Spring forward!

Don’t forget to set your clocks one hour ahead as daylight saving time begins March 11.

March 11.

begins daylight ahead as your clocks get to set Spring forward!

and general automobile show .

cours d’Elegance is much more additionally, vehicle judging at a Con-

have occurred upon what he thought was just another piece of
discarded plastic in the exposed tidal rocks. Upon clos-
er inspection, he discovered it was actually a Chevron
gas card, above, perhaps lost at sea in 1965 or 1966.

This week, April 1.

define what’s the best at La Jolla's

With the meticulous Dr. Cy Conrad in charge, 62 white-gloved judges will define what’s the best at La Jolla’s eighth annual Concours d’Elegance on the lawn of La Jolla Cove on April 1.

They will explore some of the finest and most expensive automobiles for authenticity, cleanliness and care. Traditionally, vehicle judging at a Con-
cours d’Elegance is much more demanding than that of a neighbor-
hood or general automobile show.

The general aim of the car owner is to present a vehicle that is in the same — or better — condition than it was when it left the production line. Unless
tions are not allowed and components must be suitable for
the year and model of the automobile.

Often, these quality automobiles are not driven, except for short distances from their trailers to the show field.

And, according to committee chair-
man Mike Dorvillier, 20 percent will
be the show’s theme, which this year is Italian marques.

To be sure, there will be many more different makes and models in the show that runs from 9 a.m. to
3:30 p.m. “We’ll have between 150 and 155 cars in the actual concours and up to an additional 75 in the [non-compet-
ite] car corral,” Dorvillier said. “Hon-
orary chief judge this year will be Ed Gilbertson, who, for 26 years, has been chief judge at Monterey’s Pebble Beach concours.

“Most are maintained in top shape at all times,” he continued. “As soon as they are parked, they are pampered by their owners. Others [in the corral] are entered just for presentation and

Almost exactly a year and a half ago, La Jollans were commemorating the 75th anniversary of the La Jolla post office with a celebration that included closing down Wall Street as communi-
ty members enjoyed insider tours of the building amid various festivities. The event — for which the La Jolla Histori-
cal Society unveiled a corresponding exhibit. “Postmark La Jolla: History of the U.S. Postal Service in La Jolla” mar-
ked a partnership between the soci-
ety and the United States Postal Ser-
vice, as the two organizations worked together in honor of the building’s milestone birthday.

Fast-forward 18 months, and the nature of that partnership has changed somewhat. As most La Jollans are well aware, the USPS announced plans earlier this year to close the La Jolla post office, located at 1140 Wall St., in light of its recent financial woes.

Since the announcement, La Jollans have mobilized, garnering more than 1,000 signatures on a petition request-
ing the Postal Regulatory Commission change the status of the post office from a “relocation” to a “closure” (reloca-
tions, said Leslie Davis, head of the Save the La Jolla Post Office task force, have “less visibility and less process”).

At a meeting of the task force on March 2, more work was done toward the ultimate goal of saving the La Jolla landmark.

Davis, chairwoman of the La Jolla Historical Society’s Preservation Com-
mittee, headed the meeting, held at the society’s Balmer Annex. Davis dis-
cussed the next steps in keeping the community’s post office in the build-
ing in which it has been housed since 1935.

The task force has outlined three plans under which the post office could
March 9, 1882

An ad appeared in the San Diego newspaper:

“La Jolla for sale: This famous resort, with nearly 400 acres of land, and all the coves, is offered for sale at such a price that the buyer can realize a great profit by a little judicious outlay in such improvements that will attract the public. The owner resides East and wishes to dispose of it soon.”

The owner was Charles E. Dean who had bought the 400 acres known as La Jolla Park some 11 years earlier in January 1871. The La Jolla area was first mapped in 1887. An ad appeared in the San Diego Times on March 6, 1886, day, "Bought La Jolla!

Correction: In last week’s "This week in La Jolla History..." it was reported that Spencer Wilson, manager of the Cove Theatre, came to La Jolla in 1903. In fact, Wilson graduated from La Jolla High School in 1931. He came to the community much earlier.


A graveside service was held at Greenwood Memorial Park on Dec. 13 with Rev. Jeffrey B. Pearson of La Jolla Presbyterian Church officiating. A celebration of life is planned for this summer in Minnesota.

Movius is survived by her children, Alison Whitney and John Robert Movius of San Diego, and Dr. Edward Gale Movius of Rockville, Md. In addition to her brother, John Burton, and her sister, Hazel Gray, Whitney leaves behind 30 nieces and nephews, and three beloved granddaughters: Elisabeth Whitney (Lisa) Movius, Carly Anne Movius and Christine Marian Movius. She was predeceased by her brothers Gale and Lindley Burton; her sister Elinor Camman; and her grandson, David Lindley Painter.

 Movius was a member of the Mission Bay Yacht Club. Family responsibilities occupied much more than 60 years.

The five-time P.E.O. Foundation, Executive Office, 3700 Grand Ave., Des Moines, IA, 50312-2899. Written remembrances may be sent to Dr. Edward G. Movius, 29. Beavouir Court, MD, 20855-1250.

Stiegler inducted into AIA

Stiegler was awarded the honor for redefining the methodology of architectural investigation and advancing the science of historic preservation. Stiegler’s award-winning interdisciplinary approach to documenting historic structures combines her own architectural investigation with the investigations of expert historic archaeologists. The results of her collaborative documentation include historically accurate reconstruction, preservation of historically significant architectural heritage, and provision of disaster recovery records.

Stiegler is chairwoman of the La Jolla Planned District Ordinance Committee and owner and principal architect of IS Architecture — an award-winning, 27-year-old firm dedicated to preserving and reusing California’s built environment. She specializes in the preservation of rare and fragile historic adobe resources as well as the creation of custom tailored residential architecture. Stiegler will join the ranks of fellow La Jolla architects, including the late Dale Naegle.

PLANNED DISTRICT ORDINANCE

www.lajolla.org

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Lose weight the glamorous way!
Permits recommended, attempts to appease LJ Farms neighbors not enough

Findings for a site development permit (SDP) and coastal development permit (CDP) were granted by the La Jolla Community Planning Association at its March 1 meeting to accommodate for what the neighbors wanted to talk about, and we tried to address each and every concern,” said trustee Phil Merten. “Despite neighbors’ pleas, most trustees found the project did, in fact, comply with the San Diego Municipal Code and the Community Plan.

“The scenic overlook is defined in the Community Plan as a view over a private property from the public right of way,” said trustee Cindy Thorsen. “I just can’t find any aspect of this project that doesn’t comply with the Community Plan and Municipal Code. You can’t deny somebody their property rights if they comply.”

“The main objection to the proposed development is its encroachment and degradation of the public view as the result of its location on the site,” Crisafi said. “We suggest that theEncore design team push the project down eight feet and out of the public view.”

“Permits recommended,” CIVIC preservation of the trail and the 15-foot design itself. 

“Some trustees said the lot’s position does the only thing you’ve got to worry about in your decision tonight is: num-

27 Tips to Drive up the Sale Price of Your Home

SAN DIEGO. Because your home may be the largest asset, selling it is probably one of the most impor-

mative decisions you will make in your life. And once you have made that decision, you’ll want to sell your home for the highest price in the shortest time possible without com-

promising your sanity. Before you place your home on the market, here is a way to help you to be prepared as possible.

To assist home sellers, a new industry report has just been released called “27 Valuable Tips That You Should Know to Get Your Home Sold Fast and for Top Dollars.” It tackles the important issues you need to know to make your home competitive in today’s tough, aggres-

designed to deny the project last July is a legal state decision, rendering the denial of the EOT inappropriate.

Property owner Ure Kretowicz argued there has been no contradiction with state or federal laws, and that trustees were going outside the auspices of their decision-making abilities in their denial of the EOT.

“They have very strict parameters by which to make a decision on whether or not to grant the EOT,” Kretowicz told the trustees. “The parameter isn’t whether you have the decision to side or not side with the Coastal Commission. The only thing you’ve got to worry about in your decision tonight is: num-

276-0763 and enter 1023. You can about how to order your FREE copy of this report, call toll-free 1-800-276-0763 and enter 1023. You can call any time, 24 hours a day, 7 days a week. Get your free special report NOW.

I extend my personal invitation for you to come visit, browse and let me assist you in finding the perfect FUR just for you, from our wide inventory selection.

Designer Consigner La Jolla

By MARIKO LAMB | VILLAGE NEWS

CIVIC report: La Jolla Community Planning Association, March 1
La Jolla High celebrates 90 years of community history

Editor’s note: The La Jolla Village News is partnering with the journalism class of La Jolla High School. Keep an eye out for stories written by students of LJHS on various topics that affect the community.

By KATIE ALLEN
SPECIAL TO THE VILLAGE NEWS

In celebration of La Jolla High School’s 90th anniversary, a journey through time has taken place. In the past 90 years, many things have happened: the first landing on the moon, the fall of the Berlin Wall and the election of the first African-American president. And during all those monumental steps in history, La Jolla High was there to witness them.

For about the past 10 years, the United States has been preoccupied with fighting in the Middle East. Starting in 2001, after the 9/11 terrorist attacks, the United States attacked Afghanistan and the Taliban government. Later, America became involved in the Iraq war. For the current students at La Jolla High, this means that for more than half their lives, they have lived in a war.

Since the start of La Jolla High School’s creation in 1921, this is just one of the four wars that have happened: World War II, Korean War, Vietnam War and Desert Storm (not including Iraq and Afghanistan). During these time periods, the students acted both in different and similar ways. After searching through the school archive, the Hi-Tide (LJHS’s student newspaper) found some amazing relics from the past newspapers.

For one thing, many young men went straight to the military after high school. In 1946, the Hi-Tide interviewed seniors to see what their plans were after high school, and three boys were joining the Navy. Some young men even lied about their ages so they could join as quickly as possible. A LJHS junior named Charles Walden was killed in action during his service in the South Pacific, and was only 17 when he entered the Army. Especially during Vietnam, and the draft, it can be expected that La Jolla’s students were involved. And it was not just the men, but also women who decided to aid U.S. armed forces. Although women were not fighting, some made parts to be used in the machinery of weapons or tools. Others were nurses, spanning presentations for the young LJHS girls about joining the Cadet Nurse Corps. Some participated in smaller, but no less helpful or needed ways, like knitting or sewing, sending care packages, or writing a friendly letter to a soldier overseas.

Of course, in this time period, it was more common to get married quickly after high school and start a family. And it was not unheard of to have a boyfriend in the military. One LJHS Hi-Tide writer even wrote: “Broken thoughts of a son, brother, or sweet heart,” in the spring of 1945.

In some ways, wars affect La Jolla...
La Jolla Country Day School's girls' varsity basketball squad upset top-seeded Francis Parker 57-40 to win the San Diego Section CIF Div. IV Boys Basketball Championships at USD's Jenny Craig Pavilion on March 3. The two teams had split their regular season Coastal League matches, but this one had higher stakes with a title on the line.

Parker held the Torreys down to take a low-scoring 12-6 first period advantage and held a 24-20 halftime lead. Then, LJCD exploded and the Lancers went ice cold. Behind junior point guard Adeeb Bembellor Cantwell Sacred Heart (25-6) to try to extend their postsea-son success. The Torreys second quarter, but still trailed 28-16 at the half. Led by USD-bound sisters Malina and Maya Hood (20 points and 19 rebounds respectively) and junior Kehey Plum (19 points), LJCD turned up their aggressive defense in the third period and with steals, lay-ups and second-chance points, pulled away by a 27-6 margin. The Torreys kept the pressure on to eventually take the title once again.

As part of the celebration, a bi-plane flyover took place at 12:20 p.m.

La Jolla Country Day School's boys' varsity basketball team is a perennial force, especially during the playoff season. The Torreys beat The Bishop's School 64-39 to capture the San Diego Section CIF Div. IV Girls' Basketball Championships at USD's Jenny Craig Pavilion on March 3. It was the team's third consecutive title and ninth in 10 years.

At 28-1, the Torreys have now secured the No. 1 seed in the Southern California Div. IV Regionals and get a bye for the first round of play-off games. Bishop's (19-9) also qualified for the playoffs and at press time were preparing for a March 7 game at Santa Fe Springs St. Paul (24-2).

In the Div. IV finals, LJCD shot out to an 18-3 first-quarter lead and was in good shape. The Knights closed the gap behind their senior leading scorer Bryn Stark (21 points) and junior Devon Kooper's rebounding (10 points) and outscored the Torreys in the second quarter, but still trailed 28-16 at the half.

Players wore their Padres uniforms as Tom Garfinkel, president of the Padres, threw out the first pitch. The Swinging Friar, right, and the Pad Squad were also in attendance. As part of the celebration, a bi-plane flyover took place at 12:20 p.m.

By DON BALCH | VILLAGE NEWS

La Jolla Country Day School's Malina Hood (No. 11) shoots over Bishop's Imani Littleton, and drives against the Bishop's School's Bryn Stark during the San Diego Section CIF Div. IV Girls' Basketball Championships at USD on March 3. The Torreys celebrate with the crowd after winning the championships, La Jolla Country Day's Sage Burmeister (3) penetrates the defense of Francis Stark during the San Diego Section CIF Div. IV Boys' Basketball Championships. Frank Bamford (45) goes high for a rebound over teammate Jonathan Brewster, and the team celebrates after winning its first CIF section title in 10 years. Photos by DON BALCH | Village News

La Jolla Country Day's Sage Burmeister (3) penetrates the defense of Francis far right. Left, Parker during the San Diego Section CIF Div. IV Boys' Basketball Championships. Frank Bamford (45) goes high for a rebound over team-mate Jonathan Brewster, and the team celebrates after winning its first CIF section title in 10 years.
Beautifying Coast Boulevard

ber one, are the plans detrimental to life
Page 3
CONTINUED FROM

April to October to correct vibration and
Playa, will undergo construction from
Laureate Park at 2211 Avenida De La
their dedicated efforts to improve the
private donors and grants are being
$10,000 for the project, and additional
expansion to improve pedestrian flow
public information area and sidewalk
the north wall, seaside seating walls, a
redesign proposal of the public prome-

LJCP A trustees voted to support the

Beautifying Coast Boulevard

- Landscape architect Jim Neri pre-
- Landscape architect Jim Neri pre-
- Landscape architect Jim Neri pre-
- Landscape architect Jim Neri pre-


nature wear on the pumps. Over the
past several years, only one of the three
can be in operation. The other
pumps have been used as parts for
the one operating pump. Ninety percent
of the construction will be contained
within the station, keeping the noise
and construction impact at a minimum.

The one issue that Dr. Valentine
and I are concerned with is the
fishery, the small finned morning glory.
The estimated cost of repair is $1.5 mil-

The students are: freshmance, Dance
Mike Gunz, Gian Beltrame, Jau Sindo,
and construction impact at a minimum.

Dr. Valentine will need to
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California marine protected area
completed discussions about a Master Plan for valet
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Mike Gunz, Gian Beltrame, Jau Sindo,
and construction impact at a minimum.
Latte by the Sea gives La Jolla a quick pick-me-up

Street post office to get their hot and healthy meal fix: fresh, nutritious fruit drinks, or any of the coffee cart’s varieties of gourmet coffees, lattes and espresso blends since owner John Christofferson opened the spot in May last year.

Christofferson’s career background was not one that was all associated with coffee, aside from his self-proclaimed love for cultivated beverages. The venture came about, he said, in the way perhaps many new business ventures have started over the last few years — a change of career prompted by the loss of a job.

“My history is in software design, mainly for medical devices, in the last 10 or 15 years,” he said. “My job got outsourced to India with a bunch of other people here, and I thought, ‘What am I going to do at my age?’”

SEE LATTE, Page B

MIND, BODY & SOUL

Adding more volume is the number one requested service at our hair salon.

We specialize in 100% natural hair extensions as featured on America’s Next Top Model. This gentle technique won’t damage your own hair and there are no styling limitations.

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Beauty by Judy

Help for Thinning Hair — Adding Vol- une is the Number 1 Requested Service! According to the Women’s Institute for Fine and Thinning hair, there are 30 million women who are currently experiencing hair loss. It can begin as early as puberty, although it usually occurs between 35 and 55 years of age. In the past several years effective treatments have become available for fine, thinning hair. Professional hair loss treatments are most effective when used at the first signs of thinning or hair loss. After analysis of hair type and problem a personal treatment program should consist of the following: Prepare — massage with essential oils, Shampoo — treatment shampoo for your hair type, Condition — for dry or damaged hair, Treat — apply products for hair loss.

Hair Color
Q: Should you color your hair if your hair is prematurely gray or could gray hair help your business? A: Gray can be a matter of self-esteem. You may not be presenting your most professional, attractive self. By the way, the old adage gray hair on distinguished, women are old doesn’t hold true. Gray is a grooming issue, not a gender issue. A good rule of thumb, is to go one shade lighter than the natural color so it does not look harsh and goes with the skin tone. Low-lighting colors gray hair and leaves some natural hair showing, which makes gray hair less apparent. All white hair can make some women look washed out. Warm, tan, or golden tones can add color to the hair and skin tones.

CALL NOW FOR YOUR FREE CONSULTATION AND RECEIVE $200 OFF YOUR FIRST FULL HEAD OF HAIR EXTENSIONS. Call 858-456-2344 or go to www.theadvantage.com

Judy Judy Judy

Why Would You Need a Geriatric Care Manager?

Jim’s elderly father fooled several hours from him and Jim was concerned. He knew his dad needed more help but was not ready for assisted living and wanted to continue living in his home. Jim went to The National Association of Professional Geriatric Care Managers and did a search for a care manager in his father’s area. He found Innovative Healthcare Consultants and hired one of our RN geriatric care managers to assist in coordinating his needs. Since Jim didn’t have experience or live in the area, the care manager was able to get Jim’s father into a daily meal program, through the VA, she got dad hearing aids and also got him a life-saving bracelet for emergencies. She takes Jim’s dad to doctors appointments, adresses, for him, coordinates his medications and makes home visits to check on his well being. She reports back to Jim, with his father’s permission.

Examples: It is expensive. Not really when you consider the care manager is on call 24/7 for any crisis situation. The first few weeks coordinating the care and concerns hours may be increased. Then once the person is headed in the right direction, hours decrease and your peace of mind is restored. Medical needs increase as you age, so hiring a nurse geriatric care manager who specializes in helping to achieve the best health outcomes may be desired. You want someone who has been in the field for awhile and has experience in dealing with elder ailments. All of our RN Care Managers at Innovative Healthcare Consultants are listed on the national websites. Expect the care manager to be your eyes and ears to your parent or spouse. Jim’s father eventually needed more care and the care manager was able to arrange the more close to Jim, which was the most economical option. Jim says “The care manager allowed me to stop worrying and enjoy my dad’s final years.”

CALL NOW FOR YOUR FREE CONSULTATION AND RECEIVE $200 OFF YOUR FIRST FULL HEAD OF HAIR EXTENSIONS. Call 858-456-2344 or go to www.theadvantage.com

Judy Judy Judy
High students in identical ways as it has in the past. To this day, young men and women are still joining and fighting for our country. However, there is no draft and most students will continue on to college, then a career, then marriage.

In the end, it is important to remember that La Jolla High School is one of the most acclaimed schools in the nation. The school produces students that benefit the community and themselves. La Jolla has left a legacy that is hard to live up to, but if La Jollans can come together as a community, everyone can recall the past and look forward to the future.

— Katie Allen is a 15-year-old sophomore at La Jolla High School. She attended Torrey Pines Elementary and Maillands Middle schools. She participates in tennis and lacrosse, and has dabbled in theater. She enjoys music, cooking, traveling and reading and hopes to attend school on the East Coast and receive a degree in liberal arts.

not to be judged. Some of these may be previous winners and the owners prefer to let others have a chance at winning.

Proceeds from the event again will benefit the nonprofit La Jolla Historical Society, as well as the downtown-based Monarch School.

With entry requests continuing to mount, Dorvillier said the committee may be forced to turn away some requests next year.

“We just don’t have the room,” he said.

Keith Martin returns as the emcee and will present awards recognizing winners, including the Keith Martin Sports Car Market Report Trophy award during the Saturday Motor Tour and the San Diego Auto Museum Director’s Choice award.

Community involvement has been an imperative element to the event this year, Dorvillier said.

“We wanted to focus with the community,” he said. “We have worked with many local businesses this year.”

He singled out La Valencia Hotel’s new general manager Vikram Sood, who he called a “huge partner for new general manager Vikram Sood, whom he called “a huge partner for

With appropriately themed books, the annual budget will be at the bookstore on March 30.

“On March 3, the Hyatt Aventine was the scene for the “Heart and Soul” gala held annually by Jewish Family Services (JFS). The popular event was a sellout again this year, with about 600 guests, and brought in more than $1 million. The prestigious organization will use the proceeds to further its innovative programs and broad array of services providing critical care for individuals and families from birth to old age. But despite all the success, it was a bitter-sweet occasion, because the event honored Jill Borg Spitzer, a charismatic and immensely popular leader, who’s now retiring after 26 years as CEO. When she started in 1984, JFS had a staff of 20 and few volunteers, an annual budget of $500,000, and was focused on family counseling. Becoming executive director/CEO in 1986, she led the organization’s growth. The staff now numbers over 300 (aided by more than 1,000 volunteers), the annual budget approaches $20 million, and JFS has become one of the most well-respected organizations of its kind in the country. After a huge reception in the Hyatt’s Barcino Pavilion, the celebration continued with dinner and the program in the Aventine Ballroom. Gala co-chairs: Murray Galison, Jennifer Levitt and Ashley Stone were introduced, and Rabbi Lenore Boism gave the invocation noting that the honoree had vision, passion and a great pair of legs. (jill loves playing basketball, which helps explain her healthy, youthful appearance.) During the ensuing live auction, TV’s funny (if irrelevant) Sam ‘the Cooking Guy’ Zien offered a dinner party for six. He looked around the room and said, “Is it me, or are there a lot of Jews here?” The dinner will be at his home’s kitchen, where he shoots his show. “Full disclosure,” he warned; “I cook with bacon. If you don’t want it, you don’t have to have it. If you want it, I’ll bring it out!” His item went for $5,000, and he donated a second one that went for the same price, raising $10,000 for JFS Project SARAH, which deals with domestic abuse.

After an impressively professional video tribute showcasing Jill’s accomplishments, honorary chair Jerry Turk introduced the San Diego Gay Men’s Chorus. Arriving onstage carrying basketballs, they aptly performed a version of “Cheers,” the baristas that of his employees. Just like a La Jolla version of “Cheers,” the baristas behind the counter get to know customers’ names and drink orders, and repeat customers can collect stamps for free drinks on a card held for free counter. For the chance to win additional free items, the cafe holds a business-card raffle each Friday.

Christofferson’s rapid learning curve in the coffee business was not without a bit of help. UCSD graduate and 13-year coffee shop owner Melanie Baird has been Christofferson’s right-hand gal for coffee consulting. Baird said, “I’ve been working with him for a year and a half. He owns me for tastings and I do all the flters. I just share my knowledge with him basically.” Baird said, “We try to teach everyone the exact same, so that people come they always have the same experience with people who are positive, smiling, happy and ask how you like your coffee. We take our time to interview really good people who really want to be here and try to build it up.”

Christofferson, Baird and the ladies behind the counter are always attentive to what their customers want, changing or adding menu items at customers’ requests. “We try to focus on very healthy snacks—to go that keep you going throughout the day. In this area, people are very health-conscious. They work out all the time and eat healthy,” Baird said. “There’s not really another coffee cart out there in La Jolla like this.”

Latte by the Sea is open from 7:30 a.m. to 1 p.m. Monday through Friday, with happy hour specials from 2 to 3 p.m. and regular tastings throughout the month.

Christofferson owns another cafe inside Tri-City Medical Center in Oceanside and has plans for another San Diego location in the future.

Continued from Page 7

After a visit to France in 2000 with his wife, he took note of the high-quality of coffee he encountered at every turn.

“Even on the train the coffee was good,” he said. “I realized that maybe that’s what I should try to do. I’m having a lot of fun doing it. I meet a lot of people and really enjoy talking with them.”

Christofferson’s previous career in the software industry was one that was solitary, stilling his personal character.

“I really enjoy this. You wear a lot of different hats,” he said. “Why didn’t I do this earlier? This would have been a lot more fun.”

Part of the success of the coffee cart comes from that enthusiasm — and that of his employees. Just like a La Jolla version of “Cheers,” the baristas behind the counter get to know customers’ names and drink orders, and repeat customers can collect stamps for free drinks on a card held for free counter. For the chance to win additional free items, the cart holds a business-card raffle each Friday.

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Traveling bell jelly takes the red eye

JUDITH LEA GARFIELD

When it comes to moving around, some jelly species fly below the radar and always take the red eye. A bell jelly belonging to the genus Polyorchis escapes predatory eyes by traveling in rapid pulse motion just above the seafloor. Its tentacles are amenable to mechan- 
tics, contracting to very short and stout when in active swimming mode or extending to twice the bell’s length, espe- 
cially when drifting. A bell jelly travels light, being that its umbrella is both transparent and small (no more than 2 inches high). A local species, P. hapless, is confined to California waters but anoth- er similar species, P. penicilliatus, ranges all along the North American coast. I can’t count on seeing the bell jelly on a 
regular basis, not only because of its size and color-free umbrella, but because it is common in some years and nearly 
absent in others.

Small crustaceans and worms that poke along near or on the seafloor are favorite eats. After being nabbed by poi- son-filled tentacles, the captured food is transferred to the mouth, which is attached to a long, tubular stomach 
extending nearly the bell’s vertical length. It’s not luck that determines whether a jelly dines on route but dis- tinctive, bright-red, light-sensitive ocelli that dangle from the surface of the umbrella. Early tax- 
onomists were clearly impressed enough to celebrate them by choosing Polyorchis, meaning many tentacles, for the genus.

Back in the 1800s, when this bell jelly was identified, no one could have imagined its role in modern neuroscience studies. Though the jelly has long been known to bear nerve-like tissues within its伞, not until the last couple of decades has it been understood that the tissues contain the neurotransmitter dopamine. In higher animals, neuro- 
transmitters comprise a group of chem- icals that allow nerve cells (a.k.a. neu- 
rons) to communicate with each other and, as a result, produce or inhibit actions (mental, emotional, physi- cal). Though they don’t actually touch each other to com- municate, neurons exchange informa- tion in the spaces (synapses) between where one neuron ends and another begins. When a message reaches the end of the first neuron, it triggers the release of neu- 
rotransmitter chemicals into the synapse, then these chemicals travel across the synapse and touch the beginning part of the second neuron in the chain. That touch triggers the next neuron to spread the message down the line of cells. Dop- 
amine, a well-known neurotransmitter, has been used in human treatment (Le- dopa) for motor diseases like Parkinson’s. But neurotransmitter mechanisms can go haywire, with other 
brain disorder outcomes like hallucinations, paranoia, depression and other symp- 
toms of mental illness.

The phylum Cnidaria comprises what are believed to be the most primitive organisms (jellies, anemones and corals) with a true nervous system. Dopamine is found in extracts taken from the nerve-like tissues of the margins of the jelly (not so for other compounds in the same family like epinephrine, nor- epinephrine and serotonin) and is shown to be involved in the jelly’s swimming mechanism from studies carried out on 
contracting (crumpling) and relaxing 
palps.

While dopamine is known to be float- 
ing around the tissue that surrounds the nerve cells, only recently have researchers carried out experiments that 
lead them to believe the nerve cells themselves might be responsible for releasing the neurotransmitter. If so, the 
message would be released from the neuron then relayed to the muscle to make its contract. Whether or not the 
dopamine-rich tissue is the neurotrans- 
mitter link inhibiting or modulating the 
jelly’s central nervous system will only 
be known when studies definitively 
show that dopamine is also present inside the nerve cells, not just in the sur-
rounding tissue, and that the cells do in fact release dopamine.

Some may wonder why time is “wast- 
ed” studying a primitive animal with- 
out a brain just because it has dopamine, when we should be putting our time and money into understanding 
and treating brain malfunctions? That the jelly jelly has bottom-range status evo- 
luionarily speaks to its relatively simple 
mechanics (few nerve cells next to our billions of nerve cells), making it an eas- 
er model to study. Although we braced off from jellies, we still share origins, so understanding the workings of a jelly provides us with a refined start- 
ing point with which to understand our- 
elves. In this case, knowledge gleaned from understanding the jelly neuro-
transmitter mechanism helps us recon- 
struct the early evolution of the ways 
and means of neurochemical commu-
nication, since it presumed that it was in the Cnidaria, or a common ancestor, that such mechanisms first evolved.

— Judith Lea Garfield, biologist and 
underwater photographer, has authored 
three books about the underwater world off La Jolla Cove and La Jolla Shores. Send comments to 
Jgarfield@ucsd.edu

The amazing retractable tentacles of P. hapless serve to relax when the animal is drift- ing...
Thursday, March 8
La Jolla Town Council meeting, 5 p.m., La Jolla Recreation Center, 615 Prospect St., (858) 454-1444, www.lajollatown-council.org, free

“Grantil: How to Nah a Dictator,” 9 p.m., The Loft at UCSD, 9500 Gilman Drive, screening of the political thriller / memoir of genocide and justice, (858) 534-8497, www.artpwr.edu, $8

Baby Sign Language, 9:45 a.m., La Jolla Library, 7555 Draper Ave., join author Monta Brant for ASL fun with songs, stories and tips on using sign language with children, (858) 552-1657, www.lajollababylibrary.org, free

UCSD Singers, 7 p.m., CPMC Theatre, 9500 Gilman Drive, students of Philip Larson perform music by composers Antonio Vivaldi, Josquin and Philip Larson perform music by esteemed Department of Music faculty, (858) 534-3229, music.ucsd.edu, free

UCSD Jazz Concert, 8 p.m., Conrad Prebys Concert Hall, 9500 Gilman Drive, (858) 534-3229, music.ucsd.edu, free

Screening of “The Stranger,” 7 p.m., 700 Prospect St., free admission to the museum plus free guided tours, (858) 454-3514, www.ucsd.edu, free

The Ian Tordjman Group with DQG in concert, 7 p.m., CPMC Theatre, 9500 Gilman Drive, modern tenor saxophonists with influences from modern jazz to electronic music, (858) 534-8497, www.artpwr.edu, free

La Jolla Town Council Sunsetter happy hour, 5 to 7 p.m., Chedi Thai Bistro, 737 Pearl St., meet and mingle, (858) 454-1444, www.lajollahistory.org, $10 for members and military families, $25 for La Jolla Council Members and $10 for nonmembers

A Railway to Damascus, 7 p.m., Taubman Library, 4126 Executive Dr., (858) 362-1362, www.tfjc.org, $8 to $10

Tuesday, March 13
Investment Club meeting, 2 to 3 p.m., Ridal Center, 8111 La Jolla Blvd., discussion of economic trends, financial planning observations and current investment topics, (858) 459-0831, www.rif-center.org, free

Book discussion with author Patrick McMahan, 6:30 p.m., La Jolla Library, 7555 Draper Ave., local author McMahan will discuss his book, “Becoming Patrick: A Memoir,” (858) 552-1657, www.lajollalibrary.org

Thursday, March 15
Museum of Contemporary Art open house, 5 to 7 p.m., 700 Prospect St., free admission to the museum plus free guided tours, (858) 454-3514, www.mcasd.org, free

La Jolla Town Council Sunsetter happy hour, 5 to 7 p.m., Chedi Thai Bistro, 737 Pearl St., meet and mingle, (858) 454-1444, www.lajollahistory.org, $10 for members and military families, $25 for La Jolla Council Members and $10 for nonmembers

Jewelry making with Yolanda, 10 a.m. to 1 p.m., 700 Prospect St., (858) 534-8497, www.artpwr.edu, $80 for nonmembers, $60 for Lofts members

Holly Hofman and friends mini concert, noon, Athenaeum, 1008 Wall St., lunchtime treat featuring jazz, chamber and world music, (858) 454-0872, jantheaum.org, free

Jewelry making with Yolanda, 2:30 to 3:30 p.m., Ridal Center, 8111 La Jolla Blvd., (858) 459-0831, www.rif-center.org, $15 for members and $20 for nonmembers

Station Sushi can handle your late night private party for 20 - 40 people (10 person minimum-10:30 pm to 1:30 am). And the best part is for only $40. per person it’s All-you-can-eat AND drink (some restrictions apply). Join us for Happy Hour Sunday-Thurday 5:30 to 7 p.m. We are now open for lunch Monday-Thursday 12-2 p.m. Dinner Monday-Sunday 5-10-close. Full Bar. www.station-sushi-birdrock.com

FRIDAY, March 9
Screening of “The Strangers,” 3 p.m., La Jolla Library, 7555 Draper Ave., free pop-corn and the third installment of film noir classics from the 1950s and 1960s, (858) 552-1657, www.lajollababylibrary.org, free

Mainly Mozart concert, 7:30 p.m., The Neurosciences Institute, 10640 John Jay Hopkins Drive, Beethoven and Brahms with a wine celebration before and Q&A after, (858) 239-0100, www.mainlymozart.org, $55

Saturday, March 10
Printmaking Family ArtLab, Museum of Contemporary Art La Jolla, 700 Prospect St., explore the John Baldessari’s new gallery then enjoy a printing workshop inspired by Baldessari’s process, recommended for families with children ages 5 and older, (858) 454-3514, www.ucsd.edu, $10 for members and military families, $25 for nonmembers families
tutuza concert, 9:30 p.m. The Loft at UCSD, 9500 Gilman Drive, (858) 534-8497, www.artpwr.edu, free for Loft member, $6 for UCSD students, $12 regular admission

Baby Sign Language, 10 a.m. to 12 p.m., Wisteria Cottage, 10 to 11:30 a.m., Westeria Cottage, 780 Prospect St., RSVP required, (858) 480-6424, www.lajollahistory.org, free

Printmania Family ArtLab, 10 a.m. to 1 p.m., La Jolla Library, 7555 Draper Ave., free for children, $10 for families

Jewelry making with Yolanda, 10 a.m. to 1 p.m., La Jolla Elementary School, Girard Avenue and Center Street, (858) 454-1647, www.lajollahistory.org, free

Phenomena Family ArtLab, Museum of Contemporary Art La Jolla, 700 Prospect St., explore the John Baldessari’s new gallery then enjoy a printing workshop inspired by Baldessari’s process, recommended for families with children ages 5 and older, (858) 454-3514, www.ucsd.edu, $10 for members and military families, $25 for nonmembers families

Nacho Mama’s restaurant at La Jolla Shores will be offering a variety of grilled, fresh, and healthy options. They may look good enough to eat, but the paintings and sculptures at Donovan’s are guaranteed to be always freshly grilled. East coast transplants will be happy to hear that they can get their fill of palates. And at Donovan’s, fresh seasonal vegetables and your choice of USDA prime beef, the eatery’s star attraction. If steak isn’t in the plan, pound burgers or one of our large sandwiches.

Sushi

Station Sushi can handle your late night private party for 20 - 40 people (10 person minimum-10:30 pm to 1:30 am). And the best part is for only $40. per person it’s All-you-can-eat AND drink (some restrictions apply). Join us for Happy Hour Sunday-Thurday 5:30 to 7 p.m. We are now open for lunch Monday-Thursday 12-2 p.m. Dinner Monday-Sunday 5-10-close. Full Bar. www.station-sushi-birdrock.com

Jersey Mike’s is a sub shop that embodies the Jersey Shore, serves up classic sub sandwiches, wraps, and salads for dine in or take out. Menu items includes the popular original Italian sub, a meat lover’s dream, with provolone, ham, prosciutto, capicola, salami and pepperoni, guaranteed to be always freshly sliced. Jersey Mike’s also offers hot subs like the famous Philly cheese steak, grilled. East coast transplants will be happy to hear that they can get their fill of Tasteyakes – a rare treat on the West Coast – as Jersey Mike’s.
Local Realtor Makes News Joining the Fastest Growing International Real Estate Brand - Harcourts

Harcourts USA CEO Aaron Hudson “To be in this market locally, you must market globally”

Justin Brennan joined Harcourts because they provide an amazing opportunity globally. “It is very important for my clients to know that their home is exposed internationally in a way no other company has attempted before. Harcourts technology is rad.” The company is very unique and innovative in the way they break into markets. The traditional approach to marketing homes is changing with technology

“Harcourts technology is rad.”

“We all buy and sell things in our lives with emotion and then we justify with logic. Facts tell, stories sell.”

Justin has been a resident of La Jolla since 1997 when his father, Jim Brennan, moved the family into the La Jolla Shores neighborhood. “La Jolla is truly a remarkable place to live, work and play. I have the greatest job in the world – to help people.” Over the years, the Brennan family has developed several luxury homes throughout La Jolla, Encinitas and Del Mar. As a licensed broker, general contractor and developer, Justin is able to help his clients in many different ways.

While many people get down and frustrated with this market, Justin sees enormous opportunity. “In moments of suffering, greatest is born.”

“I strive to be the local expert. I want to be the best.” Understanding market trends and interpreting it for clients is critical for their success. This is why Justin studies market data and shares it. It is not enough to just know basic market info; you need to know data specific to neighborhoods and your client’s home. “The data is a big boring book, I provide the cliff notes.”

“Attitude is everything. Be kinder than necessary, for everyone you meet is fighting some kind of battle. Live simply, love generously, care deeply, speak kindly, and leave the rest to chance. Life isn’t about waiting for the storm to pass. It’s about learning to dance in the rain. I hope you dance.”

- Justin Brennan

We at the La Jolla Village News wish Justin and his team much success in the coming years!

Above: The bar chart below shows the average price/sqft for homes in La Jolla by neighborhood. You can see how the lower Hermosa area has the highest price/sqft.

Below: The chart shows the percentage of La Jolla sales in 2011 represented by each category.

2710 Carriagedale Row - Ridgegate
SOLD FOR $800,000

1132 Avenida Amantea - Muirlands
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### OPEN HOUSES

**LA JOLLA**

<table>
<thead>
<tr>
<th>Address</th>
<th>Details</th>
<th>Price</th>
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<tr>
<td>7005 Ocean Lane</td>
<td>Sun 1-4pm</td>
<td>$695,000</td>
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<td>7575 Eads Ave</td>
<td>Sat &amp; Sun 12-3pm</td>
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<td>$1,199,000</td>
<td>Greg Phillips - 858-999-6000</td>
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<td>549 Bonair Place</td>
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<td>Cindy Eyer - 619-755-8757</td>
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<td>7550 Eads Ave #401</td>
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<td>7575 Eads Ave #307</td>
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<td>Dina Lander - 619-992-4532</td>
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<td>7550 Eads Ave #305</td>
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<td>6669 Santana Court</td>
<td>Sat 1-4pm</td>
<td>$1,929,000</td>
<td>Andrew John - 858-525-5486</td>
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<td>6469 Clamato Avenue</td>
<td>Sat &amp; Sun 1-4pm</td>
<td>$3,000,000</td>
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<td>6607 Avenida De Las Pescas</td>
<td>Sun 1-4pm</td>
<td>$1,400,000</td>
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<td>5366 Chelsea Ave</td>
<td>Sun 1-4pm</td>
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<td>549 Bonair Place</td>
<td>Sun 1-4pm</td>
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<td>Jim McCreary - 858-525-4735</td>
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<tr>
<td>7811 Hillside Dr</td>
<td>Sun 1-4pm</td>
<td>$2,989,000</td>
<td>Jennifer Johnson - 858-204-6885</td>
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<td>7812 Sierra Mar Dr</td>
<td>Sun 1-4pm</td>
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<td>7023 Via La Jolla</td>
<td>Sun 1-4pm</td>
<td>$2,975,000</td>
<td>Marie &amp; Marti Gellens - 858-551-6630</td>
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<tr>
<td>7727 La Jolla Dr</td>
<td>Sun 1-4pm</td>
<td>$4,900,000</td>
<td>Courtenay Bennett - 858-353-4456</td>
</tr>
</tbody>
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### Library/Conference Room

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