La Jolla Shores

The perfect vacation destination is in our backyard

By DAVE SCHWAB

Most everyone knows about the Village of La Jolla or UCSD campus, but fewer may be familiar with the community nestled between them. Somewhat tucked away, La Jolla Shores is perhaps sometimes overlooked as a vacation or staycation destination. The community is thriving, however, and offers one of San Diego’s premiere locations.

With its compact commercial district along Avenida de la Playa and mile-long beach stretching from the sea cliff just north of La Jolla Cove to Black’s Beach south of Torrey Pines State Park, the Shores is the “pearl” within “the jewel.”

While there’s plenty going on the Shores year round, summer is the peak time, and the mostly small businesses there want people to know about it.

There are more Shores businesses serving locals and out-of-towners than might be immediately obvious — 143 to be exact, according to Isabelle “Izy” Tihanyi, co-owner of Surf Diva at 2160 Avenida de la Playa, and a member of the community’s micro-business improvement district.

“We have retail businesses, professionals, including attorneys and architects,” Tihanyi said. “You can come here and spend the day on the beach going snorkeling, kayaking and surfing, then come and have lunch, then get your hair and nails done at the salon (Bella) at 2182 Avenida de la Playa. You could live here and never leave.”

Tihanyi said the beachfront economy continues to rebound, noting this year is a good indication.

“After the Fourth of July, which turned out to be a four-day weekend, which was really good for us, things got crazy,” she said. "Friday the fifth was our busiest day of the year and it’s stayed awesome ever since.”

The Shores boasts a dozen or more restaurants, offering everything from burgers and pizza to international and haute cuisine. One of the Shores’ cornerstone eateries is Piatti Italian Ristorante & Bar at 2182 Avenida de la Playa.

“Piatti Restaurant & Bar is nestled in the unique La Jolla Shores neighborhood, just a quick stroll up from the sand and the surf,” said restaurant spokeswoman Jennifer Tomaro Evans. “Our light and airy interior features an exhibition kitchen and full-service bar. Outside, we offer two tree-covered patios — perfect for a private event or alfresco dining — while enjoying.

See SHORES >> PG. 16

LA JOLLA HIGH ASB FUNDS MISUSE INVESTIGATED — A former La Jolla High School clerk is being investigated by San Diego Unified School District (SDUSD) for shifting $25,000 in Associated Student Body (ASB) funds earmarked for student activities to other purposes.

The investigation stems from a 52-page audit of La Jolla High’s ASB funds.

La Jolla principal Dana Shelburne and Area 3 superintendent Julie Marten said the school would comply with all of the district’s recommendations to ensure its ASB funds are properly managed.

The most serious audit findings dealt with the dealings of the financial clerk, who allegedly used a series of accounting manipulations to shift money from one account to another to cover missing funds, the audit report said.

“The public can be assured that SDUSD takes very seriously our responsibility to properly spend funds from taxpayers and donors alike,” said SDUSD superintendent Cindy Marten.

“In cases where an audit has shown that policies or the law are not followed, all appropriate action will be taken,” Marten said.

Marten noted district employee-privacy rules preclude officials from always sharing the consequences of audits with the public.

“However, the district will follow through with appropriate discipline/legal action as required,” Marten said adding that, as superintendent, she expects all district employees to “understand and follow our district policies, procedures and the law. It is the district’s responsibility to provide relevant, timely and clear information and training to our employees for this important function.”

— Dave Schwab

WOMAN ORDERED TO TRIAL IN ATTEMPTED CARJACKING AT SCHOOL — A 20-year-old woman was ordered Monday to stand trial for attempted carjacking after she allegedly tried to steal a car outside La Jolla Country Day School.

No one was hurt in the June 26 incident. Jennifer Anaiz Gomez could not the car in gear and could only rev the engine. Gomez was pulled out of the car by someone passing by and attempted to run off, only to be caught by the head of the school’s security.

The car’s driver was a relative of an 8-year-old child who was dropped off at 8:35 a.m., after which Gomez allegedly

LA JOLLA TODAY
FRIDAY, JULY 19, 2013

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A Family Tradition of Real Estate Success
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In this report you’ll discover how to avoid financial disaster when selling your home. Using a common-sense approach you will get straight facts about what can make or break the sale of your home.

You owe it to yourself to learn how to price your home. This report has just been released called “27 Valuable Tips That You Should Know to Get Your Home Sold Fast and for the Most Amount of Money.”

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We are pleased to announce that Dan has joined our service team at Hoehn Mercedes-Benz in Carlsbad. Hoehn Mercedes-Benz is located in Carlsbad. Just off the 5 freeway at Cannon Road.

Please call for an appointment today and receive a 15% discount for new customers.

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La Jolla civic group reports

By DAVE SCHWAB

Bird Rock Community Council, July 2

At the July meeting of the Bird Rock Community Council (BRCC), off-leash dogs were a topic of discussion. "If you see something, report it because that really helps us with animal services," Sterling McHale, policy advisor for Fourth District Supervisor Ron Roberts, told Bird Rock residents about ongoing off-leash dog problems. BRCC chairwoman Jacqueline Bell said there have been instances where people have "literally been driven out of the park" at Calumet by unrestrained dogs and owners who felt entitled to let their pets go off-leash.

"It's a difficult problem to change the cultural attitude toward dogs," she said, noting off-leash dogs are virtually unseen in Canada, where it is unacceptable to ignore animal-control laws.

"Ron knows that the beach communities are not as concerned about homeless-ness and animals," McHale said.

Resident Mike Costello suggested people could curb troublesome off-leash dogs by photographing them and their owners and taking them to civil court.

"Right now it's to the point where most of us agree there is virtual non-compliance with nuisance, off-leash and sanitation laws," said resident Mike Costello, adding "a little bit of law enforcement would help, even if it is spotty."

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La Jolla Community Planning Association, July 4

The La Jolla Community Planning Association (LJCPA) endorsed an outdoor patio for an existing Starbucks at the group's July meeting.

Starbucks (previously World Savings Bank) at 1065 Torrey Pines Road is requesting a conditional-use permit (CUP) to allow for approximately 1,099 square feet of outdoor patio seating in a commercial building.

The agenda item was pulled at a previous meeting by former LJCPA trustee Mike Costello, who warned that putting additional outdoor seating at the restaurant adjoining busy Torrey Pines Road "was a bad idea."

Trustee Myrna Naegle agreed.

"It's dangerous. There's a tremendous amount of traffic going into that driveway as it is now," Naegle said.

Patrick Ahern said he frequents that Starbucks and has never had difficulty getting in or out.

"They need this outside space and it will create a sense of community. I like the idea," he said.

Trustee Frances O'Neill Zimmerman liked the idea of Starbucks' patio but said she thinks the store's driveway "are terrible."

Planner Phil Merten said he didn't know why people would want to sit on a patio next to such a busy street, but added he thought Starbucks was appealing to a younger demographic that doesn't seem to mind.

Representing Starbucks, architect Elizabeth Valerio discussed the patio expansion, noting the new patio would be constructed where the former bank's drive-through was.

"It's a very simple patio with couches, chairs and loose-float ing tables," Valerio said, adding the patio will be "a nice addition creating a pedestrian-friendly environment."

The LJCPA vote was overwhelmingly in favor of granting the CUP for the project.

BRCC chairwoman Jacqueline Bell said Mike Costello, adding "a little bit of law enforcement would help, even if it is spotty."

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Las Patronas awards La Jolla High public school grant

The Foundation of La Jolla High School has been chosen as the recipient of the 2013 La Jolla Public School grant of $10,000. The grant will be used to purchase security cameras to improve the safety on campus for the students, staff and administration.

In light of tragedies that have occurred on school campuses across the country, the school's administration felt that enhancing the current security system could prove to be a wise investment.

La Jolla High School has always been a neighborhood school with few fences separating it from the surrounding community, which, said principal Dana Shelleburne, has fostered a strong sense of pride and personal responsibility among students and a welcoming atmosphere for parents and neighbors.

Simultaneously, the lack of perimeter fencing has created a need for other security measures, and surveillance cameras have addressed that need since the foundation first funded the purchase and installation of cameras more than a decade ago. The passage of time has necessitated upgrades and replacements, and the Las Patronas grant will help fill the void left by the shortage of funding from the school district.

Student and staff safety is a necessary and fundamental function of any school campus, and the security cam-

Las Patronas awards La Jolla High public school grant

GRANTING SAFETY From left, Jeff Macelli, president of Foundation of La Jolla High; Jena Joyce, vice president of grants; Erin Wyr, chairwoman of Las Patronas 2013 Jewel Ball; and Dana Shelleburne, principal, La Jolla High School.

Everything goes at Hotel Parisi including the bathroom sinks!

1111 Prospect Street, La Jolla
Across from Hotel La Valencia
619-602-1079

In an ongoing liquidation sale at the recently closed Hotel Parisi at 1111 Prospect St., in La Jolla, bargain hunters have been walking out with just about everything including the bathroom sinks. One visitor reportedly walked in and purchased the contents of three hotel rooms, complete with bath fixtures and lighting - shipping them all to his home in Phoenix.

All the fixtures and furnishings are going FAST! Don't miss out on this once in a lifetime opportunity. Established and successful local business Arjang Art Group is handling the liquidation and art sale. For more information stop by 1111 Prospect St., in La Jolla or call Arjang at (619) 602-1079.

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Bird Rock

SUMMER WALK

Thursday, July 25
5:30 - 8 p.m.
La Jolla Boulevard

Walk along the boulevard and enjoy Music, Artist and Special Menus!

**Featured Galleries:**
- GALLERie.
- Bird Rock Art Nest of LJ
- Bird Rock Coffee Roasters
- Moonlight
- Bird Rock Arts

**Featured Music:**
- “Open Mic” at Bird Rock Coffee Roasters and Prodigy
- LJHS & Muirlands Students
- Riffs Guitarists & Instruments

**Featured Business:**
- Beumonts • Lupi • Bird Rock Fine Wines
- Riffs Acoustic Music & Yoga
- Station Sushi • Bella Roma Pizza
- Bird Rock Surf Shop • Cafe Marche’
- Bahia Don Bravo • GLO Beauty Bar
- Gwen Couture • Needlepoint of LJ
- Beads of LJ • A Better Deal Tuxedo
- Frame Masters • LJ Independent BMW
- White Light Studio • UPS Store Birdrock
- Prodigy School of Arts • Starbucks
- Capricorn Boutique • Nightingale Music
- Adrenalina Skate Shop • Bird Rock Massage
- Schroeder Piano Company - All About Animals
- and more!

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How to Sell High: Avoid these Three Mistakes When Selling Your La Jolla Home this Summer

La Jolla - When you decide to sell your home, setting your price is one of the most important decisions you will ever make. Depending on how a buyer is made aware of your property, price is often the first thing he or she sees, and many homes are discarded by prospective buyers as not being in the appropriate price range before they’ve even given a chance of showing.

Your asking price is often your home’s “first impression”, and if you want to realize the most money you can for your “first impression”, and if you want to make a good first impression.

This is not as easy as it sounds, and pricing strategy should not be taken lightly. Pricing must be adjusted to a home’sess as pricing too low. Taking a look at what homes in your neighborhood have sold for is only a small part of the process, and on it's own is not nearly enough to help you make the best decision. A recent study, which compiles 10 years of industry research, has resulted in a new special report entitled “Home-sellers: How to Get the Price You Want (and Need)”. This report will help you understand pricing strategy from three different angles. When taken together, this information will help you price your home to not only sell, but sell for the price you want.

To order a FREE Special Report, visit www.sellerhighaljolla.com or to hear a brief recorded message about how to order your FREE copy of this report call toll-free (800) 474-129-2 and enter 1,216. You can call any time, 24 hours a day, 7 days a week. Get your free special report NOW to learn how to price your home to your maximum financial advantage.

There are no allegations in any of the documents that state any of Bernstein’s patients were harmed. ~ Neal Putnam

PLAYHOUSE AND DONORSHIP - PARTNER FOR SCHOOLS - Donorship announced the La Jolla Playhouse will donate a pair of tickets for every performance in the Playhouses’ 2013-14 season to be sold on Donorship.org for half price. $65. Theatergoers can purchase the tickets (sold only in pairs) at half price, and the Playhouse will donate 100 percent of the proceeds to a school of the purchasers’ choice. Tickets are available on a first come, first served basis.

POLICE SEEKING RETIRED LA JOLLA SENIOR VOLUNTEERS - San Diego Police Departments Northern Division is looking for volunteers for its Retired Senior Volunteer Patrol (RSVP) to assist uniformed officers. RSVP duties include patrolling local neighborhoods, assisting with accident and crime scenes, and supporting disaster preparedness and homeland security efforts.

Volunteers also visit elderly residents to check on their welfare, as well as participating in vacation home checks. The next RSVP Academy dates are Oct. 21-25. Background application packets must be completed by Aug. 10.

For more information and to schedule a ride-along, call (858) 552-1737 or email sdpdNorthern@pd.sandiego.gov.

LA JOLLA PHYSICIAN FINED, ORDERED TO REPAY MEDICARE - The corporate medical practice for La Jolla physician Joel L. Bernstein has pleaded guilty to use in the U.S.

His practice also was fined $500,000 and he was placed on probation for one year with no jail time on July 2.

Bernstein, 59, pleaded guilty in January to a misdemeanor charge of using interstate commerce to market a new drug, Matthera, which is made in Turkey but is not approved by the U.S. Food & Drug Administration.

His medical practice pleaded guilty to defrauding Medicare, which paid for the use of foreign prescription drugs – a practice Medicare is barred from doing.

The U.S. Attorney’s Office says Bernstein purchased $3.4 million of foreign cancer drugs despite the fact they had not been approved for use in the U.S.

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Entrepreneurial Movers & Shakers

Harcourts Prestige Properties

Tiffany Torgan Philips - Broker Owner of Harcourts Prestige Properties located in La Jolla, CA, and grand opened Harcourts in January 2012. Harcourts International is a 125 year old real estate company headquartered in Australia. Tiffany a native Texan, relocated to La Jolla in 1999. She started selling real estate in 1990 after graduating with a Bachelor of Science in Economics from Texas A&M. She spent 7 years in new construction for Centex Homes and later became a Realtor® for RE/MAX Plano. Tiffany won several top achievement awards over her 23 year real estate career including Centex Presidents Club, the NAHB McSam Award, and RE/MAX Platinum Club. She sold over $25 million in gross sales both in 1997 & 1998 from internet generated business—selling over 1,000 homes.

Tiffany is a true leader in the real estate industry and is looking forward to continuing to build Harcourts in La Jolla at their new office opening up Aug. 1st at 7938 Ivanhoe Ave. in the heart of La Jolla Village.

Patricia Denning

“I listen to my clients needs instead of my own. That is what sets me apart. When you work with me you can be assured that I will meet the highest professional standards.” - Patricia Denning

Patricia Denning is a successful, well respected and treasured Real Estate Broker by her peers, equipped with over two decades of knowledge and experience in the San Diego Coastal housing market. She has a Previews International Property Specialist Designation. She is a certified Risk Management Specialist, a Pre-Internet Professional dedicated to making the most of today’s social media and technology to help you with your real estate transaction. She is a member of REBA, NAR, SRAAR and CAR and will help you navigate through the Short Sale Foreclosed process. When you want THE BEST Realtor to represent you - call Patricia Denning for all your Real Estate needs!

AJA Rugs

“We share a passion for design that generates beautiful and unique environments” - Adi Pourfarad

AJA Rugs have been in La Jolla for over 30 years working as consultants on Persian and Oriental rugs for a variety of collectors, corporations, investors, designers, and homeowners. We maintain one of the best and largest stocks of antique, semi-antique, and new Oriental rugs in the San Diego area, each woven to perfection by artisans. Our rugs come with a certificate of authenticity, and is backed by our efforts in ensuring child labor free production and use of safe dyes. Our seasoned rug experts can identify your heirloom and give it new life.

University City Photons

University City Photons is a residential solar-electric design and installation company owned and operated by Garrett Less, a native San Diego born and raised in University City. Garrett provides the highest quality craftsmanship at the lowest prices and uses only 100% American-made equipment. Garrett is a master installer, having designed and built hundreds of systems with the utmost attention to detail. He never sub-contracts out and builds everything himself from start to finish.

Don’t go solar without talking to Garrett first. You will be glad you did!

Home Care Assistance

The Trusted Home Care Partner of Over 20,000 Families Across America Jennifer Johnson Muskat is the Regional Director of Home Care Assistance. She is passionate about helping seniors live well at home by matching them with experienced, thoroughly trained caregivers.

Call Jennifer today for your free assessment.

North Park Produce

North Park Produce is now open! We take pride in selling only the BEST and FRESHEST produce items along with shelves full of European/American/Middle Eastern style grocery and a wide variety of deli. Here at North Park Produce we introduce you to goods from around the world and the complete experience of how affordable gourmet can be.

Entrepreneurial Movers & Shakers

Harcourts International is ranked 6th largest real estate company in Investment Advisory Services offered through National Asset Management, Inc., a SEC Registered
La Jolla: An entrepreneur's seaside paradise

For those looking to shop local, La Jolla offers no shortage of options, no matter what you're in the market for. But just what makes the community such a hotbed of unique, locally owned and operated businesses? In the following two pages, you'll find a sampling — by no means exhaustive — of some of the business-minded individuals who give La Jolla a leading edge when it comes to avant-garde enterprise. They have sacrificed time, money and sleep to make their entrepreneurial dreams a reality, building their businesses from the ground up. Of course, we don't have the space to even get close to including all the ambitious La Jollans who have set up shop in the community, but check back from time to time as La Jolla Today continues to feature our most business-savvy residents.

LAST SUMMER, RYAN BETTENCOURT noticed a woman trying on shoes at a store in Westfield UTC. She was taking photos of each pair with her phone and texting them to friends for advice on which pair to choose to wear to a party that night. Bettencourt thought, “There has to be a better way to do that.”

After a few brainstorming sessions with friends Grant Bostrom and Keiran Flanigan — some of which took place in Bostrom's grandmother's La Jolla home — the three launched Blurtopia.

A groundbreaking social-media platform, Blurtopia uses pictures and questions or statements to start online conversations.

“We call it the real-time opinion network for the things you're passionate about,” Bostrom said. “It’s a conversation starter.”

Users create questions via their iPhone (an Android app will be coming soon) to start a conversation or simply get an opinion by “blurting” it out to the world. Questions can be polled using a variety of options: “Thumbs Up/Thumbs Down,” “Rate 1-5” or “This or That,” depending on the nature of the question. Other users then answer quickly using a simple interface.

A beta product launch quickly got featured in the iTunes App Store and received more than 100,000 votes in the first 10 days.

“We knew we quickly had something that users enjoyed, but when we went to open the funding doors again, the mobile gold rush was over and investors wanted to see more,” Bostrom said.

The creators realized that relying on iPhones as the sole market for the app was no longer a viable route. They branched out by allowing users to post their profile pages back to Instagram to promote their Blurtopia account and to get more followers, a move that proved to be a solid approach.

Then, last month, Blurtopia got a big boost: the app and its founders won the San Diego Shark Tank competition, an event that gives entrepreneurs a platform to pitch their ideas to a panel of potential investors. The win accorded the startup $5,000, but Bostrom said it’s the contacts and exposure resulting from the contest that hold real value.

Bettencourt, Bostrom and Flanigan are currently hard at work improving the app, making it more accessible so that, hopefully, one day, everyone will be “blurting.”

Visit blurtopia.com for more information. — Kendra Hartmann

MARTIN HALL, OWNER AND CHEF OF GREEN DOOR CATERING, has always had an interest in food and health. The La Jolla has worked for years studying the effects food has on our health, particularly its healing aspects. He has been involved with several local restaurants and markets, and has developed his palate over decades in the food industry.

A few years ago, Hall was involved in the opening of La Jolla’s Finch’s Wine Bar and Bistro, but a desire to focus more on his signature organic vegetarian fare prompted him to branch off and open his own operation, Green Door Catering.

Hall developed a menu featuring locally sourced, seasonal produce. He is a regular staple at the La Jolla, UCSD and Encinitas farmers markets, offering his most popular dishes, including quiches, salads and a customer favorite, the “Bombay Bomb,” a vegan curry burger made using 30 ingredients.

“My business is purely organic and vegetarian,” he said. “I’ve built a real rapport with local farms and farmers.”

Hall feels his food fills a niche in La Jolla — and the city as a whole.

“I still feel (the food scene) is underdeveloped on (the vegetarian) front. I think my food is different,” he said. “There are a few (vegetarian) places opening up, but there’s still not a lot on the market, and there’s still a need for it.”

For a taste of what Green Door Catering offers, visit www.greendoorcatering.com or hit up Hall’s booth at the La Jolla Open Air Market on Sundays until 1 p.m.

— Kendra Hartmann

WHEN CAUE SUPILCY WAS A CHILD GROWING UP IN BRAZIL, his architect father one day brought home a broken skylight from a construction site. Upon discovering all the grass beneath the skylight had died by the next morning, Supilcy's father decided to try out the phenomenon on fruit, creating a homemade dehydrator, with raw, organic, dehydrated bananas being his specialty.

Fast-forward 20 years and Supilcy, a professional triathlete now living in San Diego, realized the dried bananas his father created years ago — which he had been using for years as energy supplements in his athletic training — were more convenient and nutritious than many of the energy bars and gels on the U.S. market.

After sharing the treats with fellow athletes for years, Supilcy decided to turn them into an actual product, and Banana was born.

“I realized I had this big opportunity, so I started researching it some more,” he said. “I learned a lot about other products like acai berries and coconut water, and I realized no one was doing that with bananas. It’s the best-selling fruit in the world, but no one (in the energy and athletic industries) ever tried to focus on the banana market.”

Supilcy started the company with a few friends in La Jolla nearly four years ago, and Barnana has since grown exponential-ly. Now carried in more than 300 retail stores, Supilcy said the product is being added to “new stores every week.” He hopes to bring Barnana to international markets in the future.

“It’s really important to us that our goal is to provide other options to people trying to lead a healthy lifestyle,” he said. “The great thing is that it tastes really good, has no sugar added and is really healthy. And you don’t have to be an athlete to enjoy it.”

Banana can be found in the following local stores: Bird Rock Coffee Roasters, The Rush Cycling Studio, Jonathan’s Market, La Jolla Fit, Brick & Bell Café, Lean & Green Café, Living Room Coffee House and Whole Foods Market. To order online or for other locations, visit barnana.com.

— Kendra Hartmann

...
SEVERAL YEARS AGO, A FEW FRIENDS who had always enjoyed getting the freshest meat and produce they could, decided what La Jolla needed was an old-school butcher shop.

Peter Morris, Dan Snyder and Matt Rimmel all had been advocates of hunting for their meat — it allowed them to ensure their catch had lived a free life, as well as providing the opportunity to make the most out of nearly every part of the animal.

The three were accustomed to getting beef from their personal use from a farm or Palomar Mountain owned by the Mendenhall family. The beef was purely grass-fed, and Morris said it was “the best-tasting beef we’ve ever had.”

Then, one day, perhaps fueled by “a beer or two,” the three decided they should put their personal proclivities to commercial use, and thus Homegrown Meats was born.

Specializing in custom cuts, grass-fed beef and meat with no hormones or antibiotics, Homegrown Meats opened its doors in 2008 — a rather unfortunate year to start a high-end food business.

“Then, two years ago, Whole Foods approached the partners. The organic chain loved Homegrown’s grass-fed beef and wanted to carry it in the region’s stores. At that point, the Mendenhall family came on board in an official capacity, along with additional partner Thad Benshoof to help with the huge increase in demand. Homegrown was now responsible for procuring. The shop is now thriving. A new management team has been hired, and the owners will celebrate their five-year anniversary with a celebration on Aug. 4 with live music, entertainment — and a lot of food,” Morris said.

“Homegrown Meats hopes to branch out into prepared ready-to-cook food in the near future, and soon their signature grass-fed beef will be certified organic, as well,” he said.

“I think we’re absolutely filling a niche. There are a lot of people who want (our products) because they’re healthier and they taste better. Plus it’s local. It’s never more than 100 miles from our shop,” Morris said. “It was something of a leap of faith, but it’s something we’re all interested in and passionate about. We’re all passionate about good, healthy food.”

Homegrown Meats; 7660 Fay Ave, Suite C (858) 454-6328 www.homegrownmeats.com

— Kendra Hartmann

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MEANING “PURE LIFE” IN SPANISH, PURA VIDA, an international retail jewelry business with a storefront at 737 Pearl St, Ste. 206, started out as an SDSU college graduation trip by business partners Paul Goodman and Griffin Thalls.

During a visit to Costa Rica, Goodman and Thalls crossed paths with two men who were peddling colorful, handmade bracelets on the street. They asked them if they would be willing to sell 400 bracelets to take back to the United States

Those bracelets quickly sold out with people asking for more, which led the pair to conclude they were selling not just jewelry but “a lifestyle representing the simple things.”

Thalls said Pure Vida is about being free and living life to its fullest with no regrets or taking anything for granted.

“It’s an attitude,” he said, admitting, “Getting started, we didn’t really know what we were doing.”

That led Thall and Goodman to talk to people and find out how to start a “fashion brand.”

The rest is history. Pura Vida bracelets are now sold in 3,000 retail stores nationwide and distributed to 15 countries around the world.

A portion of all bracelet proceeds benefit the Costa Rican artisans who create the bracelets, and the retailer also sells 160 custom bracelets to benefit other charities around the world.

www.puravidabracelets.com

www.facebook.com/puravidabracelets

— Dave Schwab
Now in its fourth year, the La Jolla Fashion Film Festival has become the annual global event for the worldwide fashion film community.

With films and productions being made specifically for LJFFF, the festival has truly become a world-renowned event, with professionals from as close as Hollywood to the farthest fashion capitals of the world coming together to network, watch top films, learn, participate, win awards, make deals and attend fabulous parties.

This year, LJFFF introduces the International Fashion Film Awards (IFFA). As the event has grown over the last four years, it has attracted the most highly skilled and creative individuals in the fashion and film industries, prompting LJFFF creator Fred Sweet to develop the IFFAs to recognize the contributions of the best writers, directors, producers, hairstylists, makeup artists and more to the world of fashion film.

With fashion film now firmly established as a worldwide art movement, LJFFF and IFFA gives recognition and enhances the careers of creative professionals, as well as putting La Jolla on the map as the location of the first North American international fashion film festival.

The Academy Award-style IFFA ceremony will take place in La Jolla’s Sherwood Auditorium at the Museum of Contemporary Art San Diego on July 27 from 8 to 10:30 p.m. For more information, visit www.ljfff.com.

— Kendra Hartmann
FRIDAY, JULY 19, 2013
LA JOLLA TODAY

La Jolla Fashion Film Festival

FRIDAY, JULY 26
• Networking soiree, 1 to 2:30 p.m., Scripps Park
• Creation Acceleration Lab, 3:15 to 4:45 p.m., Coast Room at MCASD La Jolla
• Karl Lagerfeld Fashion Film Retrospective, 3:30 to 5 p.m., Sherwood Auditorium at MCASD La Jolla
• Red-carpet event, 6 to 7:45 p.m., MCASD La Jolla
• Screening program, 8 to 10:30 p.m., MCASD La Jolla
• After party, 11 p.m. to 1 a.m., Barfly

SATURDAY, JULY 27
• Networking soiree, 1 to 2:30 p.m., Club M at Amaya
• Directors Panel, 3:30 to 4 p.m., Sherwood Auditorium, MCASD La Jolla
• Career Acceleration workshop, 4:15 to 4:45 p.m., MCASD La Jolla, presented by Hollywood producer Adam Leipzig
• Red-carpet event, 6 to 7:45 p.m., MCASD La Jolla
• IFFA Awards, 8 to 10:30 p.m., MCASD La Jolla
• After party, 11 p.m. to 1 a.m., Barfly

Director’s Panel
Three directors will host a Q&A session doling out personalized advice based on their experience in the industry.

Festival workshops:

Creation Acceleration
Globally recognized Centauric Labs has designed a learning experience for film and fashion industry professionals attending the 2013 La Jolla Fashion Film Festival.

Centauric’s learning lab, designed to accelerate creative breakthroughs, is sought after and commissioned by global companies and organizations. The program integrates inspiration, ideation, experimentation and implementation in ways that creative professionals can understand and use by transforming the creative process.

The learning experience emphasizes personal engagement and is limited to 65 participants. Tickets are complimentary, sponsored by the Fashion Film Network, and must be reserved by emailing Carabrown@ljfff.com.

Career Acceleration
Renowned Hollywood insider Adam Leipzig will headline the Career Acceleration Seminar at the La Jolla Fashion Film Festival.

With advice backed up by $2 billion in film revenues, Leipzig will engage filmmakers on all levels on how they can accelerate their careers. The seminar will cover crucial strategies and tactics necessary to propel filmmakers into new directions and opportunities.

As CEO of Entertainment Media Partners, Leipzig advises international clients on navigating Hollywood’s maze of talent, distribution and financing, and has now adapted a special program for LJFFF participants.

The Career Acceleration Seminar will take place in the main theater at MCASD La Jolla on Saturday, July 27, from 4:15 to 4:45 p.m., followed by a Q&A.

The event is open to all guest list and ticket holders. Email contact@LJFFF.com for more information.

Directors Panel
Three directors will host a Q&A session doling out personalized advice based on their experience in the industry.

The director’s panel includes Mary Harron, a Brooklyn-based director who has worked as a journalist and critic before directing a collection of award-winning films, including “The Moth Diaries.” “The Notorious Bettie Page” and more. Harron has also been nominated for Director of the Year by the London Film Critics Circle.

Also on the panel is Sao Paulo-based Jacques Dequeker, a French-Brazilian national who has been shooting on his own for a little over 10 years and has earned the Best Photographer Award by ABIT (Brazilian Textile Industry Association), as well as the Kikito Award for Best Cinematography for his short film with Polaroid Circus. Dequeker has been called the busiest fashion film director in the world.

Joining Harron and Dequeker is Kathryn Ferguson, a Belfast-born filmmaker, curator and lecturer who has studied experimental film and fashion communication and created films for the likes of Richard Nicoll, Charlie Le Mindu, Katie Early, Lady Gaga and Domino Records. In addition, Ferguson works with the British Fashion Council to set up film exhibitions both overseas and in the United Kingdom. Her extensive film curation experience is sought after worldwide.

The panel will take place from 3:30 to 4 p.m. on Saturday, July 27 at MCASD La Jolla. For more information, email fredsweet@LJFFF.com.

— Kendra Hartmann
LEADING UP TO THE LA JOLLA FASHION FILM FESTIVAL. La Jolla Today has featured several interviews with professionals in the fashion and film industries. Check out these Q&As with leading experts in fashion, photography and design.

FRENCH-BRAZILIAN JACQUES DEQUEKER is a self-taught photographer who works regularly with Vogue Brazil, Vogue Portugal, French Marie Claire, Glamour Paris, V Magazine and more.

Q: How much did you know about La Jolla before hearing about the Festival?  
A: I got involved in the second edition of LJFFF. Festival director Fred Sweet contacted me and invited me for the festival with three of my films. It was amazing to be a part of it.

Q: Do you feel international events like LJFFF can bring people together in ways the Internet and Facebook can’t?  
A: Yes. Last year, I created the first fashion film festival in Sao Paulo, Brazil. It was a great experience. I got films from many top directors and photographers and put them together. It was a dream, and I think this is a new movement that could pull people with the same feelings and creativity together.

Q: How did you get involved with fashion film?  
A: Five years ago, I heard about the RED camera and the Canon 5D, that they could film easily, and I started experimenting with them. I fell in love with this new wave and it became my passion. Since then, I have created more than 120 fashion films.

Q: What are the important elements that make a fashion film successful?  
A: We never really know! But I think perfect timing is very important. There are interesting films that become boring when they run on too long.

Q: What advice would you give to aspiring filmmakers?  
A: Try, try, try.

JACQUES DEQUEKER

COSTUME DESIGNER AND FASHION EDITOR MAXINE VAN-CLIFFE ARAKAWA is the creator of Maxine Digital Magazine and has worked as a designer in films like “Another Nine and a Half Weeks.”

Q: How much did you know about La Jolla before hearing about the Festival?  
A: I had heard of it but did not know what I know now!

Q: Do you feel international events like LJFFF can bring people together in ways the Internet and Facebook can’t?  
A: I think they have a positive effect on each other, and both have influence on us all through fashion.

Q: What do you look for in fashion films?  
A: When I watch a fashion film, I want to be inspired, as I was when I saw the recent biography of Diana Vreeland, who actually started my career.  

Q: What will be the impact of fashion films on fashion marketing in the future?  
A: I think they will become more and more of a tool in the promotion and marketing of brands. The next big influence on the market will be “The Great Gatsby” — every brand has done a version of the Gatsby look before the movie even had a release date.

MAXINE VAN-CLIFFE ARAKAWA

DESIGNER AND CELEBRITY STYLIST GK REID has created looks for Mariah Carey, Lady Gaga, Jennifer Lopez, Beyoncé, David Bowie, Anne Hathaway and many more. He has collaborated with music-video directors and photographers, and his advertising campaigns include L’Oreal, DeBeers, Hugo Boss, Shiseido, Pepsi, Fuma and Nike.

Q: How much did you know about La Jolla before hearing about the Festival?  
A: The festival introduced me to La Jolla for the first time. So beautiful — I love it. I can’t wait to get back there.

Q: Do you feel international events like LJFFF can bring people together in ways the Internet and Facebook can’t?  
A: Absolutely! LJFFF is the perfect catalyst to bring together talented artists, producers, their creative teams, casts and fans from around the globe. I don’t think this could happen another way. People want to be there to share their passion and their ideas first hand. It’s exhilarating and engaging in an incredibly relaxed and gorgeous setting. It’s difficult to imagine the same experience online.

Q: How have fashion films affected the world of fashion media and blogging?  
A: Fashion films are really exploding on the scene with a fast-growing worldwide audience. The appetite for good fashion film is testimony to why this festival is here today. LJFFF being one of the pioneers in bringing together the best of fashion films from everywhere.

Q: What do you look for in fashion films?  
A: I look to be surprised. I look for intelligent beauty, a good story and great fashion.

Q: What will be the impact of fashion films on fashion marketing in the future?  
A: Fashion film is still very young, but it’s bound to quickly become a giant. It’s going to change the publishing business for good. Innovators like [festival director] Fred Sweet are helping to shape this serious impact in a positive way.

GK REID

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Joanne Copps, DDS
Apollonia

Apollonia has been the destination of choice for La Jollans with an appetite for Greek delicacies. The restaurant has a handsome outdoor patio where shaded alfresco dining is delightful. Venture inside and you will find a charming ambiance in every dining room and in the beautiful lounge. The menu includes age-old favorites such as Dolmathakia and Moussaka, alongside some absolute surprises guaranteed to tantalize your adventurous curiosity. The menu offers many heart-healthy items prevalent in Greek cuisine. Apollonia’s service is very friendly and as pleasant as the food. Open daily from 11:00 AM to 9:00 PM (Sun-Thur) and to 10:00 PM (Fri & Sat).

Bistro Pazzo

The whole idea of a bistro, says Seto Marselian, owner of Bistro Pazzo, is to offer a neighborhood place where everyone knows you - where great friends and great food meet. Bistro Pazzo is going on its 5th year, located just slightly off the beaten path, just off Prospect Street at 7930 Ivanhoe Ave - and the “hidden gem” nature of the eatery makes it just that much more of a neighborhood treasure. Within walking distance to shopping, hotels, the financial district, and the famous beaches of La Jolla. Open for Lunch and Dinner, Bistro Pazzo is definitely the “hidden gem” of La Jolla. Come enjoy this small neighborhood Italian bistro seven days a week. Moderate prices, great food, good portions, and a vast wine list with crazy service. You can be crazy too, no one will mind. Really! 858-456-4005 www.bistropazzo.com

The Broken Yolk Café

The Broken Yolk Café offers a large selection of home cooked meals in a comfortable and casual atmosphere. There are over 20 different omelets to choose from as well as a wide variety of other breakfast favorites which include pancakes, waffles and French toast. Feel more like lunch? Try one of our juicy ½ pound burgers or one of our large sandwiches.

Froglanders

Froglander’s has been satisfying yogurt lovers’ cravings for over 26 years. In addition to the best yogurt in town, they also serve acai bowls, banana splits and yogurt pie. You’ll find eight flavors everyday. Plus they offer over 50 different yogurt toppings including fresh fruit. La Jolla students receive a 20% DISCOUNT. Open late. Friday - Saturday 11 AM - 10:30 PM and Sunday--Thursday 11AM-9:30 PM.

A big THANK YOU to everyone in La Jolla for your support during our first year!

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BEST SALADS - 3RD PLACE

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Country music may not have a very high profile in San Diego, but there is a large audience locally that appreciates classic tunes in the Grand Ol’ Opry tradition. On Sunday, July 21, La Jolla’s Concerts by the Sea will present a performance from The Bastard Sons of Johnny Cash, playing a mix of old favorites and a few choice originals in the same style. You’ll hear evergreens like “Ring of Fire” and “Folsom Prison Blues,” as well as other genre perennials, but if any doubts linger as to just how good this band is, it’s a testament to its vocal and instrumental strengths that its name was approved by none other than the late Johnny Cash himself.

The Bastard Sons of Johnny Cash:
Sunday, July 21 at La Jolla Concerts by the Sea, Scripps Park.
2 p.m., All ages. Free. www.ljconcertsbythesea.org
— Bart Mendoza
The San Diego Center for Children (SDCC), the city’s oldest nonprofit organization serving children, celebrated its 126th year recently with a gala at the US Grant Hotel. SDCC promotes the well-being of children, families and communities by providing an array of proven and effective behavioral health, education and social services. Doreen Schonbrun, Anita Norton, Marla Black and Elizabeth Oliver were co-chairs of the gala, and their theme was “Imagine.”

Arriving guests were offered Orange Julius martinis (orange juice, Grey Goose orange vodka, egg whites, vanilla extract, and cream — a really great idea!). Wines and champagne were also available, and servers tray-passed savory hors d’oeuvres.

At the reception’s end, partygoers ascended to the Presidential Ballroom, passing The Capri Trio — lovely young violinists in black dresses, strategically positioned on the grand stairway, playing classical refrains. Welcoming guests to an evening filled with fun and entertainment, emcee and Channel 8 newscaster Barbara Lee Edwards invited them to imagine a future in which the children and families of San Diego are the healthiest in the nation, and living in a city so aware and committed to behavioral health for children as to present a model for others for preserving and regaining happy childhoods.

The violinists played on stage as guests savored a dinner featuring petite tenderloin and seared salmon. A seven-item live auction started off with a “dirty chocolate martini” served by SDCC CEO Dave McCaslin, bringing in a stunning $3,500 from someone who either really loves chocolate martinis or who simply wanted to make a nice donation to SDCC. Other items were similarly successful, aided by the wildly generous bids of Darlene Shiley, who’s never seen a bidding war she didn’t like. (She went home with a Corum luxury watch and a two-day Corvette-driving course at the Bob Bondurant School of High Performance Driving. Never again will she be late for an event!)

A moving onstage entertainment program began with a drum circle led by SDCC music director Sundiata Kata, later joined by 14 singers from SDCC’s Children’s Choir, and 24 more.
Women With Hair Loss Can Have Thick and Healthy Hair

Volume is the most requested service of all clients. Thick, healthy hair is never out of style! Even with all the excellent professional volumizing products available, nothing compares with the real thing: thick, healthy human hair!

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Most women who want this service suffer from thinning natural hair, but once this application process has been applied, you will be amazed at the improvement that occurs, not only in your hair, but also in your outlook!

• How Do You Match Extensions?
  If you are blending colors choose extensions that are the same level, color as the clients own hair. If you are changing the level of the clients hair choose a shade that works well with the skin tone. A coloring process can be done to the natural hair 48 hours prior to application and extensions can be matched to that.

• How Do You Customize Extensions for a Client With Thinning Hair?
  Use an extension with a smaller attachment bond and a single strand application process so the hair is not damaged and can hold the weight of the extension. This will give natural looking volume and length to thinning hair.

• How Do You Match Hair Extensions for Clients With Curly Hair?
  If a client with curly hair wants to wear their hair straight then nothing needs to be done to the extensions . If the hair is worn curly most of the time the extensions can be perm’d prior to attachment to the natural hair.

• What Type of Hair Extensions Do You Use?
  Judy uses Great Lengths all-natural hair extensions and prefers these extensions because they are created from 100% human hair and use a unique, application process that attaches a bond of protein the same molecular structure as your hair. This application process does not harm your own hair. While others use techniques such as welding, waxing, gluing or knotting, which strain your hair to a high degree Judy uses a much more gentle principle called modulating. An extremely high-tech method of bonding the hair strand to your own hair. Extensions can be used for volumizing, lengthening, colouring or simply adding texture. Judy will offer a free consultation guiding you through your new style. Whether creating a new look, following a fashion or with a special occasion on the horizon. Judy has over 55 colors to choose from and blend with your own hair for perfect colour matches. Most importantly your own hair will not be damaged and the extensions can be easily removed by an expert.

• Can Hair Extensions Damage My Hair?
  No, they will not. Actually, even fine and damaged human hair can become healthier if you’re wearing hair extensions because they will protect your hair from things that could damage it like curling irons, blow dryers, styling heat and environmental damage. Because of the unique application bonding system, the extensions can be easily removed. This is different than many hair extension methods that bond too tightly to your hair. Those old methods can lead to hair breakage when being removed.

Judy’s hair extensions are joined to your natural hair by using a safe, all-natural, keratin protein bond application system. We can match your existing color too!

• Are hair extensions uncomfortable?
  Judy’s extensions are applied to your hair with a very small bond of natural keratin protein. Most people do not notice a difference between the hair extensions and their own natural hair.

• How do I maintain my extensions at home and between visits to the salon?
  Judy is fully trained to how to educate her clients to professionally take care of their hair extensions at home. Judy will recommend hair care products, brushes, combs and appliances for use at home. Hairstyling is very similar to how you style your hair without extensions. Contact Judy in La Jolla today for answers to any more of your hair extensions questions.

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Looking for a little change? Santa Monica offers a vacation paradise a short drive away

By MARC & DARLYNNE MENKIN

It was another beautiful Southern California day. The forecasters were predicting a weekend filled with bright, blue skies and warm sunshine. Our schedule was clear for the next two days, so it was a perfect time to take that much-needed break and drive up the coast for a weekend getaway.

We chose Santa Monica and couldn’t have been more pleased with our decision. This gorgeous, seaside community is about two hours away, so it’s a good alternative for San Diegans who want something different but don’t want to hop on an airplane. Whenever we go away, we like to stay in areas that offer lots of walking and biking paths. If you’re like us and enjoy an active lifestyle, Santa Monica is a great fit.

We stayed at the Shore Hotel, a beautiful oceanfront boutique hotel on Ocean Avenue. Because of its prime location, we were within walking distance to many local attractions. As a matter of fact, we didn’t use our car once because everything we wanted to do was close by.

Our room’s balcony had a full-on view of the Santa Monica Pier. As we gazed out into the ocean, we could hear the excited kids on the pier’s amusement rides. We could even hear the surfers laughing and the waves crashing. The sights and sounds of summer 2013 were definitely in high gear.

Getting onto the coastal bike path from the Shore Hotel is super easy. If you’ve never experienced this bike ride, it’s a must — the ultimate Southern California experience. The bike path is literally on the beach, so the views are fantastic. It’s also flat, making it ideal for people of all fitness levels. Even if you’re not a cyclist, the people watching is out of this world. Everywhere you look, there are colorful street performers or talented roller bladers showing off their moves. We even saw a reality TV camera crew — not a total surprise since Hollywood is just up the street. You can easily spend hours on the bike path and not even realize it.

Nearby Main Street, which is...
**Summer is here**

Time to revamp the backyard?

Outdoor living spaces have become increasingly popular over the last several years. The home-improvement boom has shown many homeowners just how easy it can be to transform a home into a private sanctuary that caters to the personalities of the home’s residents.

Outdoor areas have become an extension of the home’s interior, with many homeowners creating outdoor living rooms and dining areas where they can do some of the same things they do indoors. But homeowners thinking of creating outdoor living spaces should consider a few tricks of the trade before beginning their projects.

Strategically place the space. Property often dictates where the outdoor space should go, but it helps to keep in mind that the outdoor space is more likely to be used if it’s easily accessible from the inside of the home. For instance, if residents need to walk out the front door to access an outdoor living space in the backyard, they might find the area inconveniently located and may not make the most of the space. Whenever possible, plan the outdoor space so it’s easily accessible from the home’s interior, preferably from the kitchen so it will be easier to carry meals when dining outside.

If you’re finding it hard to visualize a new outdoor space, talk to a professional. There are several local companies, like Urbana Design Group, Parsons Design-Scapes, Van Brock Landscape and Design and many more, that can help you imagine your future outdoor living space.

Emphasize comfort. Many homeowners look at their outdoor living areas as places to kick their feet up and relax, so comfort should take precedence when planning. Forget the plastic patio chairs for furniture that’s more sturdy and roomy so you won’t feel cramped or sweaty on warm summer evenings and afternoons. In addition, don’t forget to shade the area. Some homeowners choose to build pergolas — consult a local pro, like Gary Gelman Home Improvement for estimates.

Illuminate the area. Summer nights spent relaxing in the outdoor living area make for great memories. But such nights are nearly impossible if the area doesn’t have some lighting. Tiki torches might do the trick for some, while others might prefer solar-powered accent lights, which won’t require any wiring. If your backyard attracts its fair share of insects, look for insect-repelling lights or lamps. Consult someone who knows gardens — Ernesto’s Gardening is one, though there are many more citywide — to help you decide what’s best.

Keep the design consistent with your home. In addition to providing an outdoor respite from the daily grind, an outdoor living space can also increase a home’s resale value. However, homeowners who have one eye on R&R and the other on resale value should keep the design of their outdoor living space consistent with their home. One of the goals when designing an outdoor living space should be to create a seamless transition from the home’s interior to its exterior. The best way to do that is to keep the designs of both living spaces consistent. If you’ve done some of your own decorating, this might not be difficult for you, but for those who have relied on professionals for the interior look, it might be best to revisit them for the exterior. Another tip: keep an eye out for specials, which businesses will run from time to time. Double G painting specialists are offering 35 percent off exterior paint jobs in July and August.

Don’t forget the fire pit. A fire pit provides a great focal point for an outdoor living area. Instead of sitting at the dinner table, families and friends can gather around the fire pit and relax with some s’mores and share stories. Companies like AAA Landscape Specialists can create a design to fit your lifestyle and look.

With more and more homeowners transforming their homes into their own private sanctuaries, outdoor living spaces continue to grow in popularity. By employing a few simple tricks of the trade, homeowners can create the outdoor areas of their dreams.

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**Real estate agents are small business owners too!**

The real-estate market is finally making its move toward a recovery. If you have decided to sell your old house and/or purchase a new gorgeous home in La Jolla — the best place in the USA — that’s a great opportunity to make your move. However, we feel it can be narrowed down to two specific points. First and foremost, remember that you are the “boss,” and the most important goal is that you get what you want, whether that is to buy/sell a home for your family, and move onward. Second, the key to you getting what you want is to hire an agent who has (1) a powerful action or marketing plan, and (2) one who is responsive and available. You need someone you can trust and who will be proactive. Remember, when you hire a real-estate agent, you are hiring a local small-business owner.

**A FEW TRICKS OF THE TRADE can help homeowners create the outdoor living space of their dreams.**

**What probably never thought about is that real-estate agents are actually small business owners.**Whether we choose to be affiliated with a brand-recognized brokerage firm or whether we operate our own brokerage, we are bona fide entrepreneurs — not unlike any other service provider.

Second, while a “neighborhood expert” is ideal, think about it — no one can make a living by only selling houses in a single neighborhood. You really want someone with a more global understanding of the local markets.

Third, caution should be exercised when considering the advice of friends and family. Sure, their intentions are good, but their advice comes from their “know-it-all” perspective. We all cling to the ownership of our decisions, and while your friends’ real-estate agent may have been great for them, that same agent may not be a match for you.

Finally, while 90 years of experience will have its benefits, an agent who is current with technology, up-to-date with changes in laws and the industry who has a diverse background and education will likely offer you new perspectives.

This column is not long enough to articulate the many criteria for selecting the right agent for you. However, we feel it can be narrowed down to two specific points.

Do you have a question about real estate in San Diego? Send your inquiries to Cschevker@san.rr.com. We will respond directly to you, and those questions that have a broader public appeal will be published along with our next column in La Jolla Today.
Jokes, irony and sarcasm

By Natasha Josefowitz, Ph.D.

A few days ago, I was standing at the ticket booth of a theater asking to have a couple of tickets reprinted because my friend had left them in his car. I tried to be funny and said to the ticket seller, “My stupid friend forgot his ticket, being kind of in cahoots with you.” My friend said nothing at the time, but a few days later, he told me he was really offended by being called stupid.

What I saw as humorous, he saw as hurtful. Of course, I felt terrible and wondered how often I use joking, irony, even sarcasm, which I see as humorous but may be perceived as insulting. How can one tell when it is okay to joke and when it isn’t? Realizing I had been insensitive to one of my best friends and that only a close friend can know I like them and will take it, I assume they will indicate whether the statement was meant to be a joke.

I often use irony as a reverse of the expected. For instance, if someone says, “I will have to work late tomorrow,” I might say, “How exciting!” as opposed to “What a bummer.” It really says the same thing, the tone of voice highlighting the intended incongruity.

Sarcasm is a different story. It can be funny, but hurtful at the same time. Never use it with someone who would not feel free to reciprocate or who might be especially sensitive. An example of sarcasm used at White Sands, the retirement community where I live: our executive director said, “We are getting a new bus.” I respond with a parental tone, “No one is perfect.”

The problem is that people seldom admit to being hurt, because that makes them feel even more vulnerable... Even if your intent is clearly to be humorous, they may wonder if you have a secondary motive because some jokes have an element of truth.

The teller: What was the intent, to be funny or punishing? The receiver: Do you know if this person has a potential sensitivity?

I am fond of — I assume they know I like them and will take it with a grain of salt, but this is not necessarily true. Some people feel vulnerable when joked with.

I am not very good with boundaries and tend to cross the line, thinking I am being terribly funny, when, in fact, I’m being hurtful. The problem is that people seldom admit to being hurt, because that makes them feel even more vulnerable just when they are under attack. Even if your intent is clearly to be humorous, they may wonder if you have a secondary motive because some jokes have an element of truth.

How to tell why a joke you have told has gone sour? One way that may help is figuring out what went wrong by looking at the following components.

The teller: What was the intent, to be funny or punishing?

The receiver: Do you know if this person has a potential sensitivity?

The content: Topics like race, gender, religion, sexual orientation, politics and one’s appearance may be off limits for some people.

The tone: The tone of voice should indicate whether the statement was meant to be a joke.

The culture: In the way some cultures allow kidding that would be unacceptable in another culture, each family also has rules about which types of teasing are acceptable.

It is important to apologize for a perceived slight and when in doubt, don’t say it!

We all love the sound of laughter — it’s our reward for having been funny. Humor depends on an element of surprise. All in all, adding fun to our lives by whatever means is a worthy endeavor and, notwithstanding the possible pitfalls, it is worth the attempt.
just two blocks from the beach, is another cool area to explore. Filled with quirky shops, unique galleries and charming mom-and-pop restaurants, it’s a hidden gem. We happened to stumble upon it as we were riding our bikes, and we’d advise any traveler not to miss out on this friendly neighborhood where the locals hang out.

Santa Monica is also a haven for foodies. It offers endless choices from funky coffeehouses to fine dining and quick and casual.

We decided to check out a guided food tour called A Taste of Santa Monica. Annie Breheny of Destination Food Tours led us on a three-hour adventure of the city’s fabulous culinary scene—a great way to experience some of Santa Monica’s wonderful eateries. Our tour group consisted of about a dozen people, with an interesting mix of both locals and tourists.

During our tour, we stopped at six places and as we walked to each restaurant, Annie told us all about Santa Monica’s history. With so many options, we won’t give away any of the tour’s trade secrets, we will tell you the truffle burger at Fraiche on Wilshire Boulevard is worth every bite. The burger is served with an onion fondue, boscchetto al tartufo (truffle cheese) and truffle aioli on a grilled brioche bun. The burger is rich in flavor and melts in your mouth.

For those of you who have a sweet tooth, N’Ice Cream is a great spot at The Market at Santa Monica Place, an upscale shopping mall located at the south end of the famous Third Street Promenade. Annie said we could choose any flavor, which was a tough task, but in the end we went for the salted caramel and vanilla bean. Both did not disappoint.

Later that evening, we checked out Blue Plate Taco, a fun, hip restaurant serving coastal Mexican cuisine. Although we were still full from our earlier food tour, we heard rave reviews about their fresh guacamole and tasty tacos. How could we pass it up? It was a perfect spot to end our action-packed day. As we headed back to our room and walked out onto our balcony, we couldn’t help but take in the view. While the view was fantastic by day, it was even better at night.

We are definitely coming back.

— Marc and Darlyne Menkin are the co-owners of Where You Want To Be Tours. Many of their tours and teambuilding scavenger hunts feature secret and unique La Jolla areas.

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Over the last 25 years and thousands of loans, the question always comes up for me, “why should I use you for my real estate financing?”

Three items of significance; Product, Pricing and Performance… with the emphasis on Performance!

It’s quite obvious that a lender needs to have a valuable product with competitive pricing. But there is another component that many people ignore and in my opinion this can be more important than the first two, performance.

The ability to effectively manage and control the loan application from start to finish, with minimal challenges and maximum communication. It is extremely important that you have an individual handling your loan that has product knowledge, the ability to foresee potential challenges in advance, and the competency to move your loan through the system as quickly as possible. Having these qualities can make the difference for a smooth and successful closing versus a nightmare of an ordeal.

For more information contact your local home lending specialist, Scott Boaman at (858) 337-4435 or email him at scott.boaman@citi.com

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**MUSTTASTE >>**

**LA JOLLA KIWIANI CLUB WILL HOST ITS 50TH ANNUAL PANCAKE BREAKFAST**

Satur-
day, July 27 from 7:30 to 11:30 a.m. at La Jolla Recreation Center, 615 Prospect St.

Guests will be treated to all-you-can-eat blue-berry pancakes, sausage, milk, coffee and juice for just $10. Children 10 and under are admitted free.

A total of 120 gallons of orange juice, 400 pounds of pancake batter, 250 pounds of sausage, 24 gallons of syrup and 60 pounds of blueberries are dispensed by Kiwanians to more than 1,500 guests.

The family-oriented affair features live music, raffle drawings and lots of activities for children, including pony rides, jumpy furn and face painting.

The event started out as a fundraiser to generate funds for landscaping at the then-new YMCA in the 1960s. The first Kiwanian pancake breakfast was held on Girard Avenue in a bank parking lot across from the old Cove Theater, where Ligne Roset furn-i-ture is now.

Designed to build rapport with the community, the breakfast is a way for La Jolla Kiwanis to meet the community and let them know what the club is all about and to thank the community for its support.

La Jolla Kiwanis Club annually raises and donates more than $175,000, largely for youth-ori-en-tated causes through the Kiwanis Club of La Jolla Foundation.

La Jolla Kiwanis meets every Friday from noon to 1:30 p.m. at La Jolla Presbyterian Church, 7715 Draper Ave.

Tickets to the luncheon and lecture are $50, and reservations can be made at www.howellfoundation.org or by calling (858) 412-5250. Upon mak-ing reservations, guests will receive confirmation of the location and directions.

**MUSTLEARN >>**

**THE DORIS HOWELL FOUNDATION’S LUN-CHEON AND LECTURE SERIES** will take place on July 30 from noon to 1:30 p.m. in La Jolla. The topic of the lecture, “Recent Advances in Management of Lung Cancer,” will be presented by Dr. Ajay Sandhu, medical director of UCSF’s Department of Radiation Oncology. Sandhu will discuss new tech-nology that offers effective and safe treatment for patients with early stage lung cancer.

Tickets are $45-$75 and can be purchased by calling (858) 459-3728 or online at www.LJMS.org.

**MUSTSEE >>**

**WHITE SANDS LA JOLLA** will feature the works of two well-known La Jolla artists on July 26 from 5 to 7 p.m. in the facility’s Ocean View Lounge, 7450 Olivena Ave.

Dr. George M. Wahab has exhibited in major cities throughout the country, earning many awards. Also featured will be noted surf photographer Aaron Goulding, whose work has been published in leading surf magazines.

Each artist has selected 20 pieces for display, which will also be available for purchase. The event includes live piano entertain-ment, wine and appetizers. RSVP at (858) 216 4287.

Two great opportunities at Del Mar will host a series of workshops for portation solutions to older adults, “On the Go 101: How to Become a Volunteer” will provide information about volunteer opportunities like driving adults to medical appoint-ments, grocery shopping, lunch dates and more. Upcoming On the Go 101 Workshops:

- July 25, 2 to 3 p.m., North UC Library, 4155 Governor Drive, 3 to 4 p.m., Del Mar Library, 4155 Governor Drive
- July 31, 6 to 7 p.m., Del Mar Library, 4155 Governor Drive
- July 25, 1 to 2 p.m., North UC Library, 4155 Governor Drive
- July 31, 6 to 7 p.m., Del Mar Library, 4139 Camino Del Mar

**MUSTGO >>**

**ON THE GO, A COMMUNITY PROGRAM** operated by the Jewish Family Service that provides trans-portation solutions to older adults, will host a series of workshops for those interested in becoming an On the Go volunteer.

“On the Go 101: How to Become a Volunteer” will provide information about volunteer opportunities like driving adults to medical appoint-ments, grocery shopping, lunch dates and more. Upcoming On the Go 101 Workshops:

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- July 31, 6 to 7 p.m., Del Mar Library, 4139 Camino Del Mar

**MUSTHEAR >>**

**LA JOLLA MUSIC SOCI-ETY OPENS SUMMERFEST 2013** with “Let’s Dance!” at MCASD’s Sherwood Auditori-um, 700 Prospect St., on Fri-
day, Aug. 2 at 7:30 p.m. The evening of chamber music features works by Schubert, Falla, Stravinsky, Ravel and Lalo Schifrin, all performed by renowned musicians. The event will include “Preludes” -- a pre-concert chat and performance.

The first prelude will feature SummerFest’s Fellow-ship Artist ensemble, the Lin-den String Quartet, perform-ing Mendelssohn’s String Quartet in A Minor, Op. 13 at 6:30 p.m.

Tickets are $45-$75 and can be purchased by calling (858) 459-3728 or online at www.LJMS.org.
**REAL ESTATE BRIEF**

KAREN HICKMAN, AN AGENT FOR THE LA JOLLA OFFICE OF Prudential California Realty, Southern California, was recently named the No. 1 individual agent for her sales volume in La Jolla, which was ranked No. 1 in the United States for its sales production in 2012. Hickman is also ranked No. 2 individual agent in San Diego County.

A Realtor for Prudential California Realty for more than 20 years, Hickman has consistently been in the top 10 for individual agent sales volume. She is a resident of La Jolla and a member of the La Jolla Real Estate Brokers Association and the San Diego Association of Realtors. She is a certified relocation specialist and fine homes specialist.

“I’ve worked in real estate through several downturns, and it consistently proves to be the single best investment because it will always increase in value like it’s doing now,” said Hickman. “This market is heating up again and we’re just getting started.”

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**OPENHOUSES**

**LA JOLLA**

Sat & Sun 1-4pm...

- 5646 Rutgers Rd... 4BR/3BA... $2,725,000... Scott Ryan • 858-349-2872
- 5363 La Jolla Blvd. #4... 1BR/1BA... $368,000... Gerry Buchard • 858-269-2811
- 1121 Via Carolina... 6BR/4BA... $2,195,000... Jared Davis • 858-535-7854
- 5363 La Jolla Blvd. #4... 1BR/1BA... $368,000... Deborah Mercel • 858-735-8890
- 1263 Silverado St... 2BR/2BA... $1,795,000... John Tolertson • 858-876-4672
- 324 Belvedere St... 2BR/2BA... $1,949,000... Monica Leschick • 858-752-7854
- 850 Forester Ave... 4BR/2BA... $1,199,000... Cassandra Altman • 858-449-8685
- 1121 Via Carolina... 6BR/4BA... $2,195,000... Jeff Sayor • 858-344-4851
- 7781 Hillside Dr... 4BR/2BA... $2,595,000... Patty Cohen • 858-414-4555
- 1689 Los Altos Rd... 4BR/3BA... $2,650,000... Patrick Allen • 858-295-9501
- 2255 Paseo Dorado... $3,000,000-$3,550,000... David Schroedi • 858-459-0202
- 7770 Sierra Mar Dr... 4BR/4BA... $3,495,000... Mary Van • 858-448-6106
- 7795 Starlight Dr... 4BR/3.5BA... $3,000,000-$4,000,000... David Schroedi • 858-459-0202
- 7569 Peppa Way... 5BR/5BA... $4,295,000... Moira Tapia • 858-337-7289

**PACIFIC BEACH / MISSION BEACH / CROWN POINT**

Sun 2-4pm... 2001 Missouri St... 3BR/2BA... $724,999... Narda Strosser • 858-229-6582
- 3547 Buena Vista... 3BR/1BA... $799,000-$829,000... Tim Nelson • 858-527-9949
- 1404 Diamond St... 3BR/2.5BA... $1,095,000... Karen & Mike Dodge • 858-379-1194 • 858-384-8538

**POINT LOMA / OCEAN BEACH**

Sat & Sun 11-2pm... 1405 Tuduy St... 3BR/1BA... $928,200... Robert Realty • 858-952-8827
- 6 Sun 11-4pm... 440 Tabora Pt... 3BR/1BA... $1,199,000... Tami Fuller • 858-280-1965
- 11 Sat 11pm... 1407 Froote St... 3BR/1BA... $1,275,000... Bokia Enterprises, Inc • 858-516-2785
- 1 Sun 1-4pm... 1070 Tarento Dr... 5BR/3.5BA... $1,795,000... Tami Fuller • 858-280-1965

**CLAIREMONT**

Sun 1-4pm... 2683 Tonto Way... 2BR/2BA... $474,999... Drew Nelson • 858-215-3739

**DEL MAR**

Sat 12-3pm... 4910 Rancho Grande... 3BR/2.5BA... $1,199,000-$1,999,995... Pete Middleton • 858-764-4808

**MISSION HILLS**

Sat & Sun 1-4pm... 1611 Fort Stockton... 2+1BR/1BA... $695,000... Nina Crochet • 858-456-9996

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Fully furnished, highly upgraded single level Clubdominium unit. 2 BR/2BA, laundry in unit, 1 parking space. Pool/Spa, tennis, exercise facilities and BBQ on site. Short walk to beach.

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Seller will entertain offers between $3,600,000 & $4,000,000
www.7795StarlightDrive.com

Open this Sunday 1-4 • 7857 Eads Avenue • La Jolla

La Jolla’s Best Kept Secret! This 1931 Historical Spanish Revival was completely remodeled in 2006 and feels like a European seaside villa. The spacious master bath and closet features a large ocean view deck for relaxing, reading or enjoying sunset cocktails. Huge savings under the Mills Act, current property taxes are approximately $6,500 per year.

New Price! Now at $4,775,000

Open this Sunday 1-4 • Just Listed! 2255 Paseo Dorado • La Jolla

Rare find in La Jolla Shores, nearly a half acre home site. Fully gated and landscaped maximizing privacy with ample room to garden and for kids to enjoy. You can walk to the beach, elementary school, shops and more. The home was tastefully remodeled in 2006 with high end natural materials like stone and wood throughout. This is a “Smart Home.”

Seller will entertain offers between $3,000,000 & $3,550,000

3,300 Offices | 97,000 Agents | 50 Countries | 106 Years of Experience

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