, they know how to make cus-tomers’ cars sparkle despite that harsh sea air. Don’t forget to check the website for coupons, because there are many great deals available. So grab a seat on one of the big couches and enjoy waiting for your freshly-cleaned car to appear.

3949 W. Point Loma Blvd.
San Diego, CA
(619) 223-6830
http://geniecarwash.net

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Sunset Garage
619-224-2929
1946 Bacon St. Ocean Beach
Visit us at www.sunsetgarageob.com

Gold medal winner for martial arts studio USA Freestyle Karate.
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pointlomaflorist.com  
3021 Canon St.
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COMPUTER REPAIR
Overboard Computer Solutions
Quick. Name us a small business that can support an information tech staff, especially in this recession. Can’t, can ya? That’s where Overboard comes in. It specializes in filling that gap with onsite computer and network repair and security, virus and malware removal and tech stuff like that, and they’ll come to your place to do it.

Overboard Computer Solutions
On a boat somewhere off Ocean Beach/Point Loma
(619) 222-6841
www.overboard.com

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 guttification 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 32 years of experience in the construction industry.

Victor Lund General Contractor
R.O. Box 7050, San Diego, CA, 92167
(619)224-1499

D R Y C L E A N E R
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.

Embassy Dry Cleaners
4320 Voaltare St.
(619) 223-6621

ELECTRICIAN
Zed Electric
Zed Electric has been serving the area since 1995. It specializes in residential and commercial electrical service work and performs repairs, maintenance, modifications and additions to the systems of existing buildings. In other words, its six full-time techs put themselves on the line so you don’t get zapped. Whatever your needs, you can be confident that Zed Electric will perform to your satisfaction.
Zed Electric
2195 Catalina Blvd., Ocean Beach
(619) 224-2748
www.zedelectric.com

FINANCIAL PLANNER
LPL Chip Messenger
Chip Messenger and his reliable team will help you align your financial choices with your values. They will help you decide what is important to you and your family, and put your financial investments in conformance with those ideals. This office teaches as it helps you plan for the future. Retirement planning and trust services are all part of the this company’s repertoire.

LPL Chip Messenger
4325 Voaltare St.
(619) 573-4738
www.lploceanbeach.com

F L O R I S T
San Diego Bay Flower Co.
Flower shops are extremely cool in recessionary times like these. But there’s nothing humorous in the incessant little handyman jobs that crop up around your home, like landscaping, painting, electrical work and plumbing — all the stuff you don’t know how to do. That’s where Fredz comes in, and at a supremely competitive price.
Fredz Handyman Service
2242 Soto St., Point Loma/Ocean Beach
(619) 223-9236
www.fredzhandymanservice.com

I N S U R A N C E A G E N T
Matt Kalla
Insurance Agency
State Farm started selling insurance about 87 years ago. Matt Kalla hasn’t been with the company quite that long, but he’s old enough to know how to help protect your family in the matter to which it’s accustomed. In recessionary times like these, Matt can be your best friend.
State Farm Insurance
4418 Voltaire Ave.
(619) 223-9238
www.mattleeinsurance.com

I N T E R I O R D E S I G N
Belle Maison
Seacoast Interiors
Furnishers can’t help but to stop and look through Belle Maison’s grand glass door to ogle the beautiful displays and unique treasures within. Inside Carolyn Stankeit’s full-service interior design company is a unique assortment of furniture, rugs, lighting accessories and art that she has used for companies such as Ralph Lauren and F femore Furniture. Carolyn offers myriad of design services for home, office, commercial projects, and even boats.
Belle Maison Seacoast Interiors
4896 Newport Ave., Ocean Beach
(619) 221-9484
www.bellemaisoninteriors.com

L A N D S C A P E / G A R D E N I N G
Coastal Sage Gardening
Coastal Sage is more than a garden ing 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
**TRAVEL AGENCY**

Carefree Vacations
Do you dream of that perfect vacation, but dread the hassle of planning it? Believe it or not, the travel specialists at Carefree Vacations actually enjoy planning your vacation! Whether you are looking for a family-friendly cruise, an exotic adventure in the African Sahara or just some local fun on a chartered yacht, let the destination specialists at Carefree Vacations assist you in all aspects of your travel needs. They will find you the most exclusive deals, renew your visa or passport or just provide some expert travel advice to take the stress out of your next getaway.

Carefree Vacations
2927 Calton St., Point Loma
(619) 225-6665
www.carefreevacations.com

**PLUMBER**

Dover Plumbing & Heating
Plumbing and heating stuff is a chore at 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 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
4007 W. Point Loma Blvd., Point Loma
(619) 223-1322

**PRINTING**

BK Printing
There’s normally quite a price tag on that four-color print job the boss has you farm out. So next time, take it to BK Printing and impress him with your cost-effectiveness skills. BK can help with jobs of all sizes, sell you business cards, print posters and flyers to boot!

BK Printing
5059 Horsetail Ave., Ocean Beach
(619) 225-1041
www.bkprinting.com

**PACKAGING & SHIPPING**

Saffran Packaging and Shipping
Here’s a twist on the usual format among shipping businesses: at Saffran Packaging and Shipping, you can shop for cool gifts and send them from here, because Saffran has an Ocean Beach-intensive gift shop. Jewelry, cards, stuff to wear and some other things are available here for friends and family. Go ahead. Rub their noses in OB a little. You get to enrich your contacts and the peeps back home get a neat present. Everybody wins. And packaging and shipping is where these folks really shine, which is why you chose them as the best around.

Saffran Packaging and Shipping
4076 Santa Monica Ave., Ocean Beach
(619) 222-4876
www.saffrancorp.com

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Nature, artistry and well-being are a part of every Aveda cut, color and facial we offer. Each appointment begins and ends with at least one of our five, free Aveda Sensory Rituals — from a Cup of Comforting Tea to a Stress-Relieving Neck and Shoulder Ritual. Plus, Details SalonSpa carries the entire Aveda line, so you can find what you need to continue the experience at home.

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California Contractor License #626697

619.224.2748
WWW.ZEDELECTRIC.COM

ALTERNATIVE HOLISTIC HEALTH
Ocean Beach Wellness Center

The medical marijuana cooperative in Ocean Beach provides a vast array of quality medical marijuana strains, tinctures, topical balms and salts, and edible snacks in a clean, friendly environment. The Ocean Beach Wellness Center seeks to raise awareness about the effectiveness of hemp as an organic and eco-friendly solution to reducing nausea induced by chemotherapy, reducing intracerebral pressure in patients with glaucoma, and reducing muscle spasms in patients with neurological disorders. Visit the Ocean Beach Wellness Center for more information.

Midway Chiropractic

Chiropractor

Midway Chiropractic offers a choice to say that their skill gets at the source of a medical problem rather than just the symptom(s). They may well be on to something, as the mainstream medical community is beginning to warm to the idea of alternative therapies gaining in popularity. Dr. Brian White is a leading proponent of this modality.

DAY SPA

The Sanctuary

(see entry under MASSAGE)

DENTIST

Michele Yamada, DDS

Dr. 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 ideas of fun, friendship and team work to patients is also of the utmost importance. New patients are always invited to discover the wonderful treatment options offered by Michele Yamada, DDS

1802 Cable St., Ocean Beach
(619) 223-3423
www.oceanbeachtodental.com

HAIR SALON

Bellezza

Your appearance is Bellezza’s highest priority. The Ocean Beach hair salon offers a full menu of services, including coloring, cuts, and styles for any type of hair. The hair-care professionals treat each client as an individual with his or her own unique set of needs and desires. Appointments are scheduled according to each professional’s area of expertise, so you can be sure to have a hair-care specialist that fits your specific needs. At your appointment, the professional stylists will also help you select the best hair care products for your lifestyle, assuring that you are satisfied with your services for a long time after you walk out of their door.

Bellezza

4390 Valeta St., Ocean Beach
(619) 222-0129

ESTHETICIAN

Karen Spence

Karen is nearly a one-woman show at Details Salon Spa in Ocean Beach. She does it all — from skin rejuvenating facials to self-renewal massages to comfortable plant-based waxing. She incorporates environmentally-friendly products in all of her services to help protect and restore both your skin and the environment! Whether you are seeking out a relaxing customized massage to de-stress after a difficult week or a firming facial to look years younger, visit Spence to discover your skin’s true potential at Details Salon Spa.

Details Salon Spa

4993 Niagara Ave., Ocean Beach
(619) 222-6777
www.detailshairsalon.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 Y is no exception. The neighborhood venue offers aquatics, fitness and youth programs and is a leading proponent of this modality.

Peninsula Family YMCA

in and out in no time!

mary care physician, and you will be concerned if patients are treated promptly and professionally at Shelter Island Medical Group. Dr. Chambers and his highly-trained staff at the general and family practice in Point Loma make going in for an annual checkup a breeze. The staff is friendly as soon as you walk in the door, and Dr. Chambers really listens to his patients’ concerns. Make Dr. Chambers your primary care physician, and you will be in and out in no time!

Shelter Island Medical Group

4390 Valeta St., Point Loma
(619) 226-2668

MARTIAL ARTS

USA Freestyle

Martial Arts

For 20 years, USAFMA has helped children and adults kick up their fitness regimen through Karate-style
flying. More than a physical sport of self-defense, instructors at USAFMA teach discipline and self-control, build self-esteem and confidence and expose students to become goal-oriented leaders in the community. USAFMA does more than encourage its students to become committed, valuable members in the community. They lead by example. For one, USAFMA offers S.T.A.R.S., a class specially designed for children with special needs and physical disabilities. Sign up online or call to begin your journey toward physical fitness, self-confidence and character development with USAFMA.

USA Freestyle Martial Arts
3125 Rosencrans St., Point Loma (619) 224-2423 www.dragonklick.com

MASSAGE
The Sanctuary
Massages by Ruth, Julie, Denise, and Joaquim will make sure your experience at The Sanctuary is all about you. The staff spoils their clients with customized massages for each client’s specific needs using the highest quality essential oils and organic ingredients. And that’s not even the best part! The Sanctuary is your very own private spa! Clients are booked by appointment one at a time, assuring that your massage experience at The Sanctuary is the most exclusive, private, and relaxing massage experience around.

The Sanctuary
1955 Cable Street, Ocean Beach (619) 841-8281 www.thesanctuarytoday.com

NAIL SALON
B’s Hair and Nails Salon
How does this place get its mani-cures to stay so fresh even three weeks on? Know how that’s how. Your nails, after all, are made of hair — and if B’s, being a hair place too, has lots of tricks at its command to care of the former. Cash only, please.

B’s Hair and Nails Salon
1910 Cable St., Ocean Beach (619) 222-6777

OPTOMETRIST
Eli Ben-Moshe, OD
Dr. Ben Moshe works out of New- port Avenue Optometry, which has been serving Ocean Beach for 50 years. The office’s remodel showcase-more than 1,000 frames and sun-glasses from a wide variety of designers and welcomes outside prescriptions. It carries a complete line of specialty contact lenses. You can even make online appointments.

Eli Ben-Moshe, OD
4822 Newport Ave., Ocean Beach (619) 222-6777 www.newportaveoptometry.com

PERSONAL TRAINER
Progressive Fitness
Get a great jumpstart on that New Year’s resolution and get fit now! Let the trainers at Progressive Fitness help you lengthen and strengthen your muscles in specialized one-on-one sessions that will kick your butt. Work out muscles that you’ve ignored for too long or plan an over-all toning regimen with your trainer. In addition to concentrated workouts, you will also receive a nutritional cleansing program designed to keep you on your goals for healthy weight loss or maintenance.

Progressive Fitness
4906 Santa Monica Ave., Ocean Beach (619) 224-7348 www.sdprogressivefitness.com

PHIRING
Apogee Body Piercing
With the growth of the body-modifi-cation industry, it seems everybody offers body piercing. Well, Apogee is 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. Don’t be afraid. Don’t be very afraid.

Apogee Body Piercing
4944-B Newport Ave., Ocean Beach (619) 223-1777 www.apoogepiercing.com

STYLISTS
Progressive Fitness
(see entry under PERSONAL TRAINER)

SENIOR-LIVING FACILITY
Point Loma Convalescent
Point Loma Convalescent Hospital is the only senior-living facility in the Point Loma area offering both short-term and long-term care. The rehabili-tation center offers private and semi-private rooms with garden views, and is located within walking distance to numerous restaurants and shops. The facility’s trained staff works with family members to facilitate care and assists in every detail of placement. Highly-trained professionals at Point Loma Conva-lescent include occupational thera-pists, physical therapists, speech therapists, wound care nurses, IV nurses and dieticians to help restore day-to-day physical and neurological function. Call Point Loma Convales-cent and ask for Matt Rodriguez for a tour of the facility.

Point Loma Convalescent
3202 Duke St., Point Loma (619) 224-4141

STYLISTS
Details Salon Spa
Details Salon Spa uses Aveda prod-ucts in its spa treatments, so right away you know it’s good. Beyond that, the venue’s mission is to exceed every client’s expectations while cre-ating a healthy, healing, caring envi-ronment in which each patron is inspired and rejuvenated. You will receive a stress-relieving treatment to relax the mind and body.

Details Salon Spa
4993 Niagra Ave., Ocean Beach (619) 222-6777 www.detailssalon.com

TANNING SALON
California Tan
California tan is not just for tanning. It’s more for complete customer satisfac-tion. It provides an array of tan-ning equipment to fulfill every client’s needs, and it’s the only San Diego salon offering the Super Mugen bed, which provides a dark tan with no burning. It also offers the Mystic Tan, a UV-free method of bronzing the skin without burning the wallet.

California Tan
3663 Midway Dr., Suite F, Point Loma (619) 222-6777 www.californiatanandsiandroido.com

TATTOO
Full Circle Tattoo
Some of San Diego’s best artists and most experienced tattoo profession-als are brought together under one roof at Full Circle Tattoo Studio in Ocean Beach. Award-winning tat-too artist Bill Canales opened Full Circle Tattoo in March 2008. Since then, he and his talented staff have created some of the finest works of body art in San Diego. Although Canales is capable of any style, he specializes in Japanese-inspired cre-ative art. He and his staff at Full Circle offer fair pricing in a clean and friendly environment in the heart of Ocean Beach.

Full Circle Tattoo
4861 Newport Ave., Ocean Beach (619) 226-6275 www.fullcircletattoos.com

WEIGHT LOSS
Weight Watchers
You know it. You love it. You’ve pos-sibly even followed its world-renowned weight-loss plans. But you

READERS CHOICE AWARDS 2010

SEPTEMBER 23, 2010
THE PENINSULA BEACON

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a regular basis. “

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over 90% of the residents read the
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