La Jolla resident ‘HEAD of LETTUCE’

By DAVE SCHWAB

When it comes to promoting events in La Jolla, Sherry Ahern is unequalled. Whether creating a farmers market, staging an art and wine festival or fundraising to help save a distressed community center, Ahern has the movie and experience to get the job done.

“I have always been the entrepreneur — a promoter,” said Ahern, a La Jollan since age 2, who owns an international agri-business selling hybrid seeds to farmers along with husband Kevin.

“All my life, from the time I was a little kid, I liked to do things to help people,” Ahern said. “I like to start things from scratch and give the people,” Ahern said. “I like to start things from scratch and give the people.”

Ahern is grassroots. Allow her to establish the roots, and she’ll undoubtedly get you the grass.

The farmers market Ahern started as a fundraiser for La Jolla elementary schools just celebrated its 15th anniversary. The La Jolla Art & Wine Festival, another communal “seed” planted by Ahern, turned 5 this year. Martin Lawrence Gallery brings out charity’s artistic side

By KENDRA HARTMANN

Martin Lawrence Gallery will combine two decidedly La Jolla-esque notions — art and charity — on Nov. 15 by giving art connoisseurs the chance to give back during a special exhibition to benefit the Challenged Athletes Foundation (CAF).

“The event will feature two heavyweights: basketball Hall-of-Famer Bill Walton in person, and artist Marc Chagall on canvas. A raffle, which will be drawn by Walton, will allow one lucky guest to go home with an original Chagall.

“This is the art of giving,” said gallery sales consultant Richard Sertucha, who has been active in charity events with CAF for years. “We’re selling art, and we’re giving back. This will be the biggest [CAF] event yet, I think. Martin Lawrence is a big name, right on Prospect Street, and we’re bringing in big art.”

The gallery has long been active on the charity circuit, and especially with regard to CAF of late, with Martin Lawrence’s participation in CAF’s 20th annual San Diego Triathlon Challenge on Oct. 20. The gallery also participated in the PEERS gala in September, which raised $30,000 for CAF.

“La Jolla is ungrateful,” said Ahern, noting her two children, after both her children had graduated from college. “I married for love,” said Ahern, noting her two children, who grew up in El Centro. Ahern is Russian Jewish and was born in Michigan. She married an Irish Catholic from Texas who grew up in El Centro. Ahern said their relationship endures in part because of shared “humanitarianism.”

“We married for love,” said Ahern, noting her two children, now in their 20s, have been schooled in both faiths. Ahern’s prescription for success in life as well as business has two ingredients. “Stay focused, and never give up,” she said, adding that philosophy helped her persevere through the two years it took to establish the La Jolla Open Aire Farmers Market, an idea she came up with as a school fundraiser 17 years ago after both her children had graduated.

The San Diego Community Newspaper Group remains one of the few independently owned and operated community newspaper outlets in San Diego, with the acquisition of Main Street Media (which publishes eight local community papers, including the La Jolla Light) by the U-T San Diego on Nov. 4.

“With a current circulation of 60,000 between its three coastal newspapers — The Peninsula Beacon, Beach & Bay Press and La Jolla Today — SDCNG has represented beach-community residents since 1989. It has been independently owned by the same local family, and has operated out of offices in Pacific Beach, since its inception.

Publisher Julie Holsington, who started the company with former husband David Mannis, said...
Some North County readers and its operations folded into the offices were closed last year. Since the sale of North the news market in North County Coast News Group, whose share of much-needed market share.

This strategic move by the U-T mail competition, alternative classified revenue share lost to direct holds,” Hoisington said. “With the effort to reach more house- Diego County by the U-T Light News, Downtown News voice for these communities. Managing them serve and be the independent reflection of the neighborhoods, she said, try to be a true wise go unreported. The publica-

tions, she said, try to be a true reflection of the neighborhoods where they work and be the independent voice for these communities. Marn- nis currently publishes the Uptown News, Downtown News and Gay San Diego.

“The acquisition of the La Jolla Light and sister publications in San Diego County by the U-T would be an effort to reach more house- holds,” Hoisington said. “With the devastating decline in subscriptions, dailies are scrambling to gain back revenue share lost to direct mail competition, alternative classified advertising sources like Craigslist and other niche publications. This strategic move by the U-T may allow them to gain back a much-needed market share.”

Other independent community news outlets remain, including the Coast News Group, whose share of the news market in North County San Diego has increased since the U-T bought the North County Times last year. Since the sale of North County’s only daily paper, North County Times’ offices were closed and its operations folded into the U-T. Some North County readers have complained that the local news they had become accustomed to reading was greatly diminished after the takeover.

“The U-T seems to be neglecting coverage previously provided by the recently purchased North County Times,” said Coast News Group publisher Jim Kydd. “This has led to a real difference in the lives of athletes, and it was so great to see that first-hand and be a part of it.”

“I have even been approached to start a new daily to fill the void, which I have no plans to do,” Kydd continued. “If [the U-T does] the same with Main Street’s papers, we will prosper in the areas where we compete. If the U-T decides to invest in Main Street’s papers, it could be a different story. Only time will tell.”

Hoisington emphasized the need for community papers that operate on a sustainable model.

“At the end of the day,” Hoisington said, “it (the acquisition) has to make business sense. They (U-T) will have to make changes in order to cut costs. Will they raise rates? Will they close a few titles that are not producing enough, or are not part of the mass market plan? We can’t be sure. The beauty of an independently run newspaper is we have always had the same business model — produce a true community news source, deliver the papers to everyone we can (at our expense) and provide a solid advertising partner- nership with local businesses, real- tors and organizations.”

Challenged Athletes Foundation, as of late, has received a grant of $300,000 to findings into improved treatments for Alzheimer’s disease. The goal is to eventually translate the findings into improved treatments for all people with Alzheimer’s.

As a senior investigator, Xu received a grant of $300,000 to investigate the role a molecule called miR-155 plays in the development of Alzheimer’s disease.

Sanford-Burnham Medical Research Institute, for innovative investigations that explore the development of Alzheimer’s disease.

The Global Down Syndrome Foundation, the Alzheimer’s Association, and the Linda Crnic Institute for Down Syndrome have awarded $1.2 million in research grants to five scientists, including Dr. Huaxi Xu of La Jolla’s Sanford-Burnham Medical Research Institute, for innovative investigations that explore the development of Alzheimer’s disease. The goal is to eventually translate the findings into improved treatments for all people with Alzheimer’s.

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4 bedrooms, 4 baths, Approx. 3184 esf, exquisite Mediterranean remodeled in 2010.
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Carmel Country Highlands
6 bedrooms, 5.5 baths, Approx. 4680 esf, with lush landscaping and expansive yard.
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Chic Contemporary
5 bedrooms, 4 bathrooms, Approx. 3,598 esf.
Amazing pulse racing 180° Bay, City & Ocean Views.
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Local businesses support La Jolla Christmas Parade and Holiday Festival

Traditional annual event draws thousands to San Diego’s Jewel

The newly formed nonprofit La Jolla Christmas Parade and Holiday Festival Foundation announced it will be able to keep the tradition alive for the 56th annual event.

The parade and holiday festival, which draws more than 25,000 people a year, will kick off Sunday, Dec. 8 at 2 p.m.

The theme this year is “Christmas in the Surf and Sand.” In honor of their 50 years, the WindanSea Surf Club has been named Grand Marshal.

“Multiple generations of the same families have shared the tradition of the La Jolla Christmas Parade and Holiday Festival over the years and we are excited to give them another amazing event,” said Ann Kerr Bache, event chairwoman. “It truly captures the community and holiday spirit, as well as La Jolla’s magic. There is a reason we call it the ‘Crown Jewel.’

The event is unique in that it is organized and run by a small committee of community volunteers and is fully funded through community sponsorships and donations with more than 70 percent of the donations being from individuals.

Fundraising co-chairs for the 2013 event are local business leaders Peter Farrell, Bill Kellogg and Jack McGrory, assisted by Debbie Dorsee of the Dorsee Company.

“There is strong support among the community for this longtime tradition,” said McGrory, a veteran real estate and development executive and community leader. “Thousands of kids and adults alike look forward to the La Jolla Christmas Parade and Holiday Festival every year. It would not be possible without the generosity of our sponsors and donors.”

To date, the major Parade Sponsors are Merrill Lynch Wealth Management, La Jolla Management Co. and the San Diego Board of Supervisors funded by Supervisor Ron Roberts. Other sponsors include a mix of residents, businesses, community foundations and private donors. A complete list of donors and sponsors can be found at www.ljparade.com.

The Foundation is shy of its fundraising goal for the 2013 parade and holiday festival. The deadline for donations and sponsorships to be recognized in the Parade Program is Nov. 15. To donate, visit www.ljparade.com/#!donate/c8k2.

This year’s parade is shaping up to be the best ever with more than 100 entries, including beauty queens in vintage vehicles, a dozen bands, 60 equestrians and several thousand kids marching in various groups (Girl Scouts, Brownies, gymnastics, Boy and Cub Scouts, school marching bands and color guards). Floats are judged and trophies are given for various categories. Registration for the parade, which is open to all at no cost, is complete and this year’s lineup will be posted on the website the week before the parade.

The Holiday Festival, which will be held at the La Jolla Recreation Center, includes arts and crafts, live music and education exhibits and the Birch Aquarium bus. Santa is the last entry in the parade and joins the festival for visits and photos with the kids. The day ends with the lighting of the Christmas Tree at 4:30 p.m.

For a complete schedule and more information on the La Jolla Christmas Parade and Holiday Festival, visit www.ljparade.com.

Open House

November 13, 8:30 – 10:00 a.m.
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Architect - Mark D. Lyon, Inc. is honored to be the recipient of the 2013 Best Architect Award for the third year in a row. We would like to thank our Staff, Consultants, Readers and most importantly our Clients who have supported us for over 25 years. We are privileged to be a part of this wonderful community!
Cycling studio invites members to take a break from the everyday

By DAVE SCHWAB

With the ever-increasing desire to get in shape comes new and more innovative ways to do so. La Jolla is home to a wide range of cutting-edge fitness concepts, each with its own unique approach and each able to get you looking and feeling your best. La Jolla Today will feature a different fitness-related business in the coming issues. Be sure to check back often to find the right fit for your lifestyle and goals.

Breakaway Cycle in La Jolla is the Zen of physical fitness. And instructor Paul Drake is the Zen master. “I had someone come up to me and say, ‘I attain a certain level of internal understanding while I’m on the bike spinning,’” said Drake, who has a master’s degree in exercise science and has been a competitive cyclist on the international scene. “They said, ‘I get lost in my thoughts and I’m completely gone.’ When I come into this studio, I may be carrying something with me. By the time I walk out, I feel great with a renewed sense of purpose, feeling and courage.”

Drake said his students find they’re more fit after losing themselves in his choreographed spinning sessions, which he describes as “concerts in motion.” “The class I do is a slow progression,” said the fitness instructor. Dealing with pupils, some of whom “have never really spun before,” while others are “exceptionally good,” Drake works hard to balance the class out.

“We start out classes the same way: the first song is your warm up, the second is transitioning, by the third song you’re really moving and the fourth, fifth and sixth songs you’re always climbing extremely hard,” Drake said, noting he also balances contemporary music with classic rock, even slipping in occasional tunes from the 1950s and ’60s to keep things interesting.

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Drake said it takes a while to attain a level of fitness “that allows you to internalize things, become more in tune with who you are as a person.” Studio cycling and spinning are group classes taught on stationary bicycles. The popular spinning program, invented by ultradistance cyclist Johnny G. and licensed by Schwinn, manufactures the bikes used.

Group cycling classes follow the same basic pattern: Participants pedal a stationary bike while the instructor talks them through a visualization of an outdoor workout. During the class, the pace and intensity vary, with pedaling speeds ranging from as fast as possible to pedaling slowly from a standing position.

There are lots of ways to burn calories, said Drake, noting spinning is among them and one of the lower-stress alternatives. “It’s a non-weight-bearing situation and is extremely high cardiovascular,” he said. “The idea is you want the metabolism to turn over.”

Each spinning instructor’s class is different because they all bring something unique from their personal backgrounds, said Drake. The benchmarks of his classes are the science he brings to bear and his emphasis on endurance.

And then, of course, there’s the music, which Drake believes spurs people to try harder and achieve more.

“A lot of people want to come to a workout if there’s a flow and a rhythm in the class,” he said. “You can get people to do things they would never do on their own if they were just listening to music themselves.”

Drake also hopes his competitive cycling background rubs off on his clients. “I have a 75-minute Sunday class for athletes, which comes from training I received at the Olympic Training Center in Colorado,” he said. “I bring ideas from there, combined with stuff I know actually works, and make it palatable for them to come in, utilize it and then take it out and have some success on the road.”

For more information, visit www.breakawaycycle.com, call (858) 454-2453 or stop by the spinning studio at 7777 Fay Ave.

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Motorcyclist involved in La Jolla high-speed chase jailed

A motorcyclist believed to be the organizer of a group of motorcyclists who rode at high speeds on North Torrey Pines Road sparking complaints was jailed Oct. 29 after a judge ruled he was in violation of probation in an unrelated domestic violence case.

Shadrach Daniel Farmer, 31, of Lakeside, had been free on $50,000 bond following his Oct. 10 arrest after he was charged with evading police with reckless driving and driving with a suspended license.

There were complaints from La Jolla residents of motorcyclists riding at high speeds.

“He’s the organizer of the Thursday night rides,” said San Diego Superior Court Judge Robert O’Neill during the preliminary hearing.

Police officer Anthony Obregon testified he used a radar device to clock Farmer going 77 mph in a 45 mph zone at 10:15 p.m. on Torrey Pines Road. Obregon testified he attempted to pull Farmer over and Farmer did drift to the right lane until he suddenly “sped away.” Obregon said he chased Farmer 1 to 2 miles over four minutes. A police helicopter was also overhead and was able to spot Farmer after he turned on Prospect Place and allegedly attempted to hide. Obregon said he arrested Farmer for driving on a suspended license and with no insurance.

Another motorcyclist, Jalvon Mamajonov, testified as a defense witness. He said he was riding in the group and the officer did not turn on his sirens. Mamajonov said the officer flashed a red light, but no one in the group knew whom the officer wanted to pull over.

Farmer’s attorney, Robert Sagelian, told O’Neill that Farmer’s motorcycle didn’t have mirrors so he didn’t see the officer wanted to pull him over. He unsuccessfully asked O’Neill to reduce the felony evasion charge to a misdemeanor.

O’Neill ordered Farmer to stand trial on Dec. 18.

Seaside Home undergoes studio makeover

Seaside Home, San Diego’s award-winning, nationally recognized interior design atelier, has begun a re-branding process at its headquarters in La Jolla.

The process will include selling all of its $4 million inventory in order to re-set the floor with merchandise more conducive to a high-end, service-oriented interior design studio.

The store will officially reopen as Seaside Home, Studio of Interior Design at the start of 2014.

Meanwhile, Seaside Home will continue to serve its clients.

“The re-imagining of Seaside Home,” said Sheryll Jackson, man, “began with a merger of renowned La Jolla designer, Kathleen Buymaster’s Studio, into Seaside Home, and the creation of a state-of-the-art interior design library in June 2013. This was followed by affiliating with legendary interior designer Joanne Hutchinson in August. Together, we are embarking on an entirely new concept for the San Diego region — the creation of an all-encompassing, service-centered, concierge-level interior design destination in the heart of La Jolla.”

For more information, visit www.seaside-home.com.

— Staff and contribution

Children’s Pool debate at a standstill until Coastal Commission weighs in

Both sides came to City Council chambers Oct. 29 to spar over a proposal to deny humans access to La Jolla’s Children’s Pool during the harbor seals’ five-month pupping season only to learn the bout had been postponed.

The city’s proposed designating Casa Beach as an environmentally sensitive habitat area (ESHAs) preparatory to closing it to public use Dec. 15 to May 15 during the marine mammals’ pupping season to protect the seals rookery from harassment.

But Todd Gloria unexpectedly postponed the controversial engagement.

Announcing that an 11-hour letter from the California Coastal Commission had challenged the appropriateness of the ESHEA procedure, the interim mayor said the hearing has been delayed at least until January.

The California Coastal Commission’s letter endorsed the substance of the city’s seasonal closure of the pool while opposing the

San Diego French-American School hosts open house for prospective parents

The San Diego French-American School invites prospective parents to an open house to visit the preschool, kindergarten and first-grade classes on Wednesday, Nov. 13 from 8:30 to 10 a.m.

Visitors can learn about the benefits of a bilingual curriculum and present the class program.

Current families will also be on hand to provide information about their experiences at SDFAS.

Open house schedule:

- 8:30 to 8:45 a.m. — Enjoy coffee and croissants in the auditorium
- 8:45 to 9 a.m. — Meet students, admissions team and the assistant head of school
- 9 a.m. to 9:30 a.m. — Visit the classrooms in pre-elementary, kindergarten and first grade
- 9:30 a.m. to 10 a.m. — Question-and-answer session with the admissions staff for prospective families.

RSVP at admissions@sdfrench-school.org or (858) 456-2807, ext. 306. Please include your child’s date of birth in your RSVP.

Please note the open house is for prospective parents or guardians. No childcare will be provided.

A Night in La Jolla... 
Friday, November 15, 2013 6:00 - 11:00 PM
Private La Jolla Residence Music, Cocktails & Passed Hors d’oeuvres

Benefitting: Nick Cannon Youth Foundation and the MEB Foundation

Special Celebrity Guest: MeToo Keflezighi and Kyle Harrington

SILENT AND LIVE AUCTIONS, LIVE MUSIC!

Please RSVP at: anightinlaJolla.eventbrite.com

Kyle Harrington, Karen Lunt, Nancy Gallagher, Kate Masel, Deborah Lys, Teri Valentinio, and Sasha Clines would like to invite you to a Fantastic, Fun, Marvelous, and Extraordinary Event to benefit the Nick Cannon Youth Foundation and the MEB Foundation!

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Prices Valid Through: December 10, 2013

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Candidate: MIKE AGUIRRE (Former City Attorney)

What is the greatest challenge/challenges facing our beach communities and how do you propose addressing this/them?

MIKE AGUIRRE: A: Stormwater runoff fouls our beaches and bays—every time it rains. New water quality rules take effect in 2018. It will cost about $2.7 billion to make the upgrades. The city wants to increase homeowners’ monthly stormwater fees by more than 1,000 percent to cover the costs for upgrades, but the fee increase requires a vote, which will fail. The city will face up to $37,500 in daily fines when there’s runoff into the ocean. I will negotiate with the Regional Water Quality Control Board to phase in implementation of the regulations while increasing investment in storm drain upgrades.

The homeless situation and the issues/problems associated with them continue to grow seemingly on a daily basis and are pervading nearly every neighborhood in San Diego. How do you propose to resolve the issue?

K: Homelessness is a regional issue: The county’s 18 cities and our county government should consoli- date, coordinate and share efforts, including churches, nonprofits and other organizations. We can achieve higher efficiencies by working together, as well as generating new resources and obtaining greater amounts of grant funding. In Orange County, funding is being pro- vided through Proposition 1 (1990) to open new community health centers, fund expansion projects, and build partnerships with Asia.

A: The San Diego Regional Airport Authority has studied expanding the existing runway or adding a second parallel runway and found both options to be infeasible. It would require significant acquisition of surrounding commercial and residential land, approximately 2,000 acres that is made up of just less than 600 acres of commercial industri- al, 121 of institutional and 800 acres of residential, with the remainder falling into other categories. The population within the required area of acquisition is 18,600 residents. The technical study identified huge challenges with the concept, including land acquisition, social impacts, envi- ronmental impacts and opera- tional concerns.

Candidate: DAVID ALVAREZ (City Councilman, District 8)

What is the greatest challenge/challenges facing our beach communities and how do you propose addressing this/them?

DAVID ALVAREZ: A: San Diego needs a mayor who will make government work for every neighbor- hood, including our beach communities. As mayor, I’ll invest in these issues and help ensure our city’s attractions, retail jobs, support schools and give everyone the respect and dignity they deserve from their government. Our coastline is one of San Diego’s most incredible resources and my Blueprint for San Diego’s Future includes a vision to ensure our beaches and waterways are clean. I’ll invest in water technolo- gy to stop dumping sewage into the ocean and implement low-impact development projects to clean runoff before it gets to the ocean, rivers and bays.

The homeless situation and the issues/problems associated with them continue to grow seemingly on a daily basis and are pervading nearly every neighborhood in San Diego. How do you propose to resolve the issue?

A: Budget decisions over the last four fiscal years allocated more money to be spent on 17,000 city employees than the Fire and Rescue Department. The unfunded pension debt is now at $8 billion. It currently costs every San Diego household almost $4,500 a year. On its current course, the cost will dou- ble to $9 billion in 20 years. We have increased the city’s annual bond debt over the past few years to pay for critical infrastructure needs. At the same time, our streets are budgeted below current maintenance levels. Our infrastructure needs will cost more than $1 billion. We can’t maintain basic city services if we don’t deal with the pension liability that is draining our general fund. How do you propose to address this?

A: The San Diego County Regional Planning and Development Authority has studied expanding the existing runway or adding a second parallel runway and found both options to be infeasible. It would require significant acquisition of surrounding commercial and residential land, approximately 2,000 acres that is made up of just less than 600 acres of commercial industrial, 121 of institutional and 800 acres of residential, with the remainder falling into other categories. The population within the required area of acquisition is 18,600 residents. The technical study identified huge challenges with the concept, including land acquisition, social impacts, envi- ronmental impacts and opera- tional concerns.

What is your position?

K: We must adopt stricter mea- sures for alcohol-selling establish- ments in the beach area. Instead of discretionary minor-use permits, the city Planning Commission should approve alcohol sales permits for bars, restaurants and liquor stores. Businesses applying for an alcohol sales permit will be required to com- plete an operational management plan as a condition for the permit. Failure to comply would result in enforceable actions. Establishments that obtained liquor licenses prior to the new requirement can’t be grand- fathered in. Therefore, we would adopt a “deemed-approved” ordi- nance placing tighter rules on new and older alcohol-selling businesses by establishing performance stan- dards.

In La Jolla, the matter of seals versus human access to beaches rages on year after year in the courts, the Coastal Commission and at the city level. As mayor, what policy would you advocate?

A: The South Casa Beach deserves special shelter offer wrap-around services aimed at helping homeless toward self-sufficiency. However, these projects are not enough. We must provide additional services throughout the entire city. As mayor, I’ll put pressure on the county, state, and federal govern- ments to provide more funding for services to the homeless and help with mental health-related addictions as well as providing job training. I’ll also ensure the city invests in more affordable housing to help working families afford a place to live in our city.

Medical marijuana dispensaries have been an ongoing controversy for years for the city, law enforcement, the dispensary owners and those who believe medical marijuana is of benefit to them. How would you resolve this controversy?

K: Patients with medical condi- tions requiring medicinal cannabis deserve to have safe access under the law. We must fairly regul- ate dispensaries to provide easy access while preventing any of our communities from being unfairly overburdened with them. As mayor, I would support a law that recognizes clear guidelines and operating standards for dis- pensaries. This ordinance should also address tax revenue derived from the legal sale of marijuana to provide cost recovery for city inspection and enforcement activi- ties and set penalties for dispen- saries that break the law.

Specifically in the Pacific Beach community, merchants and residents are divided over the issue of the proliferation of local dispensaries. What is your position?

A: To address the oversaturation of alcohol licenses in particular communities, I’ll work closely with our city Planning Commission to review and build partnerships with Asia.

As such, I support the city’s cur- rent plan to install a rope barrier on Casa Beach during paving season to protect both seals and people.

What is the most crucial economic issue facing San Diego today and in the future, and how do you propose addressing this?

K: San Diegans need more employment opportunities. Many have suffered during the recession and are out of work or underem- ployed. Our neighborhoods have been left behind because of a lack of investment and a blurred eco- nomic vision that favored only big downtown projects. In my Blueprint for San Diego’s Future, I present a clear vision to support entrepreneurs and small business- es that make up the backbone of our economy. As mayor, I’ll create a framework to spark neighborhood investment and revitalization, targeting employers in high-growth sectors. I’ll also present a big-picture plan to grow our pro-business economy and build partnerships with Asia.

Would you advocate for further expansion of the San Diego Interna- tional Airport and possibly a second runway? Why or why not?

K: Yes, I support the San Diego Regional Airport Authority’s plan to expand Terminal 2. This pro- ject involves more than 7,000 workers and more than $415 mil- lion in contracts awarded to local businesses, while utilizing avail- able space to increase productivity.

Candidate: KEVIN FAULCONER (City Councilman, District 2)

What is the greatest challenge/challenges facing our beach communities and how do you propose addressing this/them?

KEVIN FAULCONER: A: The beach communities include some of San Diego’s oldest neighborhoods and, like many urban communities, have significant infrastructure challenges, including needed street and neigh- borhood repairs. This is because past city leaders prioritized unsustainable
been an ongoing controversy for years.

As mayor, I will take that approach citywide. I am committed to cutting government waste at City Hall and investing the savings not in unaffordable employeepay, but into rebuilding our streets, water and sewer pipes, streetlights and crumbling sidewalks, boardwalk and seawall.

The homeless situation and the issues/problems associated with them continue to grow seemingly on a daily basis and are pervading nearly every neighborhood in San Diego. How do you propose to resolve the issue?

As mayor, I will work for a fair solution that protects our neighborhoods and families.

Specifically in the Pacific Beach community, merchants and residents are divided over the proliferation of alcohol licensing for local pubs. What is your position?

As mayor, I will work with state regulators and the police department to ensure that any establishment that has an alcohol license is acting responsibly. There are many well-run restaurants and bars in the area—the key is full enforcement of the regulations for any establishments that aren’t following the rules.

Would you advocate for further expansion of the San Diego International Airport and possibly a second runway? Why or why not?

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A celebration of the palate

Bay Wine and Food Fest to mark 10th anniversary of culinary creativity

For the last decade, the San Diego Bay Wine and Food Festival has been showcasing America’s Finest City and its coming of age as a culinary powerhouse. The festival returns Nov. 18-24, featuring more than 200 wine, beer and spirit purveyors, 70 of San Diego’s finest restaurants and 30 gourmet food companies.

“This is our 10th anniversary and we have to turn up the heat,” said event organizer Michelle Metter.

Started as an idea by a couple of foodies who were out to create an event to bring together people who love to eat and drink, the festival has grown to attract more than 10,000 people annually.

About one-third of the participants come from out of town, said Metter, a huge boon to the local tourist economy in a historically slower off-season. The annual economic impact to the city is estimated to be $3.5 million.

“We always had that hope that we would be able to last and build an event that people found exciting enough year after year to come back,” said Metter.

This year, organizers have mixed in a few new ingredients to celebrate the milestone.

The festival will kick off with a black-tie Celebrity Chef Dinner and Big Bottle Live Auction to raise money for culinary scholarships. The event, previously a luncheon, has raised close to $300,000 to educate the next generation of chefs. Ten acclaimed chefs will put together a six-course meal for this year’s event, which will be hosted at an intimate double-nine-year vertical tasting of Burgundy wines. As another option, Chateau Montelena Winery VP Brian Baker will host a vertical tasting luncheon at Bertrand at Mister A’s, limited to 12 guests.

For those who are a little old-fashioned, bourbon whiskey smiths Nathan Stanton and Anthony Schmidt will host a hands-on tasting seminar at the “Pappy Van Winkle tasting experience.”

Not to be overlooked on its home turf is San Diego’s craft-beer scene. Stone Brewery’s new Point Loma location at Liberty Station will host a themed class “Master Pairings: Beer and Cheese” during the festival, led by Stone’s Beer Sommelier, “Dr. Bill” Sysak. Afterward, Stone will host a fish taco and craft-beer pairing, with a winner-take-all Fish Taco TKO Competition — a battle to determine San Diego’s best.

Cooking Light Magazine has been a major sponsor of the festival, and this year effort has been made to try to integrate some active options to counterbalance the week of indulgence. The festival’s first Fit Foodie 5K Race will take place along the Embarcadero on Saturday, Nov. 23. On Sunday, Nov. 24, fitness personality Kristin McGee will host Sunrise Yoga and Brunch.

The largest stop on the festival tour, as always, is a Grand Tasting event held Saturday, Nov. 23 at Marina Park North behind Seaport Village. This expansive wine and food fair includes a Chef of the Fest Competition for cash and prizes, and hundreds of wines, beers and spirits.

For more information on event schedules, hotel getaway packages or to purchase tickets, visit www.sandiegowineclassic.com.

NOV. 10: ANNUAL HOLIDAY OPEN HOUSE

WHERE: 7700 and 7800 blocks of Girard Avenue, 10 a.m. to 4 p.m.
HOW MUCH: Free
WHAT: The 25-plus year tradition will kick off the holiday season with participation from some of the finest Girard Avenue merchants, including Warwick’s, The Ascot Shop, Burns Drugs, Meauley & Son, Geppetto’s Toys and Girard Gourmet. Merchants will offer in-store drawings, refreshments, music, book signings, and more. Adelaide’s will display the extravagant holiday décor it is famous for. The La Jolla Country Day Madrigals will set the mood with a performance at noon, and 10 percent of all net sales will be donated to the Ronald McDonald House Charities San Diego. Look for red and green balloons, which indicate participating merchants.

NOV. 8: CHAMBER MUSIC SOCIETY OF LINCOLN CENTER

WHERE: MCA SD Sherwood Auditorium, 700 Prospect St., 8 p.m.
HOW MUCH: $30-$80
WHAT: The La Jolla Music Society opens this season’s Revelle Chamber Music Series, along with a four-concert winter residency with the Chamber Music Society of Lincoln Center with a program titled “Romantic Epicenter.” The program features Kristin Lee, Paul Neubauer, Juho Pohjonen, Arnaud Sussmann and David Finckel performing works by Dvořák, Schumann and Brahms.
Live music calendar >>

By BAR T MENDOZA

Friday, Nov. 8
- Tomcat Courtney, blues legend, 9 p.m., Eddie V’s
- Breezin’, jazz and pop, 7 p.m., Amaya
- Aquile, 6 p.m., Prospect Bar
- Tomcat Courtney, 5 p.m., Eddie V’s
- Jimmy Lewis, 4 p.m., Prospect Bar & Grill
- Hunter Hunted, indie rock, 9 p.m., The Loft

Saturday, Nov. 9
- Mike Myrdal, singer-songwriter, 10 a.m., Bird Rock Coffee Roasters
- Ryan Hiler, noon, Prospect Bar & Grill
- Jimmy Lewis, 3:15 p.m., Prospect Bar & Grill
- Tomcat Courtney, 5 p.m., Café-Bar Europa
- Aquile, 6:30 p.m., Prospect Bar
- Freddie A Dream Trio, 6 p.m., Eddie V’s
- JoJo Hahn, 7 p.m., classic rock, Amaya
- Mikan Zlalkovich, 7 p.m., Café-Bar Europa
- Hunter Hunted, indie rock, 9 p.m., The Loft

Sunday, Nov. 10
- Joe Cardillo, acoustic covers, 11:30 a.m., Beaumont’s
- Brent Curtis & Mike Myrdal, noon, Prospect Bar & Grill
- Sounds Like Four, 4 p.m., Café-Bar Europa
- Jimmy Lewis, 4 p.m., Prospect Bar & Grill
- Ray Briz Trio, piano jazz, 5 p.m., Eddie V’s
- Blue 44, Nu jazz grooves, 7 p.m., Café-Bar Europa
- Lance Diekmann, blues, 7 p.m., Amaya

Monday, Nov. 11
- Sean Murphy, 4 p.m., Café-Bar Europa
- John Cain, 5 p.m., Eddie V’s
- Negative Approach, punk, 6 p.m., Che Café
- Latin Magic, 7 p.m., Café-Bar Europa
- JoJo Hahn, 7 p.m., classic rock, Amaya
- Fred Hersch Trio, jazz, 8 p.m., TSRI

Tuesday, Nov. 12
- Stephanie Schmitz, Brazilian jazz and world music 5 p.m., Café-Bar Europa
- Mikan Zlalkovich, piano jazz, 5 p.m., Eddie V’s
- Lisa Campbell, singer-songwriter, 6:30 p.m., Prospect Bar & Grill
- Nah, punk, 7 p.m., Che Café
- Jon Sondalval, jazz and pops, 7 p.m., Amaya
- AfroJazziacs, 7 p.m., Café-Bar Europa
- Tad Sisler, 7 p.m., Manhattan of La Jolla

Wednesday, Nov. 13
- Kevin and Eduardo, Latin guitar, 4 p.m., Café-Bar Europa
- Aquile, 6 p.m., Prospect Bar & Grill
- Freddie A Dream Trio, 6 p.m., Eddie V’s
- Defeater, indie rock, 6 p.m., Che Café
- Tribute to Professor Chinary Ung, homage to music teacher, 7 p.m., CPMC Music hall, UCSD
- Rick Ross, jazz and pop, 7 p.m., Amaya
- Tomcat Courtney, 7 p.m., Café-Bar Europa
- Hunter Hunted, indie rock, 9 p.m., The Loft

Thursday, Nov. 14
- Tallia, 4 p.m., Café-Bar Europa
- Blaine Gould, 5 p.m., Prospect Bar & Grill
- Rob Bondurant, 6 p.m., Prospect Bar & Grill
- Louie Valenzuela, 9 p.m., Café-Bar Europa
- Ray Briz Trio, piano jazz, 5 p.m., Eddie V’s
- Tribute to Professor Chinary Ung, homage to music teacher, 7 p.m., CPMC Music hall, UCSD
- Rick Ross, jazz and pop, 7 p.m., Amaya
- Tomcat Courtney, 7 p.m., Café-Bar Europa
- Hunter Hunted, indie rock, 9 p.m., The Loft

MUST HEAR >>

If you’re a jazz fan in San Diego, it would be hard not to notice and be impressed by pianist Mikan Zlalkovich. Appearing Tuesdays, Nov. 12 and 19 at Eddie V’s, 5 p.m., Zlalkovich has had an amazing career, performing with the likes of Chet Baker and Charles McPherson, while at the same time becoming one of his appearances at Dizzy’s, the intimate V lounge is still a wonderful way to experience the man and his craft.

MIKAN ZLALKOVICH, Nov. 12 & 19 at EDDIE V’S. 5 p.m. www.eddiev.com — Bart Mendoza

Madison Gallery invites you to join us for our artist’s talk by MAURO PERUCCHETTI

Saturday, November 16th, 2013
6:00 pm – 9:00 pm
Lecture: 7:00 pm – 8:00 pm
Madison Gallery
1020 Prospect Suite 130
La Jolla, CA 92037
Wine and hors d’oeuvre will be served
Please RSVP by Monday, November 11, 2013
to info@madisongalleries.com
or by calling (858) 459-0836

Madison Gallery is pleased to announce that it has been selected by Modern Painters Magazine, a division of Louise Blouin Media, as one of the top 500 galleries in the world. The gallery will be featured in a special annual issue of the magazine showcasing the galleries making the biggest impact to the art world right now and providing insight to the people behind their glass doors. Louise Blouin Media, whose other publications include Art & Auction, Gallery Guide, and Allinoro.com, has a truly international view of the art world with bureaus in Europe, Asia, and Latin America and contributors worldwide.

Located in the heart of beautiful La Jolla, California; Madison Gallery exhibits modern and contemporary art in its 3,500 square foot show room. The gallery is led by art veteran, Lorna York, with over 25 years of experience.

Founded in 2001, Madison Gallery is committed to representing emerging, mid-career and established international artists whom work in a range of media. Inspired by an earnest dedication and passion for art, the gallery consistently exhibits a high standard of contemporary art. Madison Gallery works closely in building private, corporate, and public collections thus placing it amongst the leading contemporary galleries in California.

1020 Prospect, Suite 103 La Jolla • 858.459.0836 • madisongalleries.com

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In 1904, New York court clerk Ernest Coulter, recognizing that cur- ing adults could help steer kids away from trouble, started a volunteer movement that eventually became Big Brothers Big Sisters of America. A San Diego chapter began in 1961, and now operates multiple innovative programs focused on giving young people the guidance, mentor- ing, and positive role models that increasing numbers of today’s par- ents cannot, or do not, provide for their own children. More than 1,725 local children will have mentors this year because of San Diego’s “Bigs” chapter — but more than 500 kids remain on the waiting list.

More than 600 people attended the Bigs’ 51st annual Gourmet Din- ner fundraiser recently at the Hyatt Aventine. Chaired by John Frager (gourmet dinner chair, Laura and Brent Rivard’s (BBBS board chair), Deborah and George Condon (BBBS president and CEO))

Above right: Bill and Amy Geppert, president and CEO)

Above left: Harley Sefton, Maryanne Carlin (board chair), Julie Yahnke (VIP reception chair/sponsor), Teresa Stivers (executive director), Rita Szczot- ka, Dale Yahnke (VIP reception chair/sponsor)

BBBS: above: John Frager (gourmet dinner chair), Laura and Brent Rivard (he’s BBBS board chair), Deborah and George Condon (she’s BBBS president and CEO)

Above right: Bill and Amy Geppert, Derek Braton (BBBS vice chair, incoming board chair), Jory Stady, Phil Pace (Phil’s BBQ)

BBBS: above: James Brennan (BBBS person of the year) and Lauren Brennan, Brian Malarkey (emcee), Marque and Paul Palmer (he’s BBBS senior vice president)

WINE: left: David and Marty Pendley, Art and Annette Johnson, Joe and Vera Pitrosky

Right: Lisa Betyar and Karl Walter, Sherrie and Brad Black, Kathryn and Beau Gayner

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and philanthropic efforts benefit numerous organizations. After becoming a Big Brother in 2003, he’s continued supporting the orga- nization. When Hurricane Sandy devastated his native Rockaway Beach, N.Y. neighborhood, he raised $1.4 million — including substantial funds from his own pocket — to help rebuild the community. His business partner, noted chef/restaurateur Brian Malarkey, served as the event’s able and engaging emcee.

Frank Arrington, recently deceased longtime supporter of the Bigs, was also honored. A legacy fund was set up in his name, to serve 100 children annually.

The evening ended with cigars and brandy on the Barcino patio.

Originally established in 1976 to help abused and neglected children, Walden Family Services has since become a licensed foster care and adoption agency. The nonprofit cor- poration provides services to more than 265 children daily, in over 200 certiﬁed homes in Southern Califor- nia. Walden’s mission is to support the lives of children and families through lasting relationships.

Michelle Ozmone and Dave Gross- man chaired Walden’s tenth annual “Wine D’Vine” beneﬁt event recently- ly at the Grand Del Mar. Eight of the area’s ﬁnest restaurants served won- derfully creative dishes by-the-bite, paired with as many superb winer- ies, giving the $30 plus guests a fab- ulously flavorful experience. A tal- ented singer/keyboardiist entertained as guests dined, drank and placed silent auction bids.

After selling seven live auctions worth about $17,500 emcee/ auc- tioneer Steve Hamman introduced country music star Jimmy Wayne, who’d flown in from Nashville for the event. His rugged good looks and talented performance of “Sarah Smile” gained the crowd’s admira- tion — and then he paused to tell a bit about himself. Hearing his touch- ing, scary story, the audience gained a new respect for this young man. He had suffered neglect and aban- donment by his parents, violence, homelessness and surviving on the street until a kindly older couple took him in and gave him a chance. His life turned around; he completed his education and went on to pursue his dream of writing music. Now he devotes himself to raising awareness of foster children that are aging out of the system — perhaps their most vulnerable time — and he’s a very effective spokesman.

Harley Sefton offered to match $100,000 in donations received before year’s end. Overall, the very successful event raised more than $300,000.
“They didn’t have a library or a librarian,” said Ahern, a longtime member of the Friends of La Jolla Elementary School Foundation board. “I came up with the idea (farmers market) two years before I started working on it.”

Ahern said starting the farmers market to raise funds to spare music and arts from the budget-cutting knife was “like inventing the wheel because it had never been done before at a school.”

The first hurdle to be cleared was creating a 501(c)3 nonprofit to operate and maintain the market.

Establishing the market from scratch was like tiptoeing through a mine field(0,0),(999,999). Ahern said more than a few mistakes were made early on.

“We started in the fall, which you never should do because it’s cold at the end of the growing season,” she said. “It was also the rainiest winter we’d had in 25 years. I think it rained nine Sundays out of the first 10.”

But focus and persistence paid off and “we never lost a nickel,” she said.

Fifteen years later, the market continues to thrive and La Jolla Elementary School now has a library and a librarian, and offers art, music and physical education programming.

Ahern said she was inspired by La Jolla’s past to create another school fundraising event.

“I could always remember La Jolla being an artist’s village and people painting on easels down by the ocean,” she said. “I felt we needed to go back to our art roots.”

In 2008, at the height of the real estate and banking recession with huge state budget cuts coming down for local schools, Ahern set out to create the La Jolla Art & Wine Festival, benefiting La Jolla, Bird Rock and Torrey Pines elementary schools.

Five years later it has grown to the point where this year “we had to turn away 250 artists,” said Ahern. “We plan on growing it.”

As far as reviving the La Jolla Community Center, Ahern said a core group of volunteers set out to resuscitate the facility, which had the stigma of being a “senior center.”

“My goal is to get everyone in La Jolla over the age of 25 to see the place,” said Ahern, noting the new and improved center is now “very sophisticated and cultured,” with a commercial kitchen offering a wide array of educational and entertainment options to members and guests.

Reflecting on having created two signature community events while having helped save and transform an iconic facility, Ahern said she believes all three efforts played to her most important strength.

“What I’m best known for is networking,” she said. “My life is all about networking.”

Read the whole story at ljtoday.com.
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

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 four flavors everyday including peanut butter and original tart. 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-10PM.
Bird's surf scoop

Time for winter surf

Across the street from the Circle K market, Joe and his trained crew can fix anything, but it takes time to do it the proper way. Being the No. 1 board repairman in San Diego for around 40 years, he is always busy. Expect him to have your board for a while to get the job done right, though rush orders can be negotiated.

It might be a good time as well to check on the quality and condition of your leash. Winter waves are stronger and longer and a leash failure could spoil a whole session or more if the board ends up getting hammered on the reef areas or jetty.

Take a look at your fin system closely, as well. Back the set screws out and re-tighten to minimize time out of the water trying to fix a stripped or frozen screw.

Break out last year’s full suit and look for any wear and tear areas that might be covered under warranty. If found, send it in now, as others in the same situation will be sending theirs in too, thus clogging up all of the wetsuit repair facilities and possibly leaving you without a suit for a month or more.

This might be the time to break into the piggy bank and spend the cash on this year’s warmest new suit (reference my last article for those details). The message here is to be prepared! Finally surf is coming our way and after more than three months of almost nothing to ride, it’s time to get back on the program and catch some waves.

Till next time, Bird Huffman

TIDE LINES

U.S.–Japan space out for watery mission

By JUDITH LEA GARFIELD

Presently, it seems we are bombarded with wayward weather reports, leading many of us believe we are better weather forecasters than the experts. But our experiments could do better at tracking weather as it forms, moves, intensifies and abates if they not only had access to a massively larger set of weather observations but that said data were continually updated since weather can change on a dime.

To bring this to reality would require many more weather satellites than we have or can afford to operate. More weather satellites do orbit the planet but they are owned and operated. More weather satellites do orbit the planet but they are owned and operated.

To bring this to reality would require many more weather satellites than we have or can afford to operate. More weather satellites do orbit the planet but they are owned and operated.

A month later, when I received email congratulations for my winning photo, now a permanent fixture on NASA’s Global Precipitation Measurement webpage (http://pmm.nasa.gov/node/763), I decided to find out what was behind the seemingly whimsical contest.

Turns out, it’s an exciting joint project between the U.S. and Japan, which will make for a game-changer in the near future of weather and climate forecasting and understanding.

Joanne Copps, DDS
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www.GovernorDental.com

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Thursday: 8:00am - 5:30pm
Friday: 8:00am - 4:00pm
Saturday by appointment*

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Heather Oltmstead will be heading up the Zumba classes. She has worked with L.A. Fitness in San Diego and North County. Ask us about our special Holiday Packages for you and your loved ones!!

Menopause

Hot flashes, night sweats, irritability, vaginal dryness, insomnia, anxiety… the list goes on… Menopause is a natural cycle in women’s health but it doesn’t need to be uncomfortable. There are a myriad of western approaches including hormones in all forms: pills, creams, suppositories, and bio-identical hormones. Why not try a more natural option? Acupuncture and Chinese herbal medicine is the oldest and most time-tested medicine available. If you have tried everything else, and haven’t tried Acupuncture - We urge you to give us an opportunity to help you.

Call today for our new patient offer of $69 for a consultation and treatment. We have been serving Southern California since 1989 and we’re conveniently located off I-5 near UCSD. It’s never too late to feel better and restore your body back to its natural state of balance. Acupuncture Center of La Jolla 858.450.0620 - www.MyAcupuncturist.com

There are no “do-overs” when caring for your parents.

When caring for an aging parent or other family member becomes overwhelming, it may be time to call the geriatric care managers at Innovative Healthcare Consultants. After all, a “do-over” isn’t something you want to risk with your loved one. You may need a geriatric care manager if:

✓ Your time is limited or you’re not cont’d on page 18
La Jolla Wellness Studio
A different kind of fitness Center

A new way to workout is now available in La Jolla, and though it may seem hard to believe, the La Jolla Wellness Studio will tell you that its 15-minute workout from start to finish will do just as much, if not more, than the 60 minutes you’re spending sweating in the gym. The La Jolla Wellness Center provides a revolutionary approach to fitness and your health, creating a workout regimen that is quick, easy and based on more than 2 years of science and medical research. What makes the La Jolla Wellness Studio stand apart from other fitness centers, is the technological approach it employs, utilizing vibration technology and focusing on the equal importance of preparation and recovery time, its owners explained. First time visitors have their body scanned to produce a 15-point comprehensive analysis that personalizes the exact areas and measurements to focus on. For more information go to lajollawellnessstudio.com or call (858) 444-0340.

Health BRIEFS

- You need direction about available services.
- Your parent has multiple medical or psychological issues.
- It isn’t safe for your parent in their current environment.
- You are confused about care solutions.
- You don’t have any expertise in dealing with your parents’ chronic care needs.
- Your family is at odds regarding care decisions.
- Your parent is not pleased with their caregivers and needs advocacy.
- Your parent is confused about financial and/or legal matters.
- You need education and/or direction in dealing with behaviors associated with dementia.

The RN Geriatric Care Managers at Innovative Healthcare Consultants are all geriatric experts who can help with these issues and more. They are professionals trained in all aspects of geriatric care. Call (760) 731-1334 or visit our website at www.innovativehc.com for a nurse in your area.

Women With Hair Loss Can Have Thick and Healthy Hair

Volume is the most requested service of all clients. Thick, healthy hair is not just an option; even with all the excellent professional volumizing products available, nothing compares with the real thing: thick, healthy human hair!

The unique patented process used at Judy’s salon attaches a protein bond of real human hair to a small section of your own hair. The bonds are so discreet you can style your hair anyway you choose. This unique application process makes it the only system that does not further damage your hair. Most women who want this service suffer from thin, weak and damaged natural hair, but once this application process has been applied, you will be amazed at the transformation that occurs, not only in your hair, but also in your outlook!

Call today for a free consultation and receive $200.00 off on your first full head of hair replacements.

Hair Extensions FAQ

How Do You Match Extensions to a Client With Thinning Hair?

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and operated by other countries, and each collects data independently of one another. That’s not terribly efficient because the data can’t be shared because the data sets are customized to each country’s own standards (connecting observations from one system to another would be akin to trying to standardize a wallet containing dollars, Euros, rupees and shekels).

What to do?

Enter the Global Precipitation Measurement (GPM) mission, a joint undertaking by NASA and the Japan Aerospace Exploration Agency (JAXA), with cooperation from a consortium of international space agencies with their own orbiting weather satellites. The mission involves launching a “Core Observatory” research satellite next year, which will carry the first instruments able to make three-dimensional measurements of precipitation from space.

The Core will also act as a sort-of Grand Central Station (i.e., the reference standard) for worldwide weather sharing by collecting and unifying all incoming global rain and snow observations from the consortium’s satellites to make them meaningful. These data will be updated every three hours (how long it takes for all the satellites to observe precipitation over the entire globe).

What the GPM mission gets us for our money will advance our scientific understanding of Earth’s water and energy cycle, meaning we can expect improved climate models, which will translate to improved regional weather and precipitation forecasts and warnings (a welcome development).

To date, it has been the Wild West when the rest of the afternoon has let you down. One thing you can do is head down to one of the many Zumba classes available in La Jolla. These classes are a fantastic way to get a good workout while having fun and connecting with others.

**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 to the same molecular structure as your hair. This application process does not harm your own hair. While others use techniques such as welding, swimming, 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 volumising, lengthening, colouring or simply adding texture; Judy will offer a free consultation guiding you through your new style.

Whether creating a new look, following fashion or with a special occasion on the horizon. Judy’s hair extensions have over 55 colours 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 extensions damage my hair?

No, they will not. Actually, even very fine and damaged 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 La Jolla hair extensions are joined to your natural hair by using a safe, all natural keratin protein bond application system.

**Are extensions uncomfortable?**

Judy’s La Jolla Hair Extensions are applied to your hair with a very small bond of natural keratin protein. Most people don’t even notice a difference between the hair extensions and their own natural hair.

**How do I maintain my extensions at home?**

Judy is fully trained on 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.

www.hairextensionsoflajolla.com

Contact Judy in La Jolla today for answers to any more of your hair extensions questions.

7734 Herschel Suite P
La Jolla, CA 92037
Phone: 858-436-2344

**Thank you La Jolla!**

One thing you can count on when the rest of the afternoon has let you down.

**$400 OFF**

Up to $400 off over your first 24 weekly or biweekly cleanings with Merry Maids Advantage. Plus receive 10% off Window Cleaning Service. Free trials – In-home trial; 10% off your biweekly cleaning fee. This fee may vary. Free consultation required. All 4 sessions must be completed within agreement time frame. Early cancellation fee is 1 month’s fee. Call Merry Maids for more details.
Winners Announced for the 2013 Retail Readers Choice

The votes have been tabulated and the results of the La Jolla Today Readers Choice Awards are here. Many are repeat winners, meaning friendly service and good value are timeless, while others are new businesses that have sparked from the start. The categories cover all the things that residents can find right in La Jolla, from book stores and grocery stores to banks, accountants, hotels, pet sitters, florists and everything in between. Ballots were published in La Jolla Today for several weeks and also distributed online at our website, www.sdnews.com. Although this poll is not scientific, it provides a good indication of the merchants and services that give La Jolla its sterling reputation.

The La Jolla Today thanks the readers who took the time to single out the best of the best, and we also thank the winners of this year’s Readers Choice Awards for doing what they do so well.

When you visit your favorite business, or when you see a local store or service provider proudly displaying its Readers Choice Award, take a moment to tell the owner or manager that you appreciate what they do — they deserve it!

If you missed the special edition published October 25, go to our website to see all the recipients of this year’s Readers Choice.

Thank You La Jolla for Voting Us

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AWARD-WINNING WEB DESIGN AND INTERNET MARKETING FOR SMALL BUSINESSES AND NON-PROFITS. MODMACRO CONTINUES TO BE THE FULL SERVICE INTERNET AGENCY YOU CAN TRUST.

Focused on growing small businesses, we advocate the continuous improvement of a company’s web presence as their central marketing component. While social media marketing, pay-per-click advertising and other internet marketing tactics are often critical elements of the overall strategy, it’s our belief that a company’s website and the direct search rankings thereof are the most direct path to growth, targeted
Don't second guess — just enjoy and be happy

In a previous article I mentioned that I own a Porsche. Whenever there is a discussion about car buying, especially among men, there is always someone who swears they purchased a new car and made such a good deal that the dealer lost money. Now if this brings satisfaction to that person, then let them think so because you and I know differently — car dealers do not lose money on any deal.

When I bought my most recent Porsche, I walked into the showroom saying, “I want that exact car. I have a trade-in, this is my bottom-line number and I do not care how you divide internal profits between your bottom-line number and I do not care how you make money off of me” (which, by the way is so self-defeating), allows others to slide in and seal the deal for themselves.

Make no mistake about it — we work extremely hard for our clients. While you may not get “the best price” (because it changes by circumstance), ask the question of yourself: is it more important to get the house you really want, or lose it for a few thousand dollars? Believe it or not, most deals are lost over a small amount compared to the overall price.

In recent months, Keller Williams Realty has shattered its revenue and profit sharing that are at all-time highs for our company and unrivaled in our industry.” CEO Mark Willis said. “We have the best business model in the industry and it’s leading to increased productivity, profitability and profit sharing that are at all-time highs for our company and unrivaled in our industry.”

In recent months, Keller Williams Realty has shelled its monthly records for listings taken, contracts written, commissions earned, owner profit and profit share.

Year over year, units are up 8 percent, closed volume is up 17 percent and gross commission income is up 18 percent.

Keller Williams Realty celebrates 30, finds new home in La Jolla

Keller Williams Realty Celebrated its 30th birthday on Oct. 18, as well as the grand opening of Keller Williams Realty La Jolla.

Keller Williams Realty opened its newest San Diego-based independent luxury franchise at 7817 Ivanhoe Ave., just two months before the international company turned 30 years old.

With a net gain of 12,000 associates in the past year, Keller Williams Realty is now the largest real-estate franchise in North America. “We are not a company of complacency,” CEO Mark Willis said. “We have the best business model in the industry and it’s leading to increased productivity, profitability and profit sharing that are at all-time highs for our company and unrivaled in our industry.”

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Let’s reframe that. If you had to pay $5,000 or $10,000 or $100,000 more than you wanted and if you plan to stay in that house happily for 5 or 10 or 20 years, how much does that amortize per year? It may not be more than a few gallons of gasoline at today’s prices. Don’t second guess — just enjoy and be happy.

What about sellers? We spend many hours preparing marketing data to assist our selling clients to decide the right listing price for their house.

There are several pricing strategies that yield different results. Most times we receive offers at or near full-listing price within days of placing the property for sale. Oh, at first the seller is overjoyed. Then in about two weeks time, the seller begins to make statements like, “I’m just wondering…. if we had listed my house at 5 percent higher, would anyone have bought it at that price?”

The answer is … nobody knows. Perhaps, had the house been listed at a higher price, fewer people would have been interested, and maybe no one would have made an offer. There are many possible scenarios. The point again is, don’t second guess — just enjoy, be happy and be thankful that you were able to move forward quickly with your future plans.

Every decision we make — and there are thousands daily — are subject to second guessing. Each of us has to decide what is of greater importance, and we all seek satisfaction in different ways. Don’t let second-guessing impede your ability to charge forward with your plans.

Here is one thing not to second-guess — selecting the right real-estate agent. Be sure to hire a competent, knowledgeable, ethical and results-driven real-estate agent, and allow them to serve as your business partner.
KW REALTY CONT. FROM PG. 23

of milestones for the company:
- The release of the Keller Williams mobile app, personally branded for each of the company’s 90,000 associates. In the past 30 days, more than 58,000 consumers have downloaded the app to their Apple and Android devices.
- Publication of co-founder Gary Keller’s new book, “The ONE Thing,” which has appeared on 117 bestseller lists, including The New York Times, where it has been on the business bestseller list for five months, and The Wall Street Journal, where it has earned the number one spot.

Willis used concepts from “The ONE Thing” to illustrate his presentation, which took place at Mega Camp, the real-estate industry’s premier educational and networking event for top producers.

“Keller Williams leaders, what you’re doing is lining up a perfect domino run,” he said. “Being No. 1 in agent count in the United States was our first domino. We’re on our way to knocking over bigger and bigger dominos until we’re No. 1 in agent count, transactions, and volume all across the world.”

Keller Williams Worldwide President Chris Heller also announced the company’s expansion into the United Kingdom.

In recent years, the company’s global division has announced franchise agreements in Austria, Germany, Indonesia, Southern Africa, Switzerland, Turkey and Vietnam.

Heller touted the achievements of the company’s regions outside of North America and welcomed more than 100 international guests from countries, including Brazil, China, Colombia, Ghana, Israel, Italy, Mexico, Poland and Russia.

“Around the globe, entrepreneurs, brokers and agents are looking for and asking for what we offer,” Heller said. “They crave our models, systems, training and technology. And because Keller Williams can offer all of those at a level they have never seen before, we are attracting tremendous talent and gaining momentum.”

Keller Williams is offering some of the newest technological advances in real estate, as well.

New technology deliverables for consumers include:
- The ability to search both online and through a mobile app, for homes based on criteria or by custom drawing on an interactive map
- GPS localized data displays homes in a given area that match the consumer’s price range
- The ability to easily swipe through galleries of photos to decide whether a home fits one’s needs and then add it to saved searches for convenient reference on the app or via the agent’s website, where the saved searches are synced
- The ability to save notes on properties for future reference and further communication between agents and consumers via call, text or email.

For more information or to search for homes for sale, visit Keller Williams Realty online at www.kw.com. For more information about KWWorldwide, visit kwworldwide.com.
JOHN TOLERICO... your go-to Realtor in San Diego.

John has been selling real estate in La Jolla and coastal San Diego for over 17 years. No one works harder for you.

- Buy, Sell, or 1031 Exchange
- World wide exposure on multiple web sites
- Superior marketing that gets results
- Voted Best Realtor 3 straight years
- A Top 100 BHHS Realtor

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- Gourmet Kitchen
- Sparkling Community pool
- Sweeping staircase
- Picturesque landscaping

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Who do you want to be when you grow up?

By Natasha Josefowitz, Ph.D.

Whether you’re just out of school, changing jobs, or re-entering the job market, the first thing you need to think about is not only what jobs are available, but what kind of person you are. What are the necessary conditions for you to do your best work? What about you should be most highly valued?

What are your objectives? Do you want to earn the most money immediately, or do you want a position with the most opportunities for advancement? Is the work climate important to you? Think about it. Write down the minimum acceptable salary in terms of your lifestyle. Be realistic. Ask yourself how far you want to go. In other words, how high is the top for you? Do you aspire to be a CEO or would you rather supervise only a few people? Would you prefer to be a member of a work group, or do you work best when you are alone?

Where would you like to work? You may like certain parts of the country, either because it is what’s familiar to you and you already have established friendships and family or because you want to go to a new place. Do you prefer mountains or the seacoast, a warm or cold climate, an urban or rural setting?

Give some thought to the kind of organization you’d like to work for. There are a couple of issues to consider: First, would you prefer working for a large company or a small one? Some of the answers may be found within your own experience. Did you enjoy attending a small school or a large one? Are you more comfortable with anonymity or intimacy? Contrary to expectations, you can find friendships while working in a close-knit unit of a large company. At first glance, it might seem that there will be more opportunities for you in a large company, but it is also possible to get stuck, forever, in the lower rungs. In a small company you are more visible, and, if you do well, you’ll have a chance to move up, unless there is simply no room at the top.

Do you want to work for a manufacturing company or for a service organization? Although there is usually more money to be earned in industry than in service or nonprofit, they also tend to have different corporate cultures.

Think of what kind of work atmosphere you would like. Would you prefer a traditional organization, very formal and structured, such as a bank or insurance company? Or would you feel more comfortable in an innovative organization, such as an advertising agency or a firm on the edge of new electronic technology? In these places, creativity is rewarded but the anxiety level is higher. Decide whether you enjoy the challenge of being a pathfinder or whether you would rather leave those hassles to others and follow an already beaten track. What feels too risky for one person is no risk at all for another.

Another major question you should ask yourself is “What can I do that is marketable?” The other side of that coin is: “Who would hire me?” If you don’t think your liberal arts college degree is enough to land you a job, if you have been out of the workforce for so long that you don’t know where to start, or if you’re dissatisfied with your present work and want to try something else, take heart. You have all kinds of skills that will be valuable to an employer. You just need to figure out exactly what they are and how to present them. You need to translate what you know and what you have done into a list of skills that will make an employer want to hire you.

Think in terms of where and when you have felt most appreciated, most skilled, most knowledgeable. What was so satisfying about those times? Were there skills involved that you want to be able to use again or perfect? Perhaps you wish to learn something new and wouldn’t mind starting lower down, taking some time to get up speed.

In these hard economic times with a poor job market, knowing yourself, and knowing what your abilities and preferences are, will make you a more convincing candidate when the time comes to be interviewed.
Don’t Second Guess When You Hire a Real Estate Agent

Before you get involved with a real estate transaction, contact us. We offer private consultations of unlimited time for anyone thinking to buy or sell a home in the near future. Too many people jump into a home transaction without the knowledge they need, and then regret some of their decisions. We help you to avoid costly mistakes, and we share valuable secrets that will save you $$$ before you leap. To reserve an appointment call 858-449-8250 / 858-336-9051 or sign onto our website at www.WeSellLaJolla.com and send us a message.

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Classical Architecture fused with contemporary living. This prestigious historic home was completely remodeled in 2009. Beautiful landscape, glass tiled pool and spa, fireplace and built-in BBQ. Separate office/cabana. 3 bedrooms, 3 baths, large 2 car garage, plenty of storage. Huge Mils-Act saving. Current property taxes are $8,000 per year.

Offered between $4,300,000 & $4,775,000

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