OCEAN BEACH
Parade, Event & Shopping Guide

NEW 2015 OB Ornament
Available at OB MainStreet Association

NEW OB Pier Puzzle
Available at OB MainStreet Association & select OB stores

Ocean Beach-opoly Game
Available at OB MainStreet Association & select OB stores

Shop Local • Stay Local • Play Local

Ocean Beach MainStreet Association
1868 Bacon Street, Suite A • San Diego, CA 92107
(619) 224-4906
info@oceanbeachsandiego.com • www.OceanBeachSanDiego.com
If Ocean Beach's Newport Avenue could talk, you'd have a hard time shutting it up. It's 128 years old, after all (OB was founded in 1887), and it's seen its share of neighborhood history, good, bad and ugly. 35 of those years make up the hefty history, good, bad and ugly.

If Ocean Beach's Newport Avenue could talk, you'd have a hard time shutting it up. It's 128 years old, after all (OB was founded in 1887), and it's seen its share of neighborhood history, good, bad and ugly.

The parade, Newsom noted, is mounted by 100 volunteers in “a true OB grass-roots fashion, and it enlivens our community with the holiday spirit.” Events include decoration of the community Christmas tree at the foot of Newport and the kick-off of a food and toy drive benefiting local shelters and seniors. “The lighting of the tree at the foot of Newport will mark the beginning of the parade.”

More than 35 years ago, five brothers that called themselves the James Gang (today, the family owns the neighborhood's landmark silkscreener of the same name) got the crazy idea to bring a Christmas tree to town in hopes of establishing a little more identity for a growing burg. Today, Ocean Beach touts a population of 12,000 tightly packed souls, and thousands of those (along with an equal number of outsiders) are expected to wall off Newport the entire evening.

Most shops, bars and eateries are expected to stay open for shoppers—and all of them owe a debt to history amid the brothers' simple gesture.

By: Dick McEntyre, Attorney at Law

1. Surprisingly to me, about 35% of folks die without leaving a will or a trust. As a starting point, if you own a home, you should make a trust. This is because when you die, no probate of outsiders are expected to wall off the property can be transferred to your heirs.

2. So, in pass on your property should you use a will or a trust? As a starting point, if you own a home, you should make a trust. This is because when you die, no probate of outsiders are expected to wall off the property can be transferred to your heirs.

3. Just what is a "trust?" A trust is an arrangement whereby you as "trustor" transfer certain property to a "trustee" (typically yourself while you are alive; otherwise who you leave the property to, upon your death). The terms of this trust are set forth in a trust instrument (usually called a Declaration of Trust or a Trust Agreement).

4. In the above case, what type of trust should you use? Typically, you will use what is called a revocable living trust. Such a trust is "revocable," since it can be changed in any manner or even terminated while you are still alive.

5. If you create a revocable living trust, are there other estate planning documents you should create? If so, what are they? Yes, there are some supplemental estate planning documents you should have. Here are the most important ones:

   a. Will – This will provide that anything that was not transferred into your trust, or disposed of by other means (such as a life insurance policy death benefit payable to its beneficiary) will pass to your trust and be distributed as a part hereof.

   b. General Power of Attorney – this is a general financial power of attorney designating an "agent" to conduct your affairs if you are unable.

   c. Health Care Power of Attorney – designate an agent to make emergency medical and related decisions on your behalf if you are unable; "pull the plug" provisions if you so desire; and organ donation directions as you see fit.

   d. If you're married, what estate planning documents do you need? Typically a married couple will have one "joint" trust instrument between yourselves, and a separate will, general power of attorney, and advanced health care directive for each of you.

6. Always ready to be of service, I am Dick McEntyre, having served the San Diego community for over 40 years. If you have a tough time getting around, I will gladly make a "house call.”
O’ CHRISTMAS TREE!

A 114-year-old star pine gave itself up for Ocean Beach on Dec. 1, as the Troncellito family donated 40 feet of the 120-foot tree behind their Brighton Avenue home as this year’s community Christmas tree. This is the second time in 12 years that the tree has been pressed into service. The same one was topped in 2003 and was mounted at the usual spot, the foot of Newport Avenue and Abbott Street. The star pine, also called the Hawaiian Christmas tree, was originally grown in New Caledonia in the South Pacific. OBecians donate blow-up beach balls and colorful lights, and Santa Claus pays a visit during the weekends in December. The tree stays put until a few days after New Year’s.

PHOTOS BY KEVIN HAGGERTY
The Ocean Beach Town Council is proud to bring you the 36th Annual OB Holiday Parade

For more than 30 years, our quaint little surfing village of Ocean Beach has hosted one of the best Christmas Parades in SoCal. On Saturday, December 5th, Newport Avenue is lined with colorful OBceans and visitors all eagerly awaiting the commencement of the 36th Annual OB Holiday Parade at 5:05 p.m. This year’s theme is Joy to the Sea – 36 Years Celebrating OB

For some, it’s the excitement of seeing the Point Loma Marching Band strut their way down the street or the SD Roller Derby Dolls in their eye-catching costumes. For others, it’s watching the VW Beetle club and classic Woodies roll down Newport Ave. Some prefer the motorcycles, bright-fit floats and countless bands that fill the beach with live music. So, in other words, whatever your pleasure, OB has it all in our rendition of the Christmas March. And...of course...the big man himself, Santa Claus, will be making his appearance.

After the festivities, the nightlife of OB takes off as the locals and visitors celebrate and spread even more Holiday Cheer in one of the many local bars and eateries. People of all ages are invited join us at this fun-filled event – costumes, cheering and laughter are not only welcomed, they are encouraged!

Come find out what the locals have known for over 30 years - Santa would rather be in OB! Be sure to RSVP and invite all your friends.

Take a break from your holiday shopping at the OB Christmas Parade, set for Saturday, Dec. 5 at 5:05 p.m. (exactly) and to run down Newport Avenue from Sunset Cliffs Boulevard to the beach. The lighting of the neighborhood tree at the foot of Newport will begin the event. Sights and sounds include classic cars, music and, of course, a very busy Santa.
2015 Holiday Events in Ocean Beach

December 2, 9, 16, 23
4-7pm ~ Farmers Market 4-7pm

December 3
9-noon ~ Santa arrives & local kids decorate tree
5:30-9pm ~ Holiday Auction at Sunshine Co.
(To donate, email info@obtowncouncil.org)

December 3-14
OB Storefront Decorating contest
(facebook.com/OBMA92107)

December 5
5:05pm ~ 36th Annual Holiday Parade down Newport - Lighting of tree will begin the parade

December 5, 12, 19
9am-4pm ~ Craft Fair at Newport & Abbott
(Santa from 11am-1pm) (Dec. 5, 9am-2pm)

December 14
Holiday Homes Decorating Contest
(For Information, call 619-316-3403)

December 15-18
5-9pm ~ Food & Toy Drive at Masonic Hall,
1711 Sunset Cliffs Blvd. Volunteer & bring a donation
9am ~ Food & Toy Drive distribution
to seniors and families

Gilmor Family Jewelers
Our Final day in OB will be December 24th
Everything 50% off

Taika Sushi
1/2 Off Any Sushi Roll
with purchase of Sushi Roll of same or greater value, and 2 Beverages
with coupon - expires 12/31/15 Limit 1 per party
Holiday Gift Guide
Shop Ocean Beach

Decorate your Tree with a touch of OB

2015 ornament - $25 each or 2 for $40
(past years are available as well)

Celebrating the art of the 2015 street fair logo. The ornament consists of two pieces and is two sided.
Pier Puzzle – New item this year - $25 each – also available at select merchants.

Available online and at OBMA office:
1868 Bacon St., Suite A • 619-224-4906
www.oceanbeachsandiego.com

For the Art Lover on your list

Give a gift that is truly one of a kind - a Limited Edition Print! The painting is a collaboration with Wyland and Dennis Conner in 1999 and is signed by both. John Baker Picture Frames also features other artists so you are sure to find a painting that is perfect for that art lover on your list. Give an original painting at an incredible value.

You can also custom Frame that special memory of a loved one-a gift that will last forever! Plus, you can take advantage of their Custom Framing special now till Christmas SAVE 25% off the entire job. Just mention this Gift Guide. Gift Certificates are also available.

Give the hottest new gifts this season

We have the new Rinsekit portable showers plus all your Surfer Baby needs for babies & kids. And for the adult on your list there’s lots of other cool SUP and surf gear and accessories.

Stop by our Store and mention this ad to receive 10% OFF your purchase or use the code WAVE online

Better Surf Than Sorry
5059 Newport Ave. Ste. 302 (Upstairs) Ocean Beach 619.564.7873 bettersurfnionsorry.com

Be a part of the OCEAN BEACH Holiday Gift Guide

Beautiful full-color section published in the Peninsula Beacon and sent to over 20,000 homes. Includes photo and logo, description or text.

Runs in the December 10th, 17th and 22nd issues. 4 different sizes available, starting as low as $75.

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858.270.3103 x117 • 858.337.8546 Cell • MikeFahey@sdnews.com
Vote for your favorite storefront Holiday decorations

Be on the lookout for festive holiday decorations throughout your favorite businesses this holiday season and VOTE for your favorite by LIKING their photo that will be posted to the OBMA Facebook page between Dec. 3-14th! Visit OB MainStreet on Facebook at www.facebook.com/OBMA92107.

Enjoy the decorations and celebrate the season – businesses will be awarded cash prizes and celebrated in the special holiday issue of the Beacon on Thurs., Dec. 22nd.

Season’s Greetings!
We Specialize in all auto body work & insurance work
Over 34 Years in OB!
Formerly at 1955 Bacon St.
Randy Green

VOTED #1 AUTOBODY SHOP!

DOG BEACH DOG WASH
4933 Voltaire Street, Ocean Beach
619-523-1700
www.dogwash.com
HOURS: 7am to 9pm, 7 days a week
Open Christmas: 8am to 1pm
Please help with the Dog Beach Holiday Clean up: Saturday Dec. 12th 9am-11am

Wishing You the Happiest of Holidays
- Mike Fahey

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

10% OFF any service Happy Holidays!

HOLIDAY SPECIAL

Shop Local
Stay Local
Play Local

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obab1@sbcglobal.net

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South Coast Surf

Happy Holidays!
The Olive Tree Marketplace Family Introduces “Ulivo”

Meet the Olive Tree Market’s new neighbor: Ulivo Restaurant! (oolivo)
The neighborhood restaurant, located right next door to the market, has become a favorite meeting place, satisfying locals and visiting customers with its award-winning Italian food.

Olive Tree Marketplace owner Chris Stavros and his wife Adriana Alcaraz purchased Espresso Ristorante a year ago when the former owner decided to sell and retire. In the past year, they’ve given the location a complete face-lift, hired a new chef, and completely changed the menu and beer/wine list. However, they did not change the name and that’s caused a lot of confusion. “The restaurant was called Espresso for 40 years,” said Stavros. “Just a few weeks ago a couple walked in expecting a coffee shop. It’s time to retire the old name and move forward with a new name that connects all of our businesses in a meaningful way. We have the marketplace and delicatessen and the Olive Tree tasting room, so it’s time to extend the name to the restaurant.”

Planning a holiday get together for family, friends, or business?

Nati’s Mexican Restaurant is the perfect spot to hold your holiday luncheon. Whether dining indoors or on their patio, they can accommodate up to 50 people and their reasonably priced menu fits everyone’s budget. Margaritas, cocktails, and beers available. Ask about their party menu designed specifically for larger groups. Take-out is also available for your party at home or at your office. They also have gift certificates and t-shirts. Established in 1960 and located at 1852 Bacon St., they are only one block from the OB pier. (619) 224-3369. Ample parking available.

Ulivo, which means Olive Tree in Italian, is a straightforward concept: Simple, fresh ingredients prepared to order, to create authentic regional and seasonal specialties with a variety of flavors. There’s traditional pizza and pasta, but also healthy alternatives like crisp salads, house made soups, and fresh seafood.

The Olive Tree Marketplace has been a fixture in Ocean Beach for 27 years. The Stavros family has been in business in Ocean Beach since the 40’s when Chris’ father, Mr. Cristos Stavros first owned and operated what was the “Corner Malt Shop” on Newport Avenue. Ulivo, located at 1776 Sunset Cliffs Blvd., is open for dinner from 4pm to 9:30pm and closed on Tuesdays. Take-out food is available for pick-up only. Plans for weekday lunch are in the works. For more information call 619-224-2227 or visit www.ulivorestaurant.com

Don’t Miss the Farmer’s Market!

Every Wednesday from 4pm-7pm on the 4900 block of Newport Avenue between Cable & Bacon Street in the heart of OB! Locally grown produce, fresh flowers, baked goods, art, music and more!
Whatever you’re hungry for, you’ll find it in OB. Ocean Beach offers more than 90 restaurants, entertainment and lodging venues. Plus, you’ll find catering and banquet venues for all your holiday parties!

Holiday Dining in Ocean Beach

O. B. People’s Food Market presents healthy time saving meal ideas during the holidays!

During the hustle and bustle of the holiday season, it can often be difficult to want to spend the time to meal plan and cook. With stresses and flu season, we know this is a time of year when it’s very important to feed ourselves and our loved ones wholesome, quality foods. Between shopping, parties, family obligations, everyday obligations and increased pressures, fast-food options may be increasingly tempting and good intentions for eating healthfully can go out the window. But with just a few ingredients and minimal prep time, you can have a healthy, home-cooked soup. Warm and comforting on a cool winter day, soups can easily be turned into a meal by serving them with a loaf of crusty, whole-grain bread and a fresh tossed salad.

For the best selection of organic produce and grocery items in San Diego stop by Ocean Beach People’s Organic Foods Market, at 4765 Voltaire Street. Open Daily from 8 a.m. – 9 p.m. call us at (619) 224-1387 or visit us on the web at www.obpeoplesfood.coop, facebook.com/oceanbeachpeoples and twitter.com/PeoplesOrganic.

People’s Easy Squash Soup

1/2 Tbsp. olive oil or butter
1 cup onion, chopped
2 1/2 cups winter squash, peeled or not, seeded and chopped
3 cups vegetable stock
1/2 tsp. fresh thyme, chopped
1 tsp fresh sage, chopped
1 tsp fresh parsley, chopped
Sea salt
Freshly ground black pepper

Sauté the onion and squash in oil in a large pot on high heat stirring frequently until lightly caramelized, about 10 minutes. Add herbs and broth, bring to a boil, and simmer covered until the squash is soft, about 20 minutes. Puree and season with salt and pepper to taste. Garnish options: Add dried sage leaves, chopped parsley, diced and cooked root vegetables, onion sprouts or microgreens, or croutons. Variation: Try roasting the squash before cooking the soup.

O. B. People’ s Food Market presents healthy time saving meal ideas during the holidays!
Shopping local keeps the Ocean Beach community holiday spirit alive

The neighborhood of Ocean Beach has a population of about 12,000, which breaks down to just under 24 residents for every member business of the Ocean Beach MainStreet Association. The group’s 540 venues comprise the neighborhood’s Business Improvement District, or the area within which businesses are required to pay additional taxes to fund projects within the district’s boundaries.

That means that it would take only 24 shoppers to buy goods or services from each business in helping maintain the neighborhood’s tax base—and given the choice of fare in eclectic little OB, the “shop local” mantra is good advice in a community awash in special projects.

Shopping at independent retailers helps strengthen the local economy, expands employment, fosters community and provides a more relaxed, fun, and rewarding shopping experience—which is why this holiday season, we’re encouraging you to support your local businesses. Your pledge means more jobs, better quality and a vibrant and sustainable community!

With Thanksgiving in the rearview mirror and a ‘Hometown’ event ahead, now is the time to stop procrastinating with that Christmas shopping list, and what better way to find the perfect gift for everyone on that list than by shopping local. We’re kicking off the holidays with this special holiday edition full of great gift giving ideas, holiday entertaining and wonderful local events to enjoy with the entire family. You will be pleasantly surprised with the number of local businesses that might just have exactly what you need this holiday season.

Out-of-town guests arriving? No worries. Inn at Sunset Cliffs will make everyone feel special during their holiday stay at one of the best view locations in San Diego!

Those who get in a festive mood by decorating for the holidays might enjoy Ocean Gems & Gifts. This shop has a variety of Christmas decorations and ornaments, all with a beach theme. Its decorations will be available right up until Christmas time for all those last-minute shoppers.

Dreamgirls fashions has a wonderful selection of seasonal clothing and accessories—all at 20 percent off! Gift cards are available too.

A small boutique shop, Monzana, sells herbs as well as a large variety of natural teas and tea accessories. It also sells natural semi-precious stones and jewelry. Celebrating 10 years in OB.

Christmas lights are sure to sparkle, but for those looking for a different kind of sparkle this year, local jewelry stores may have you covered.

Gilmore Family Jewelers has been known for their custom-design rings and necklaces for more than 16 years. The venue’s unique selection of gift ideas includes the original “Peace in OB” pendant as well as beautiful glassware, and it will no doubt inspire you to find something for everyone on your gift list this holiday season. You’ll find Gilmore also buys precious metals and replaces watch batteries. Engagement rings, other jewelry, and Bulova and Citizen brand watches are also sold in the store.

Looking for a more iconic OB vibe? Check out The Black! It is actually a department store/gift shop/smoke shop. To say it is iconic is an understatement. The Black has a jewelry department, clothing, candles, incense, housewares and a music department with cards and books, not to mention a fine selection of tobacco and smoking pipes and accessories. It will blow your mind... The Black is OB. See what’s new and old.

If you’re looking for some beach flair, Ocean Beach Surf & Skate has it all. From beach and board wear to boards and gear, you’ll find all your favorite brand names here.

And check out Better Surf than Sorry. They have the hottest new gifts for the season, like the new Rinsekit portable shower and surfer baby needs! Get 10 percent off by mentioning their ad.

If you’re looking to add a little more cheer to your holiday or to stock up for that holiday party, Ocean Beach People’s Organic Food Market has it all. You’ll find everything you need, always fresh, for all your holiday events! They also offer great locally made products.

For the artsy people in your fami-
Submit this ballot for a chance to Win Dinner for Two ($100 value) at one of the Peninsula’s fine restaurants.

VOTE FOR YOUR FAVORITE OCEAN BEACH RETAIL STORES & SERVICES!

ENTRY RULES: You choose your favorite! Tell us who the best of the best is and you’ll be entered into our free drawing. Mail or hand deliver your ballot to: The Peninsula Beacon, Readers Choice Awards: 1621 Grand Ave., 2nd floor, San Diego, CA 92109; or vote online at: www.sdnews.com or peninsulabeacon.com.

Please complete at least 50% of the ballot. One ballot per person. Ballots must be postmarked, submitted online, or hand-delivered by Monday, January 13, 2016.
HAPPY OB HOLIDAYS!

Barons Market
SIMPLY GOOD FOOD. SIMPLY GOOD PRICES.

LARGE TEXAS GRAPEFRUIT
2 for $1

NAVEL ORANGES
3 lbs $1

Organic CAMEO APPLES
97¢ lb

EGGPLANT
77¢ Each

KIWI
4 for $1

D’ANJOU PEARS
77¢ lb

WHITE ROSE POTATOES
2 for $1

GREEN ONIONS & RADISHES
2 for $1

FILET MIGNON
$6 $15 Cuts

Hamilton PORK LOIN BABY BACK RIBS
$4.99 lb

MINI PERSIAN CUCUMBERS
97¢ lb.

Lambertz YARD OF COOKIES
$9.99 280z

Echo Falls SCOTTISH SMOKED SALMON
$8.99 4 oz

Rougette BAVARIAN RED CHEESE
$14.99 lb

Pana Pesca MEDITERRANEAN SEAFOOD MIX
$6.99 300 gm

RITTERSPORT CHOCOLATE
$2.99 3.5 oz

Bubbles BREAD & BUTTER PICKLE CHIPS
$6.99 33 oz

Alpine Valley ORGANIC BREADS
3.69 - 4.39 $10 oz - 12 oz

DON’T FORGET...
Viola Herring in Sour Cream.................$9.99 oz
Biltong Holiday Nog..........................$5.99 oz
Belgium Boys Crepes.........................$7.99 10 oz
Barons Market Olive Bar.................$7.99 10 oz
Julian Pies......................................$13.99 each
Barons Market Olive Bar...............$7.99 10 oz

WINE CORNER
Callaway Chardonnay ’13..................$5.98 bottle
Cupcake Pinot Grigio ’14...............$6.98 bottle
6th Sense Syrah ’13......................$12.99 bottle
Babich “Marlborough” Sauvignon Blanc ’14....$10.98 bottle
Seaglass “Santa Barbara” Pinot Noir ’13........$11.99 bottle
Wilson Creek Cabernet Sauvignon ’13........$19.99 bottle

Roland WHITE ASPARAGUS
$3.99 11.6 oz

Point Loma
4001 W. Point Loma Blvd.
1 Bldg. W. of Midway Dr. (619) 223-4397

Rancho Bernardo
11828 Rancho Bernardo Road
In the Mercado (619) 485-8686

Temecula
31939 Rancho California Road
Corner of Meadows Pkwy. (951) 863-1111

Wildomar
32310 Clinton Keith Rd.
1 Bldg. W. of I-15 (951) 609-8200

Alpine
1347 Tavern Rd.
In the Alpine Creek Town Center

Murrieta - Coming Soon

baronsmarket.com

Prices Effective 12/2/15 - 12/26/15

Hours: Everyday 8 AM to 9 PM (except holidays) Limited Quantity on Some Items. Not Responsible for Misprints