In 1887, developers Billy Carlson and Albert Higgins changed the beach community’s name from Mussel Beach to Ocean Beach to make the neighborhood a little more appealing for would-be investors. Carlson and Higgins were also skilled businessmen whose acumen rested on fairness and customer service.

Ocean Beach retail merchants still observe and practice those beliefs. They know how to tailor their products and services to the customer’s goal, whether it be that extra-attention food co-op, that friendly optometrist looking after your precious vision or that forward-looking estate planner with only your family’s future interests at heart.

Accordingly, we often ask our readers to pick the “best of” retail and services industries around Ocean Beach — after all, you know the merchants as well as the merchants know themselves, because you stroll our business districts every day in search of their services. Here, in the Peninsula Beacon Readers Choice Awards 2017, you’re the judges — more important, you’re the jury.

And not only did you weigh in on the neighborhood’s best of the best; you also chose the categories under which their names appear, making this project a truly reader-intensive enterprise. Ocean Beach’s merchants are proud to welcome you to this unique San Diego neighborhood, and they’re ready to return the favor by justifying the faith you’ve shown.

Thomas Melville
Editor
### Retail / Shopping

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### Health & Beauty

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### Best Personal Trainer

**Efficient Working Bodies - Nicole Grevelis**

The newest, most fun group training studio in San Diego is now right in your back yard! Their Interval, Circuit Style Training Classes focus on getting you in the BEST SHAPE EVER! With cardiovascular conditioning, muscle strengthening and joint mobility all in one sixty minute session, you’re sure to feel strong & energized to take on any daily tasks! They’re excited and grateful to bring over 20 years of experience to you and your community! *Inquire about our Adult Stretch & Strength Class* Owned and operated by Nicole Grevelis.

**Efficient Working Bodies**

4733 Point Loma Ave. (619) 8844937

---

**Efficient Working Bodies**

**Best Contractor**

Victor Lund General Contractor

Lund specializes in coastal renovations locally and throughout San Diego. However, he and his team of highly-skilled workers will take on any size task, from small rooms to gentrification projects. Lund uses in-house carpentry crews, which gives the company greater control over quality and work scheduling. A member of the Point Loma community, Lund has 33 years of experience in the construction industry.

**Victor Lund General Contractor**

PO. Box 7050, San Diego, CA 92167 (619) 224.1498

---

**Best Personal Trainer**

Efficient Working Bodies - Nicole Grevelis

runs through the heart of Ocean Beach's shopping district. Find one-of-a-kind shops, services and restaurants all with the flair that is unique to Ocean Beach.

Troy Green photo
Retail Shopping

**ANTIOQUES**

**Vignettes Antiques**

Step inside this exclusive shop and experience the alluring beauty of old Paris. Light, airy and oh so chic, with soft French music playing and beautifully edited vignettes of matted, time worn elegance. For over a decade, Vignettes has been known for its' glamorous style and highly defined settings of romantic, French-inspired home and garden décor.

Through the years the shop has focused on tracking down the most one-of-a-kind, shoe-stopping finds and then merchandising these grand pieces of the past, into irresistible, must-have displays.

**Vignettes Antiques**
4828 Newport Ave.
(619) 222-9244
vignettesantiques.blogspot.com

**APPAREL (Men’s)**

**South Coast Surf Shop**

Since 1974, South Coast Surf Shop has emerged as one of Southern California’s premier surf shops. Historically, South Coast has always been ahead of its time by not only emphasizing on custom surfboards, a huge wetsuit selection, and the latest in surfing accessories to meet your in-the-water needs, but its willingness to experiment with selling surf inspired clothing and accessories. South Coast was instrumental in introducing and legitimizing brands such as Quiksilver, Billabong, and Gotcha to the Southern Californian Surf Community during the seventies and early eighties. And even today though surf influenced products are much more mainstream then they were when South Coast first opened, you can be sure to find the finest selection of all your favorite brands as well as new looks from brands that are new to the surf industry.

**South Coast Surf Shop**
5023 Newport Ave.
(619) 223-7017
southcoast.com

**APPAREL (Women’s) tie**

**The Closet**

This locally owned and operated junior women’s boutique offers a wonderful variety of clothing, accessories, lingerie, shoes and baggage that are friendly on the wallet. The store receives new arrivals every week so you can come back to try on the latest trends and seasonal styles. Staff is friendly and grateful for their loyal and amazing customers.

**The Closet**
4878 Newport Ave., Ocean Beach
(619) 222-2999
theclosetsignature.com

**APPAREL**

**Dream Girls**

Nestled in the heart of Ocean Beach at the west end of Newport Avenue, Dreamgirls is a quaint and attractive women’s clothing store and boutique. They have become the favorite place to buy jeans among locals. The staff at Dream Girls are passionate about what they do, and the store reflects their enthusiasm. This shop takes pride in helping unravel the personality of each customer in order to find what suits the individual best.

**Dream Girls Clothing**
5054 Newport Ave.
(619) 223-4836

**BEADS**

**The Black Bead**

The Black Bead is your one-stop-shop for beads. You’ll find beads coming in from around the world, a dazzling whirlwind of color, shapes and strings greet you as you walk through the door. The Black Bead has an enormous selection of jewelry-making supplies and tools, with treasures of all types waiting to be put to use. A meander through the shop will get your creative juices flowing, likely resulting in a one-of-a-kind piece you’ll sure be complimented on. Stop by to congratulate them on their 25th anniversary!

**The Black Bead**
5003 Newport Ave.
(619) 222-2115
theblackbead.com

**BEST PLACE TO BUY JEANS**

**Dream Girls**

(See listing under Women’s Apparel)

**BIKE SHOP**

**Bernie’s Bicycle Shop**

The shop is still named after Bernie, but owners Roger and Yasuko Lovett and their staff know everything from installing forks on your mountain bike to respoking a wheel. Locals say the prices are far and away the best, with ironclad guarantees on service.

**Bernie’s Bicycle Shop**
5017 Newport • Ocean Beach • 619-222-5498
Open Seven Days • All Major Credit Cards Accepted

**BEACH**

**The Inn at Sunset Cliffs**

THANK YOU FOR VOTING US
BEST HOTEL
7 YEARS IN A ROW!

Winner of 2017 Certificate of Excellence Award presented by TripAdvisor.com 5th straight year!

- Environmentally Friendly
- Spectacular Oceanfront Views
- Newly Updated Rooms
- Local Vibe with relaxed atmosphere

Enjoy the experience of pure tranquility and relaxation

1370 SUNSET CLIFFS BLVD • SAN DIEGO

INNATSUNSETCLIFFS.COM • 619.222.7901
Best Hotel/Lodging

Inn at Sunset Cliffs
Wake up to ocean sounds and spectacular views. Inn at Sunset Cliffs featuring newly remodeled rooms. You’ll enjoy the heated pool, ocean-terrace views, Sunset Cliffs walks or nearby attractions like SeaWorld and Cabrillo Monument, tide pools and Lighthouse point. It’s just minutes from the airport and downtown. The quaint setting and variety of amenities have made Inn at Sunset Cliffs a favorite one-of-a-kind hotel on the Pacific. The only hotel in the area to receive the prestigious Trip Advisor Certificate of Excellence 5 years in a row. A consistent Readers Choice winner for Best Hotel.

(cell phone)

4984 Voltaire, Ocean Beach • (619) 226-8559

Home of the Best cigarette prices!

Inn at Sunset Cliffs 1370 Sunset Cliffs Blvd. (619) 222-7901 Innatsunsetcliffs.com
and more!

Ocean Beach Gifts & Shells
4934 Newport Ave.
(619) 224-6702
OceanGiftsAndShells.com

GROCERY STORE
Stump's Market
Whether you need to make a wholesome dinner or just want a quick snack, Stump’s Family Marketplace between Ocean Beach and Point Loma is the way to go. Stump’s has everything from hot sandwiches and potato salad to lobster, whole turkeys and Boar’s Head meats. With more than 40 years of experience, the business has been thriving due to great customer service, a wide variety of products and competitive prices. A fresh deli, a catering service, home delivery and an array of gourmet foods and produce are always moments away. Always fresh.

Stump’s Market
3770 Voltaire St.
(619) 226-9575
stumpssandiego.com

GROCERY STORE
Ocean Beach People’s Organic Food Market
San Diego’s only customer-owned grocery store, People’s has been serving the community since 1972. People’s offers an extensive selection of organic produce, grocery, dairy, bulk foods and herbs as well as vitamins and homeopathics, cruelty-free body care items and aromatherapy products. There’s a full-service, award winning sit-down deli featuring a delicious selection of home-style vegetarian and vegan entrees, salads, sandwiches, freshly prepared baked goods, desserts and more.

OB People’s Organic Food Market
4765 Voltaire St.
(619) 224-1387
obpeoplesfood.coop

Barons Market
Barons Market is your neighborhood market. They carry a terrific selection of organic, natural and specialty food at rock bottom prices. Barons Market is passionate about value and enthusiastic about passing great deals on to you. No gimmicks. Simply good food. Simply good prices.

Barons Market of Point Loma
4001 W. Point Loma Blvd.
(619) 223-4397
baronsmarket.com

HARDWARE/ BUILDING SUPPLIES
Ocean Beach Paint & Hardware
Seems like these guys know more about paint and hardware than the people who invented them. They specialize in helping the local community, one job at a time. One cashier even had an answer for the best type of lighting against a certain obscure wall. Even had an answer for the best type of tile. The answers to these and other pressing questions await within, not to mention an incredible range of supplies for do-it-yourselfers. After all, they’ve specialized in helping locals with their hardware needs for more than 90 years!

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

HEALTH FOOD/ NUTRITIONAL
Ocean Beach People’s Organic Food Market
(See listing under Best Specialty Grocery Store)

HOTEL/ LODGING (tie)
Inn at Sunset Cliffs
Wake up to ocean sounds and spectacular views. Inn at Sunset Cliffs featuring newly remodeled rooms. You’ll enjoy the heated pool, ocean-terrace views, Sunset Cliffs walks or nearby attractions like SeaWorld and Cabrillo Monument, tide pools and Lighthouse point. It’s just minutes from the airport and downtown. The quaint setting and variety of amenities have made Inn at Sunset Cliffs a favorite one-of-a-kind hotel on the Pacific. The only hotel in the area to receive the prestigious Trip Advisor Certificate of Excellence 5 years in a row. A consistent Readers Choice winner for Best Hotel.

Inn at Sunset Cliffs
1370 Sunset Cliffs Blvd.
(619) 222-7901
innatsunsetcliffs.com

Embassy Cleaners
Thanks for choosing us a favorite dry cleaner for 8 years in a row!

Drive thru service
Family Owned since 1946
4320 Voltaire Street, San Diego, CA 92107
Where quality and service matters
619-223-6621
Steve and Shan Jacobs

JEWELRY STORE
Blondstone Jewelry Studio
The place for Designer Sterling Jew-
ey. Blondstone Jewelry Studio retail store in Ocean Beach carries a wide range of jewelry featuring Heidi’s beautiful SOL designs, and select jewelry from around the world. Creatively displayed, you’ll enjoy this unique gallery experience. If you are looking for a truly one-of-a-kind piece of jewelry, this is the place!

Blondstone Jewelry Studio
4931 Newport Ave.
(619) 223-2563

The Black Bead
The Black Bead is your one-stop-shop for beads. You’ll find beads coming in from around the world, a dazzling whirlwind of color, shapes and strings greet you as you walk through the door. The Black Bead has an enormous selection of jewelry-making supplies and tools, with treasures of all types waiting to be put to use. A meander through the shop will get your creative juices flowing, likely resulting in a one-of-a-kind piece you’ll sure to be complimented on. Stop by to congratulate them on their 25th anniversary!

The Black Bead
5003 Newport Ave.
(619) 222-2115
theblackbead.com
When you actually need your insurance agent, you want the BEST.

Thanks for voting us the #1 BEST Insurance Agency for 10 Years in a Row!

Your State Farm Agent & his team will always be there to get you through it.

Schedule a personal appointment today — we will be happy to come to you or see you at the office.

SERVING THE PENINSULA FOR 60 YEARS

Matt Kalla Insurance Agency, Inc
Matt Kalla, Agent • Lic. #:09010185
619-223-1829
4149 Voltaire Street • www.mattekalla.com

PET STORE
Bone Appetit
Bone Appetit is one of those stores that helps Ocean Beach retain its small-town feel. For more than 11 years it has been catering to the needs of The Peninsula’s pet lovers, and that tradition continues under new ownership. When Emily and Jeremy Hasting took over the store, they wanted to make sure that it remained the same place where your dog would drag you through the door for a free treat. With an emphasis on all natural foods, Bone Appetit remains the best place to shop in for all your pet supply needs. Shop small, shop local, shop Bone Appetit.
Bone Appetit 6.B. Pet Supply
4845 Newport Ave.
(619) 226-6260
boneappetit-ob.com

RESALE SHOP
Karen’s Consignment Gallery
(See listing under Furniture Store)

SHOE STORE
Miss Match
On first glance, Miss Match may seem a tad, well, mismatched. The 3,000-square-foot store holds every type of style, from Bohemian and preppy to girly or tough. Store owner Tally Berovitz handpicks every item in the store. It’s evident by her selections that Tally keeps stylish, budget-conscious ladies of all generations in mind when selecting her inventory. Tally also has a team of fashionable females (and one cute pup named Buster) to help any customer find the perfect outfit for any occasion.

SKATE SHOP
Ocean Beach Surf & Skate Shop
And here you thought OB Surf & Skate only sold surfboards and skateboards. The fact is, they do. But there’s so much more inside the package. Surf camps and clinics, adventure tours and kayaking lessons are also at your fingertips. Tell their helpful staff your passion, and they’ll orchestrate accordingly.
Ocean Beach Surf & Skate
4940 Newport Ave.
(619) 225-0674

SMOKE SHOP
The Black
Ask anyone in Ocean Beach and they’ll know The Black. It’s a tradition. The Black has been in the same location for more than 40 years! You may recognize their slogan, “Out of the blue and into the black.” You’ll find everything you could possibly desire for smoking needs. They have a fun variety of unusual gift ideas.
The Black
5077 Newport Ave.
(619) 222-5498

SPORTING GOODS
South Coast Surf Shop
(see listing under Men’s Apparel)

SUNWEAR
South Coast Wahines
“Twas two nights before Christmas, and one smart shopper thought she’d better try this place as a last gift resort for cute female-type surf clothing – now it’s become her go-to shop. The reasonable prices and great service will keep her coming back any time of the year.
South Coast Wahines
5037 Newport Ave.
(619) 223-8808

Services

ACCOUNTING
Always Accurate
No mistakes are key to good accounting, and Always Accurate is just that. Accountant and Notary Public, Stacey Thayer does year-round tax service, computerized bookkeeping and pay-roll services. She also prepares personal, business and corporate tax returns. If you don’t want to worry about the money side of things, using Thayer really adds up.
Always Accurate
4869 Santa Monica Ave.
(619) 225-9571
alwaysaccurate.com

ALTERATIONS
Minh Alterations
We’ve all been there, your favorite jeans are suddenly too big or your little black dress suddenly won’t zip — but you’re just not ready to throw either out. Instead of leaving it tragically hanging in the back of your closet, take it down Minh Alterations. Minh has a quick turn-around, great pricing and amazing results, which means your stylish item will be fixed in a flash and back to wearable condition in no time.
Minh Alterations
4875 Voltaire St.
(619) 223-2336

ARCHITECT
Hanna Gabriel Wells
From civic to business to residential, this architectural firm will be able to assist you with any design need. In its new location on Bacon Street, the diverse team is still committed to a collaborative approach to your project. This firm believes in creating strong spatial relationships between structure and location.
Hanna Gabriel Wells
1955 Bacon St.
(619) 223-6485
architects-hgw.com

ATTORNEY (tie)
Ronson Shamoun
RJS Law
Ronson Shamoun founded RJS LAW, a firm which focuses on tax law, in 2003. RJS LAW has three offices nationwide, including nine attorneys. His practice involves federal and state taxation with an emphasis in criminal
tax defense, tax controversy, corporate law and estate planning. Recently, he was awarded the USD School of Law Distinguished Alumni Award, the highest honor bestowed upon alumni. In 2016, his firm RJS LAW co-founded USD School of Law-RJS LAW Tax Controversy Institute with the University of San Diego School of Law.

Ronson J. Shamoun
RJS Law
303 A Street, Suite 400
(619) 595-1655
RJSLawFirm.com

Virgina Weber
Weber & O’Neill was established in 2016 when attorney Shannon O’Neill purchased the existing law firm “Virginia L. Weber, Inc.” from Attorney Virginia Weber Laskowitz, who was in practice for over 36 years before retiring in May 2017. Shannon worked with Virginia in her Ocean Beach office for approximately a year and a half prior to Virginia’s retirement. Shannon is extremely grateful to have received the Gold Reader’s Choice Award for Attorney during her first year as a business owner and she looks forward to continuing to assist the Ocean Beach and Point Loma communities with their estate planning and probate needs.

Weber & O’Neill
4870 Santa Monica Ave. Ste.2D
(619) 222-5500

AUTO BODY REPAIR

Ocean Beach Auto Body
Had a wreck or just sick of looking at all those door dings? Trustworthy and dependable, the guys here will get your vehicle looking better than before in just a short time. From a smashed window to a crushed bumper, it’s nice to know there’s a shop in OB that gets the job done for less than the other guys. They keep car owners informed and aim for happy customers.

Ocean Beach Auto Body
4856 Voltaire St.
(619) 223-1232

Best Interior Designer

EcoLux Interiors
Suzi O’Brien is an award-winning interior designer who specializes in Sustainable Design. Her clients delight in her process, which helps them discover and express their own style. With this as a foundation, she created luxurious, functional living spaces, combining beauty and concern for the environment. Her priority is use of environmentally friendly materials, nontoxic finishes, and fabrics, tile and other components. The result is a healthy and productive home that brings joy to everyday life.

EcoLux Interiors
(619) 964-7716
EcoLuxInteriors.com

Best Grocery

Stump’s Market
Whether you need to make a wholesome dinner or just want a quick snack, Stump’s Family Marketplace between Ocean Beach and Point Loma is the way to go. Stump’s has everything from hot sandwiches and potato salad to lobster, whole turkeys and Boar’s Head meats. With more than 30 years of experience, the business has been thriving due to great customer service, a wide variety of products and competitive prices. A fresh deli, a catering service, home delivery and an array of gourmet foods and produce are but moments away.

Stump’s Market
3770 Voltaire St.
(619) 226-9575

We would like to thank our loyal customers & all those who voted us:

BEST GROCERY STORE

Your community store for over 40 years. We appreciate your continued support & invite you to come in for these special offers:

$8 OFF
Any Purchase of $50 or More
Excludes Liquor & Tabacco. With Coupon. Expires 4-30-18
Not valid with any other offer or coupon.
Best Specialty Grocery
Ocean Beach People’s Organic Food Market
San Diego’s only customer-owned grocery store. People’s has been serving the community since 1972. People’s offers an extensive selection of organic produce, grocery, dairy, bulk foods and herbs as well as vitamins and homeopathics, cruelty-free body care items and aromatherapy products. There’s a full-service, award winning sit-down deli featuring a delicious selection of home-style vegetarian and vegan entrees, salads, sandwiches, freshly prepared baked goods, desserts and more (like live music).

San Diego’s only customer-owned grocery store, People’s has been serving the community since 1972. People’s offers an extensive selection of organic produce, grocery, dairy, bulk foods and herbs as well as vitamins and homeopathics, cruelty-free body care items and aromatherapy products. There’s a full-service, award winning sit-down deli featuring a delicious selection of home-style vegetarian and vegan entrees, salads, sandwiches, freshly prepared baked goods, desserts and more (like live music).

Ocean Beach People’s Organic Food Market
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“SERVING OUR COMMUNITY SINCE 1945”
We are proud to be YOUR CHOICE for PLUMBER for 8 years in a row and Thank You for your support over the years!
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4870 Voltaire St., SAN DIEGO, CA 92107

BANK
US Bank
Bank local at our branch and find a variety of U.S. Bank products and services designed to help you achieve. Enjoy checking and savings accounts, credit cards, merchant services, investment management, mortgages, home equity loans and more. Our team is ready to help you every step of your financial way. Visit us at the branch, or browse this page to learn more.
US Bank
4827 Newport Ave. (619) 226-5517

CHILD CARE/DAYCARE
Peninsula Family YMCA
The Y is so much more than a gym. We touch the lives of nearly one out of every nine people in our community. From exercise to education, from basketball to volunteerism, from preschool to preventative health; The Y is proud to help our neighbors learn, grow and thrive.

Best Specialty Grocery
Ocean Beach People’s Organic Food Market
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they leave! That’s the OB attitude for you!

Hair of the Dog
4783 Naraanansette Ave.
(619) 223-3080

Preferred by Pets
Their mission is simple: To consistently provide quality pet grooming at a fair price while offering excellent customer care, and grooming, wash & go service, flea treatments, anti-itch treatments, shed reduction, teeth brushing, de-shed treatments and mobile nail trimming. What more can you ask for.

Preferred by Pets
3788 Voltair St.
(619) 223-9023

DOG WASH
Dog Beach Dog Wash
Just two blocks from Dog Beach, Dog Beach Dog Wash has been open since 1993, and is numero uno in the eye’s of local pet owners. This premier self-service dog wash has lots of service and accessories and is open 7 days a week, 8 a.m. to 8 p.m. There is several tube available, so you don’t need to wait. Shampoo and towels are included in the fee. When the bath is done, you dry off, give the dog a treat and you’re good to go home and relax or start your next adventure!

Dog Beach Dog Wash
4933 Voltair St.
(619) 523-1700
dogwash.com

DRIY CLEANERS
Embassy Dry Cleaners
Clean, pressed clothing is the name of the game at this neighborhood dry cleaners. Each customer receives personal service from the family-owned and family-operated facility. You can even be lazy because it has a drive-up window. Fresh, clean clothes will keep you coming back every time.

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

ELECTRICIAN
ZED Electric
Zed Electric has been serving the area continuously since 1993. They specialize in residential and commercial service work — repairs, modifications and maintenance for electrical systems of existing structures. Not only are they experts in caring for older homes but they can also work on newer homes and businesses too! With a fleet of fully stocked service trucks and a staff of experienced, state certified technicians, you can be confident Zed Electric will perform to your satisfaction.

Zed Electric
2156 Catalina Blvd.
(619) 224-2748
zedelectric.com

FINANCIAL PLANNER
NewBreak Financial Service Betsy Meritt
New Break Financial
4852 Santa Monica Ave.
619-282-7688

FLORIST (tie)
Flowers of Point Loma
Flowers of Point Loma has been proudly serving San Diego since 1983. Family owned and operated in the same location serving the San Diego area. They are committed to offering finest floral arrangements and gifts, backed by service that is friendly and prompt. Their customers are important, and their professional staff is dedicated to making your experience a pleasant one — every time.

Flowers of Point Loma
2170 Chatsworth Blvd., Point Loma
(619) 223-5475 3161
flowersofpointloma.com

INTERIOR DESIGNER
EcoLux Interiors
Suzi O'Brien is an award-winning interior designer who specializes in Sustainable Design. Her clients delight in her process, which helps them discover and express their own style. With this as a foundation, she created luxurious, functional living spaces, combining beauty and concern for the environment. Her priority is use of environmentally friendly materials, nontoxic finishes, and fabrics, tile and other components. The result is a healthy and productive home that brings joy to everyday life.

EcoLux Interiors
(619) 964-7716
ecoluxinteriors.com

HANDYMAN
Fredz Handyman Service
There are some things in life you just can’t (or perhaps shouldn’t) do yourself. So, if you’re not a DIY type, you can trust Fredz Handyman Service to get it done. Fredz provides professional handyman services like plumbing repairs and home improvements at a price that won’t break the bank. No job too small.

Fredz Handyman Service
2240 Soto St.
(619) 222-9236
frezhandymanservice.com

INSURANCE AGENT
Matt Kalla
Insurance Agency
Matt Kalla of State Farm Insurance, serves on the Board of Directors at the OB MainStreet Association and is also a member of the of the Point Loma Association, has been honored and celebrated as an “Everyday Hero”. Matt was recognized for his on-going contribution to the community. Congratulations Matt, we appreciate all you do throughout our community! In addition to being very civic minded, Matt also knows pretty much all there is to know about insurance and can put that knowledge to work for you!

State Farm Insurance
4148 Voltair Ave.
(619) 223-1629
matthkalla.com

LANDSCAPING (tie)
Occidental Landscape Inc.
Celebrating our 30th Anniversary of serving San Diego residents and businesses, Occidental Landscape creates outdoor living spaces that will complement your family’s lifestyle. Our services include irrigation, lighting, drainage, ornamental pruning, drought tolerant, masonry work, arbors and much more! If you can dream it, Occidental can make it a reality.

Occidental Landscape Inc.
2775 Kurtz St., Point Loma
(619) 298-4450

Coastal Sage Gardening
Coastal Sage is more than a gardening center. It’s a highly responsible steward of our global village. They specialize in drought tolerant and native landscapes and is experienced in the creation of all garden environments. Custom design, installation, maintenance, irrigation, repair, labor, consultation, the works. It’s all here. The shop even offers language instruction and a botany class for kids, cool! huh?

Coastal Sage Gardening
3685 Voltair St.
(619) 223-5229
toastalsageca.com

LOCKSMITH (tie)
Point Loma Locks
Take it from one customer, who was charged less than $2 for a copy of a key the locksmith forged in less than 10 seconds: This place is hands down the best at what it does. And locksmithing is no easy science either. It depends on absolutely exact mathematics and lathery to make it work. You could do a lot worse for $2.

Point Loma Locks
4234 Voltair St.
(619) 224-7947

Dup-A-Key
We’ve all heard stories about how a locksmith said it would be a minimal fee, which turned out to much more expensive due to the unexpected? That is poor locksmith service and a predatory practice that is frowned upon by Dup-A-Key locksmiths. They will give you the full price over the phone. If you need a lock repair, the price will be discussed, and a deal struck before lock service is rendered. Dup-A-Key locksmiths are skilled professionals that understand and value customer service. Full service for home, office, auto and more!

DUP-A-KEY Locksmith Service
3675 Voltair St.
(619) 738-8161

MORTGAGE BROKER
Mark Chrismam
CMG Financial
Voted the No. 1 Mortgage Agent on the Peninsula the past 6 years running, Mark has a proven track record of providing excellent service to homebuyers, homeowners, and real estate agents.
Mark has helped many Point Loma and Ocean Beach residents buy their first home and purchase rental properties. His focus is the Peninsula, but he can also help purchase or refinance all over California and in many other states. He enjoys spending time in the ocean or at the mountains with his wife and two children. Mark is also president of the Point Loma Business Club and a board member of the Peninsula YMCA.

**CGM Financial**
858-693-8980
mark@markchrisman.com

**Newspaper**

**Peninsula Beacon**
Independently owned and operated, the Peninsula Beacon and sister papers, Beach & Bay Press and La Jolla Village News, has been delivering award winning local news to the Peninsula and coastal communities of Ocean Beach, Point Loma, Pacific Beach and La Jolla for more than 30 years and counting! Delivered door-to-door to homes and businesses and high traffic locations, you can count on this locally owned community newspaper to provide you with an independent voice to bring you news you can use. And if you see Mike Fahey or Mike Long on the street, be sure and say “hi”.

**Peninsula Beacon**
1621 Grand Ave., Ste. C, Pacific Beach
858-270-3103
sdnews.com

**Pet Hospital/Vet**

**Sunset Cliffs Animal Hospital**
Amid practices like non-anesthetic dental care, online prescription refills, snap diagnostics and three exam rooms, Sunset Cliffs Animal Hospital is a wonderful community resource, equally attuned to your pet and the neighborhood it serves. Another exciting thing about Sunset Cliffs Animal Hospital is that all the veterinary care will be provided in an environmentally friendly, “green” building. There’s a peace of mind in such an approach.

**Sunset Cliffs Animal Hospital**
4862 Santa Monica Ave. (619) 224-0773

**Photographer**

**Shugrue Photographs**
Tom Shugrue has been taking professional photos locally since 1992. In addition to doing pictures for local schools he specializes in doing portrait sessions at the Beach. So what are you waiting for?! Get the family together and head to Shugrue Photography and then head to the beach.

**Shugrue Photography**
4870 Santa Monica Ave R 2A
(619) 224-5845

**PLumber**

**Dover Plumbing & Heating**
Plumbing and heating stuff is a chore at the least and, at best, an annoyance. Let the professionals at Dover help. There’s lots to this labor intensive kind of work, after all, and Dover is your best choice to take it on.

**Dover Plumbing & Heating**
4870 Voltaire St. (619) 223-8832

**Wag’s ‘n’ Whiskers**
Joey, for whom Wag’s ‘n’ Whiskers has been caring forever, is reportedly a great guard dog – such is the result of the attention this place gives your pet. Dog walking, overnight stays, transportation and plenty more: Wag’s ‘n’ Whiskers has it in hand. If you don’t believe us, ask Joey.

**Wag’s ‘n’ Whiskers Loving Pet Care**
(619) 226-7387

**Printers**

**James Gang**
The James Gang Company is a professional silk screen printing and specialty printing company. The connection to the Ocean Beach community is just one example of the James Gang team’s dedication to providing its customers with only the best. Quality and customer service is the company’s No. 1 priority. They only use brand name apparels, inks and paper, so the product will last. Stop by and visit their new location on Newport Avenue.

**James Gang Company**
4851 Newport Ave. (619) 225-7153

**Roofing**

**Smith Roofing**
Quality and integrity has made Smith Roofing No. 1 in roofing! They’ve been providing outstanding workmanship and upgraded materials to clients for more than 15 years. Best roofs, best price, honesty and integrity has earned them a reputation they can be proud of. They will always exceed your expectations.

**Smith Roofing**
4211 Whittier St., Point Loma (619) 224-7763

**Shipping/Packing**

**Ocean Beach Business Center**
The staff at the OB Business Center will take care of your priceless finds: fragile antiques, delicate artwork, or bulky collectibles... it’s all good! The OB Business Center features a built in print center, complete with wi-fi, copy and fax services – even a notary public. If you need to take care of business while away from your home or office, don’t stress, you can get it all done here. The Lazy Hummingbird Coffee and Teahouse is right inside, getting business done will be a pleasure.

**Ocean Beach Business Center**
4876 Santa Monica Ave. (619) 222-4876
obbusinesscenter

**Tree Service**

**Atlas Tree Service**
You can expect professionalism, personal service, and quality workmanship with each job Atlas does. They provide the highest quality tree care using the most efficient, environmentally friendly methods available and complete each job on time as promised. There’s no gimmicks or run arounds. You can always expect service and knowledge that will meet and exceed your expectations.

**Atlas Tree Service**
(619) 463-1707

**Web Design**

**Intrepid Network**
Intrepid Network was established in 1996 (then Intrepid Designs), by Josh Utley, President & CEO, who holds 20+ years of real world experience in the multimedia industry. Utilizing the latest technologies and leading open source software and commercial tools Intrepid Network helps its clients Web site development, design, programming, graphics and photography needs. With
these and other technologies, Intrepid Network proficiently designs & develops projects on time and within budget. Quality, performance and professionalism are what Intrepid Network have to offer you. You can be confident your project will be completed on time and with no hassle or unforeseen challenges.

Intrepid Network Multimedia Service and Business Solutions (619) 929-0762 intrepidnetwork.us

WINDOW CLEANING
Blue Ocean Window Cleaning
Voted the premier window cleaning company in San Diego because of their commitment to excellence and the fact that they consistently stand behind their product. They deliver a variety of window cleaning and window related services to your home or business and consistently get 5 star ratings whether it’s from the BBB or other sites that allows ratings to be made. Shine on!

Blue Ocean Window Cleaning 1160 Savvy St. (619) 450-6553 blueoceanclean123@gmail.com

ACUPUNCTURE
Ocean Beach Acupuncture
Chinese medicine is the oldest, professional, continually practiced, literate medicine in the world. This medical system’s written literature stretches back almost 2,500 years. Herbal medicine is the main modality or treatment method within Traditional Chinese Medicine or TCM. Although acupuncture was the first Chinese modality to gain wide acceptance in the West, Chinese herbal medicine is quickly establishing itself as one of the most popular and effective alternative therapies in the West.

Ocean Beach Acupuncture 1835 Sunset Cliffs Blvd. #203 (619) 222-8845 obacupuncture.com

ALternative
Holistic health
Peak Performance Holistic Therapies
Do you dream of a place where you can relax and be pampered but also receive traditional and complementary therapies to assist you in achieving a balanced state of well being in body, mind, and spirit? The qualified team of health care practitioners at Peak Performance are all certified and state licensed. They work together to provide a variety of body care to suit individual needs of both adults and children. Owner and director, Danne Koolen is pleased with what Peak Performance Holistic Therapies has evolved into. She has a loyal clientele base all over San Diego who return for the outstanding service, the comfortable atmosphere, and the many services offered. “We are not a cookie cutter, in-and-out spa. Our clients are our neighbors.”

Peak Performance Holistic Therapies 4732 Point Loma Ave, Ste D. (619) 222-3559
peakperformancercholistictherapies.com

CHIROPRACTOR
Dr. Patch
Serving the local community for 34 continuous years, the Patch Spine Center is dedicated to relieving spine-related problems through the gentle application of chiropractic adjustments. They educate patients and empower them to improve their lives by applying the scientific principles of holistic health. They also teach self-care and wellness care via the Triad of Life, balancing the physical, chemical, and mental, emotional and spiritual components. Thus, working to avoid Crisis Care. When your neck or back hurts, nothing in your life seems to work right. They understand and are doing their part to fight the opioid addiction epidemic—fuelled by back pain—by providing relief without drugs or surgery. Breathe deeply, spine erect, and smile! is our motto. Medicare accepted, and curb-side handicap parking available.

Dr. Patch, Patch Spine Center 1952 Sunset Cliffs Blvd. (619) 224-3301

DENTIST
Michele Yamada, DDS
Dr. Michele Yamada and the team at Ocean Dental Care provide the most up-to-date dental techniques while using a caring and understanding approach in a peaceful environment. Imparting the ideals of fun, friend-

WILLIAM E. FOSTER, DDS, INC.
5345 Broadway, San Diego, CA 92110
(619) 295-3900
www.fosterdentistry.com

RECEIVED 1,000 MILLIONTH PATIENT
Thank you for choosing Foster Dentistry.
We are honored to have served you for so long.

Best Dog Wash
Dog Beach Dog Wash
Just two blocks from Dog Beach, Dog Beach Dog Wash has been open since 1993 and is numero uno in the eye’s of local pet owners. This premier self-serve dog wash has lots of service and accessories and is open 7 days a week, 8 a.m. to 8 p.m. There are several tubs available, so you don’t need to wait. Shampoo and towels are included in the fee. When the bath is done, you dry off, give the dog a treat and you’re good to go home and relax or start your next adventure!

Dog Beach Dog Wash 4933 Voltaire St. (619) 523-1700 dogwash.com

Best Electrician
ZED Electric
Zed Electric has been serving the area continuously since 1995. They specialize in residential and commercial service work — repairs, modifications and maintenance for electrical systems of existing structures. With a fleet of fully stocked service trucks and a staff of experienced, state certified technicians, you can be confident Zed Electric will perform to your satisfaction.

Zed Electric 2158 Catalina Blvd. (619) 224-2748 | zedelectric.com

DUP-A-KEY
Auto Chip Keys • Remotes • Ignition Repair
619-738-8161
3675 Voltaire Street, San Diego CA 92106
www.pointlomalocksmith.com

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Turning Dreams Into Reality
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Serving the Peninsula for over 28 Years

SMITH ROOFING CO.
619 224-ROOF 858 272-ROOF
We’re proud to be on top! Thanks for voting us
THE BEST 7 years in a row.
Scott Smith, has been proudly serving the beach communities since 1979.
858-272-ROOF (7663) 619-224-ROOF (7663)
www.smithtekroofing.com
Best Pet Hospital/Vet

Sunset Cliffs Animal Hospital
Amid practices like non-anesthetic dental care, online prescription refills, snap diagnostics and three exam rooms, Sunset Cliffs Animal Hospital is a wonderful community resource, equally attuned to your pet and the neighborhood it serves. Another exciting things about Sunset Cliffs Animal Hospital is that all the veterinary care will be provided in an environmentally friendly, “green” building. There’s a peace of mind in such an approach.

Sunset Cliffs Animal Hospital
4862 Santa Monica Ave.
(619) 224-0773

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Best Hair Salon

Electric Chair Salon
Their stylists are the backbone of the business and some have been providing quality work there for more than 20 years. It’s that consistency that has made Electric Chair Salon an Ocean Beach icon. While they celebrate their long time stylists, they also welcome new faces. Young, up and coming stylists add a blast of energy and fresh ideas to the shop. What’s your style?

Electric Chair Salon
4944 Newport Ave.
(619) 223-1112
electricchairsalon.com

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Details SalonSpa
Since they opened in 1990, Details SalonSpa has been committed to exceeding their clients’ expectations. How? By using the best organic hair and skin care products by Aveda. By hiring expert stylists who are in touch with the latest trends, and by serving you in a nurturing environment that will leave you feeling rejuvenated. That explains why they are the Readers Choice year after year.

Details SalonSpa
4993 Niagara Ave.
(619) 222-6777
detailssalonspa.com

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READERS CHOICE AWARDS 2017

12 MARCH 15, 2018 THE PENINSULA BEACON

Best Pet Hospital/Vet

Sunset Cliffs Animal Hospital
Amid practices like non-anesthetic dental care, online prescription refills, snap diagnostics and three exam rooms, Sunset Cliffs Animal Hospital is a wonderful community resource, equally attuned to your pet and the neighborhood it serves. Another exciting things about Sunset Cliffs Animal Hospital is that all the veterinary care will be provided in an environmentally friendly, “green” building. There’s a peace of mind in such an approach.

Sunset Cliffs Animal Hospital
4862 Santa Monica Ave.
(619) 224-0773
HEALTH CLUB/GYM
Peninsula Family YMCA
YMCA’a throughout the county are committed to improving the quality of people’s lives and helping them realize their true potential in spirit, mind, and body, and Peninsula Family Y is no exception. The Y is so much more than a gym. It touches the lives of nearly one out of every nine people in our community. From exercise to education, from basketball to volunteering, from preschool to preventive health, the Y is proud to help its neighbors learn, grow and thrive.

Peninsula Family YMCa
4390 Valeta St., Point Loma
(619) 226-8888
peninsula.ymca.org

HERB SHOP
In Harmony Herbs & Spices
Who knew there are more than 400 medicinal herbs, spices and beverage teas on the planet, and that In Harmony seems to carry them all! Not only that, but this place stocks a fair collection of books, dealing with top-tics from pet care to men’s health. That’s a tough row to hoe for one shop, but rest assured that In Harmony has the experience and savvy to hoe it.

In Harmony Herbs & Spices
1862 1/2 Bacon St.
(619) 223-8051
inharmonyherbs.com

MASSAGE
The Hidden Spa
(see listing under Day Spa)

NAIL SALON
OB Hair & Nails
Friendly service and great prices has earned OB Nails a name for itself. Manicures, pedicures—you’ll find all the latest trends. There’s tons of colors to choose from (always a plus at any nail salon) and the attention to detail and the amount of care each technician provides puts this place above the rest. OB Hair & Nails will definitely give you the best service for the best price! Always clean, always friendly.

OB Hair & Nails
4796 Niagara Ave.
(619) 224-7047

MARTIAL ARTS
Setting Sun
Mixed Martial Arts (Dojo)
For over 24 years, Setting Sun Martial Arts has trained and provided self-defense classes to the OB community. Setting Sun teaches life lessons and the importance of discipline at a vital age in a child’s life. They work to build genuine relationships and pride for our great community! Setting Sun provides a professional, nurturing family friendly environment with caring Black Belt instructors. Their Black Belt instructors have years of experience and teach a variety of styles that include Judo, Karate, and Jiu Jitsu. Previous students often return to teach and mentor the students.

Setting Sun Mixed Martial Arts
4993 Niagara Ave., #109
(619) 223-8827

PERSONAL TRAINER
Nichole Grevelis - Efficient Working Bodies
The newest, most fun group training studio in San Diego is now right in your backyard! Their Interval, Circuit Style Training Classes focus on getting you in the BEST SHAPE EVER! With cardiovascular conditioning, muscle strengthening and joint mobility—all in a sixty minute session, you’re sure to feel strong & energized to take on any daily tasks!! They’re excited and grateful to bring over 20 years of experience to you and your community!! *Inquire about our Adult Stretch & Strengthen Class* Owned and operated by Nicole Grevelis.

Efficient Working Bodies
4733 Point Loma Ave.
(619) 884-4937
efbodies.com

opticometrist
Eli Ben-Moshe, OD
Newport Optometry
(see listing under Best Eyeware)

Proudly serving the Peninsula for over 30 years!
Best Dentist

Michele Yamada, DDS

Dr. Michele Yamada and the team at Ocean Dental Care provide the most up-to-date dental techniques while using a caring, understanding approach in a peaceful environment. Imparting the ideals of fun, friendship and teamwork to patients is also of the utmost importance. New patients are always invited to discover the wonderful treatment options offered.

Michele Yamada, DDS
1802 Cable St. Ocean Beach
(619) 223-3423
oceandentalcare.net

PHARMACY

CVS Pharmacy

In about seven seconds, CVS grew from nothing to become the second largest pharmacy chain in the country, behind Walgreens. Its goal is to help people lead healthier lives and its online pharmacy and immunizations programs are just two ways it does that. Minute Clinic to passport photos, you’ll find it at CVS.

CVS Pharmacy
4949 Santa Monica Ave.
(619) 222-1457

PIERCING

Apogee Body Piercing

With the growth of the body-modification industry, it seems everybody offers body piercing. Well, Apogee is purely a piercing studio that views its profession as an art form. As piercing specialists, the staff is focused on providing patrons with the experience and information to make an educated decision on how to change their bodies. They will counsel you about how to get the best results and look you’re after now and years to come!

Apogee Body Piercing

4944-B Newport Ave.
(619) 223-1771
apogeebodypiercing.com

PILATES

Sunset Cliffs Pilates

You will find a beautiful pilates studio conveniently located 1 block from the ocean. They offer private and semi-private sessions, with daily Spin and Pilates Mat Classes, including classes in Reformer, Cadillac-Trapeze, Wunda Chair and Spine Corrector equipment. Their friendly fitness studio staff of experienced and certified instructors will assist you in achieving your personal health and fitness goals.

Sunset Cliffs Pilates
4720 Point Loma Ave.
(619) 224-3309
sunsetcliffsplates.com

STYLIST

Elaine Dill

One person who knows her best says Elaine Dill displayed an awesome sense of style and beauty as early as age 16. She adds that San Diego’s best results and look you’re after now and years to come!

Elaine Dill Studio for Hair
2168 Chatsworth Blvd.
(inside Zino’s Salon)
(619) 222-3455

TATTOO

Chapter One Tattoo

Cash and Michelle Scott opened Chapter One Tattoo in 2011 with the goal to house a community of artists who produce exceptional work while maintaining a humble and sincere work environment. A thriving 7 years later, they are honored and humbled to say that is exactly what they did. At Chapter One you can find artists who are not only beyond talented but are personal and professional. The tattoos that are created in this shop are of the highest quality by a very special group of people who are passionate and committed to the sacred bond between artist and client. Each tattooer has been selected by Cash himself and collectively they all maintain and share his vision of a tattoo shop that is intimate not intimidating. The end result is a place you can be sure to leave with a grin from ear to ear and a custom, flawless, new skin adornment.

Chapter One Tattoos
4857 Newport Ave.
619-255-8400
chapteronetattoo.com

YOGA FACILITY

Elka Yoga & Wellness Studio

Elka Yoga & Wellness Center has EVERYTHING YOU NEED! Everyone has a unique recipe for wellness and this is why their offerings are diverse and holistic. Their services include: Mat Yoga, Outdoor Aerial Yoga, Kids Classes, Child Care, Life-Changing Yoga/Wellness & Aerial Yoga Teacher Trainings, Meditation, Sound Healing, Highest Quality Massage, Acupuncture, Breath Work, Yoga Therapy & Healing Energy Services, Beautiful Indoor & Outdoor Spaces to Rent for Your Parties & Events, Free Community Events, Free Aromatherapy Classes AND SO MUCH MORE!! Check their website for classes, workshops, fun monthly events and everything you need to THRIVE! In appreciation, mention the Beacon and receive your 1st Month Unlimited Mat & Aerial Yoga Classes for only $20 (w/ 4 month min agreement) or only $97 with no min agreement. Breathe ~ Transform ~ Thrive

Elka Yoga
619-762-YOGA (9642)
4166 Voltaire St.

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Readers Choice Awards 2017

CHAPTER ONE TATTOO

Chapter One Tattoo
619-222-3455
2168 Chatsworth Blvd.
(inside Zino’s Salon)

Elaine Dill Studio for Hair
2168 Chatsworth Blvd.
(inside Zino’s Salon)

Peninsula Beacon Readers Voted us #1 Dentist!

Chapter One Tattoo

619-222-3455
2168 Chatsworth Blvd.
(inside Zino’s Salon)

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(inside Zino’s Salon)

Peninsula Beacon Readers Voted us #1 Dentist!

Chapter One Tattoo

619-222-3455
2168 Chatsworth Blvd.
(inside Zino’s Salon)
Best Optometrist

Newport Avenue Optometry

Whether you think glasses are cool or just something you need to see with, one thing you can be sure of is the quality service you’ll receive from Dr. Eli Ben-Moshe and staff. You’ll choose from scores of lenses and frames (including designer) in up-to-date styles and prices that won’t make you blush. Newport Avenue Optometry is your trusted specialist for eye care.

Newport Avenue Optometry
4822 Newport Ave. (619) 222-0559
newportavenueoptometry.com

Thank You OB & Point Loma
For voting us a Readers Choice Winner

Elka Yoga & Wellness Studio

Elka Yoga & Wellness Center has EVERYTHING YOU NEED! Everyone has a unique recipe for wellness and this is why their offerings are diverse and holistic. Their services include: Mat Yoga, Outdoor Aerial Yoga, Kids Classes, Child Care, Life-Changing Yoga/Wellness & Aerial Yoga Teacher Trainings, Meditation, Sound Healing, Highest Quality Massage, Acupuncture, Breath Work, Yoga Therapy & Healing Energy Services, Beautiful Indoor & Outdoor, Spaces to Rent for Your Parties & Events, Free Community Events, Free Aromatherapy Classes AND SO MUCH MORE!! Check their website for classes, workshops, fun monthly events and everything you need to THRIVE! In appreciation, mention the Beacon and receive your 1st Month Unlimited Mat & Aerial Yoga Classes for only $20 (w/ 4 month min agreement) or only $97 with no min agreement. Breathe ~ Transform ~ Thrive

Elka Yoga & Wellness Studio
619-762-YOGA (9642)
4166 Voltaire St.
elkayoga.com

Thank you readers for voting!

Thank You OB & Point Loma
For voting us a Readers Choice Winner

The Corner Store

Thanks for voting us a favorite for Antiques!

Chalk Paint®
by Annie Sloan
thecornerstoreob.com
619-222-1911
4873 Newport Ave., Ocean Beach

Efficient Working Bodies

Thank you OB & Point Loma for voting me Best Personal Trainer!

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1946 Bacon St. Ocean Beach
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4166 VOLTAIRE ST. SD ELKAYOGA.COM

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Point Loma & Ocean Beach
for voting us
#1 AUTO REPAIR and a
Readers Choice
10 Years in a row!