National Taco Day is Sunday, Oct. 4, and this beach community definitely gives residents and visitors something to taco 'bout when it comes to its stellar taco selections. These Pacific Beach destinations are ready to help you celebrate the beloved “holiday” with savory selections.

The al pastor-style salmon tacos with mango, pineapple, avocado salsa on jicama tortillas at Pueblo (pueblopb.com), 877 Hornblend St., are a stroke of genius. Adding the same marinade used for al pastor to grilled salmon, the flavors are fresh and the fish succulent.

Savor award-winning tacos at The Fish Shop at 1775 Garnet Ave., open daily from 11 a.m.-9 p.m. The seafood haven is home to the TKO Taco, made with grilled Mahi Mahi, signature fish shop seasoning, cheese, house cilantro white sauce, and tropical salsa. Looking for more of a kick? Opt for the Spicy Dorado Taco, which features a Sriracha aioli.

Head to Mavericks at 860 Garnet Ave. for a taco-inspired Sunday Funday. Choose your protein and tortilla type and enjoy all of the must-have fixings including chipotle aioli, cotija cheese, and pico de gallo for the ultimate taco.

At Waterbar at 4325 Ocean Blvd. try the Waterbar Tacos and choose from mouth-watering selections such as pineapple-glazed rockfish, shredded beef, or shredded chicken tacos all served on corn tortillas and topped with shredded cabbage, ancho crema and pico de gallo. Pair your dish with the new Watermelon Margarita and enjoy picturesque views atop the sundeck for the ultimate experience.

Thera Storm, an advanced grief recovery specialist with an office in Pacific Beach, helps clean up the median on Solidad Mountain Road with the PB Town Council’s all-volunteer weed abatement crew last weekend.
PB CHASE BANK PLANS TO REDEVELOP

Plans by Chase Bank on Mission Bay Drive in Pacific Beach to demolish their existing bank branch building and replace it with a mixed-use development have run into opposition from an architectural preservation group.

“Chase has applied for a demolition permit in conjunction with its construction permit,” said Karl Rand of Pacific Beach Planning Group. “They plan to continue to own the land and have a much smaller branch office there. They also wish to build a fast-food place and will rent it out. The permit will eventually come before the planning group.”

Save Our Heritage Organisation, a nonprofit which, since 1969, has advocated for preservation of the region’s architectural and cultural heritage, has objected to the proposed project citing the historical significance of the Mission Boulevard Chase branch.

“SOHO learned about the intended demolition of the Millard Sheets-designed Home Savings and Loan building, now Chase Bank, early this summer,” said SOHO in a release. “The bank wants to build a new branch on the site and accommodate a generic fast-food restaurant with drive-thru service. But these plans do not adhere to the community’s 2019 approved Balboa Avenue Station Area’s Specific Plan.”

Added SOHO: “Exceptional mosaic murals by Sheets, a nationally renowned California artist and designer on the building’s exterior and interior are of historic and aesthetic value, and some are charming scenes of San Diego. But the endangered New Formalist-style building itself has received less public attention. Trying to ensure a holistic historic review process of the art and architecture, in early July SOHO collaborated with Sheets’ expert and professor Dr. Adam Arenson in asking the City of San Diego to review the entire building under the California Environmental Quality Act.”

SOHO put out a call for action on the project urging those wishing to save the building and preserve its murals to voice their objections to project manager Martha Blake at mblake@sandiego.gov, or to the District 2 Council office at JenniferCampbell@sandiego.gov.

OUTDOOR PLAYGROUNDS OPEN

The state has released guidelines for the reopening of outdoor playgrounds in parks, campgrounds and other publicly accessible locations. The County local health order will be updated to reflect the new guidelines that went into effect locally Sept. 30. They include:

• Use of face coverings for everyone 2 years and older; children must be accompanied by a caregiver.
• Physical distance must be maintained, and children must be from the same household.
• No eating or drinking in playground, to ensure face masks are worn.
• Wash or sanitize hands before and after using the playground.
• Limit visit to 30 minutes per day when others are present.

CRIME WALK IN PB

A crime walk through Pacific Beach sponsored by the nonprofit San Diego Guardian Angels titled “Unite Pacific Beach” is scheduled for 4 p.m. on Saturday, Oct. 3 starting at Fanuel Street Park, 4000 Fanuel St. Posters and leaflets advertising the event say, “One year since our original crime walk.”

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LA JOLLA Lower Hermosa: Rustic Mediterranean Villa 6bd/4.5ba | 4,034sf. | $3,950,000 - $4,295,000

LA JOLLA Alta: Panoramic view from flat, near 1/2-acre lot 5bd/2.5ba | 3,280 s.f. | $2,460,000

LA JOLLA WindanSea: Impeccable Nantucket Cottage 3bd+1optional/3.5ba | 1,875 s.f. | $2,200,000

LA JOLLA WindanSea: Approved plans for new construction 3bd/3ba | 1,875 s.f. | $1,600,000-$1,750,000

LA JOLLA WindanSea: Redesigned with surgical precision 3br/2.5ba | 1,892 s.f. | $1,585,000

LA JOLLA Lower Hermosa: Rustic Mediterranean Villa 6bd/4.5ba | 4,034sf. | $3,950,000 - $4,295,000

LA JOLLA Ridgegate: Eastward vistas, on a private cul-de-sac 3bd+1optional/2.5ba | 2,786 s.f. | $1,387,500

LA JOLLA lower Hermosa: Recently renovated in the heart of LJ Equipped with elevator and solar power 3bd/3.5ba | 2,188 s.f. | LP $1,350,000

LA JOLLA village: Recently renovated in the heart of LJ Equipped with elevator and solar power 3bd/3.5ba | 2,188 s.f. | LP $1,350,000

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Gregg Whitney 858-204-6161 info@BillionairesRowLaJolla.com CalDRE #01005985
PB Town Council and volunteers cleaning up community

By DAVE SCHWAB

With the health and economic crises brought on by the pandemic, Pacific Beach civic groups and individuals are stepping up to fill gaps in voluntarily cleaning and maintaining the community’s sidewalks, trails, and landscaping.

Pacific Beach Town Council is presently removing gum and doing deep cleaning of years-old grime from Garnet Avenue sidewalks in the community’s business district and removing overgrown weeds from medians.

“I’ve never seen a reaction like ‘we’ve seen over the past month or two on these sidewalk-cleaning projects,’” said Pacific Beach Town Council president Brian White. “People love this stuff. They are so appreciative and really pitch-in in donating to see more. It’s a work in progress, but as we make these initial cleanings, we’re looking to maintain a higher standard for clean sidewalks moving forward.”

Individuals have also been busy contributing to the community clean-up effort like Laurie Carlock, a volunteer with Friends of Rose Creek, an environmental and racial justice advocacy group. A concern of Carlock’s is trash, which she has placed trash cans along the Rose Creek bike path and is emptying them herself.

The retired schoolteacher and caregiver said of her clean-up task: “There are places where the water is so filthy and not moving that it’s really a health hazard. I decided to do trash and invasive plants, quite a big job. From people that use the bike paths, trash is just all over the place. Nowadays, people just open up candy bars and throw the wrappers. Food, just they leave it right where they site.”

Added Carlock: “The creek is so beautiful. The more I’ve worked the past four years, the more I’ve learned about it and want to promote it. The bike path is so close to the creek, all that trash is just blowing into the creek. Oh sidewalk cleaning, White of PBTC said: ‘This is a community-driven effort to clean up our neighborhood. Power washing with high-temp PSI water can also remove gum. Sidewalks and trash cans are not normally our lane as a town council, but we’re happy to clean up where needed. We’re contacting property owners trying to get them involved and committed to long-term maintenance. But we’re also here to help ourselves, and the community has been loving it.’

While noted PBTC has added trash to its to-do list, pointing out problematic leaky bags have necessitated double bagging or using thicker bags. PBTC also regularly hosts week-end events trimming back over-growth from medians at gateways and roadways within the beach community.

“We started out removing weeds on a few medians on Garnet Avenue with only a couple people, and in recent months, the efforts have grown into large-scale volunteer events.” White. “We’ve been averaging 30 volunteers per event on recent efforts to clean up large sections of Mission Bay Drive and Soledad Mountain Road. Coming up in October, we’ll be tackling the north end of Mission Bay Drive by the I-5 north ramp.”

For more information on that program, visit pbtowncouncil.org/weed-removal.

Carlock pointed out there is no shortage of clean-up work left to do in Rose Creek. But progress is being made.

“After months of walking the entire area for trash, we got the idea to have trash barrels,” she said. “They have turned out to work very well and we now have five barrels along the bike path that need to be emptied every five days ideally.”

Added Carlock: “The invasive plants are everywhere: Castor Bean, Thistles, Pampas Grass, Fennel, Mustard, and Wild Radish. Many of the pathways need to be cut back from these invasive plants and the trees and native bushes also. Yes, we pay for the trash barrels and for our tools. This is OK for now, but not sustainable. There are a lot of opportunities to volunteer at every age and ability.”

Friends of Rose Creek is also distributing pamphlets with detailed information on the creek and their organization, including maps of the bike path while listing monthly activities and discussing ways to get involved.

Other Volunteer Groups Contributing

→ Don’t Trash PB on its Facebook page notes, “We love Pacific Beach and so trying to end the constant trashing of PB, one bucket at a time.”

Their program is simple: Use Vemuno to send them $15, and you’ll get a bucket and picker. Fill your bucket and post a picture on social media: ‘they’ll send you $5.

Do that twice more, and you’ve earned yourself a free bucket and picker to keep and use forever.

→ Street Stewards has a Facebook page and encourages community members to adopt a nearby block or several blocks. Their online map shows adopted streets in green. The only obligation is to walk an adopted area once a week and pick up trash on the streets and sidewalks. Numerous PB residents have adopted blocks, but many important areas still need to be adopted. Visit the Street Stewards at streetstewards.com or their Facebook page for more info and to sign up.

For more information, visit saverosecreek.org or pbtowncouncil.org.

Mary Louise Watson
January 23, 1932 – August 6, 2020

It is with great sadness that family and friends of Mary Watson are grieving the loss of a longtime Pacific Beach area resident since passing on August 6, 2020 at the age of 88 years old. She was at peace in the home she dearly loved for the past 59 years. Mary was born in Los Angeles, California and moved to San Diego in 1941 at the age of 9 with her younger sister Diane and parents John and Virginia Chisholm to move into a new house that their Grandfather was building for them in Pacific Beach.

Mary attended P.B. Elementary, Pacific Beach Junior High, and graduated from La Jolla High School class of 1949. She attended San Diego State graduating with a teaching credential which she put to use immediately at Lincoln High School and moving to Clairemont High School when it opened in 1958 teaching PE, as a Coach.

Mary met Charlie Watson in South Mission Beach and dated for two years before they married two months later on August 11, 1956, they had two sons, Tom & John who were born 12 months and 12 days apart. and they enjoyed living in the Pacific Beach neighborhood next to Gateways Elementary.

Mary retired in 1990 from Coaching Girls Tennis and J.V. Softball at Pont Loma High School and continued to be actively involved in community events along with gardening with Charlie Beach Historical Society Meetings, and meeting with her old school-faculty members for lunch and alumni classmates from La Jolla High School. Last year was LJHS 49ers 70th class reunion with a big turnout at the San Diego Yacht Club.

Mary is preceded by her husband Charlie, son John, daughter-in-law Kristina, brother-in-law Jim Watton and Gary Smerdon.

Mary is survived by her son Tom (grandchildren Sean, Kory & Addi) and sister Diane Smerdon and niece Julie (Steve Young) and nephew Doug Smerdon (Cindy).

Mary Watson will be deeply missed by family and friends after being 88 years old, she was a well-loved member of the Southern California Lifestyle. Final resting place arrangements will be at Miramar National Cemetery that is planned for a later date. Her ashes will be buried at the same grave site at Miramar National Cemetery with her husband Charlie Watson.

In lieu of flowers please send a donation to American Cancer Society.

These Pacific Beach Middle School students cleaned the beach near Crystal Pier.

Mary Watson is survived by her son Tom (grandchildren Sean, Kory & Addi) and sister Diane Smerdon and niece Julie (Steve Young) and nephew Doug Smerdon (Cindy).

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**Paid parking on Garnet Avenue proposed again**

By DAVID SCHWAB

The Pacific Beach Parking Advisory Committee has proposed a one-year pilot program for paid street parking in the densest, prime-parking area of the Garnet Avenue commercial district.

PB Parking Advisory Committee’s roster is drawn from PB Planning Group, PB Town Council, beautifulPB, and at-large community members. “Councilmember Jen Campbell’s (District 2) office came to us late last year and asked us what we were going on with parking meters in PB, and we said it’s been an on-going battle,” said Sara Berns, executive director of Discover PB, the community’s business improvement district. “They suggested a pilot program. We took that back to the Parking Advisory Committee, and they came up with a one-year pilot program for only the western portion of Garnet from the ocean to Fanuel.”

According to the plan, the advisory committee would measure the effects of paid parking and re-evaluate results monthly. The pilot program would be limited to commercial parking zones with two-hour and fewer time limits. Pricing could be flexed to accommodate higher and lower demand. Funds from the metered parking pilot program are proposed to be distributed back to the community via the Parking Advisory Board.

A total of 20% of funds would go to the City’s administrative cost for maintenance and operations. The remaining 80% would then be split with 45% going to the Community Parking District and 55% going to the City, which may allocate all, or a portion of management-related revenues, to the CPD on a case-by-case basis.

CPD-funded pilot program monies could be used to improve the effectiveness of parking.

**WANT TO KNOW MORE?**

The PB Community Parking District is holding a Zoom informational meeting on the pilot paid parking program on Wednesday, Oct. 7 at 9:30 a.m. Email pacificbeachcpd@gmail.com to register.
District 1 City Council candidates have their say on Zoom forum

By DAVE SCHWAB

District 1 City Council candidates Joe LaCava and Will Moore squared off in a Zoom public forum hosted by La Jolla Community Center Sept. 30. IJCC’s executive director Nancy Walters moderated, introducing the backgrounds of both candidates. She said Moore is a small-business attorney, a father, a community leader, and a Columbia Law School graduate. She noted LaCava is an SDSU grad and civil engineer who has been a community advocate for the past 15 years working on nearly 30 community planning boards and groups including the board of Enhance La Jolla Maintenance Assessment District.

“I'm the son of an immigrant factory worker and my wife is a kindergarten teacher,” said LaCava in opening remarks. “I was the point person on getting the (Bird Rock) roundabouts in and worked on the MADD which maintained them. I was involved in the successful effort to save the La Jolla Post Office. I believe in holding the government to be accountable and transparent, and I will work to bring parties to the table and reach consensus.”

“I grew up in one of America's poorest neighborhoods in Georgia,” noted Moore, who lives in Carmel Valley. “I was in the Peace Corps. I went to Columbia Law School. I moved with my ex-wife to San Diego 15 years ago and established a law firm that deals with small- and mid-size businesses. I’ve been involved in community service organizations for double-digit years including the La Jolla Golden Triangle Rotary Club. I have given a lot of pro bono legal advice. The reason I'm running is because I want to build San Diego for the future. I think we’ve looked toward the past too many times. We need leadership on the larger issues and I want us to plan for 10, 30, 50 years down the road.”

Both candidates were asked what their top priority was for La Jolla.

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Can hair extensions damage my hair?

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How do I maintain my extensions?

Judy is fully trained on how to educate her clients to professionally take care of their hair extensions at home. Judy will recommend hair care products, brushes, combs and appliances for use at home. Hairstyling is very similar to how you style your hair without extensions.

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San Diego County’s new adjusted case rate dropped from 6.9 to 6.7 cases per 100,000 residents and the region will remain in the “red” tier, or tier two, of the state’s COVID-19 risk levels, the California Department of Public Health announced on Sept. 29.

Reacting to state officials recently stopping just shy of ordering the County from the “red” tier into the more restrictive “purple” tier for economic reopening, residents and business owners from Pacific Beach to La Jolla sounded off on the latest COVID developments.

“Leadership is what we need most during a crisis like a pandemic,” said Chris Olson, a PB resident and community activist. “The lack of leadership at the national level is the cause of a lot of unnecessary morbidity, mortality, suffering, economic hardship. We can do better. We can set measurable criteria and set goals, manage this pandemic from every angle, and I think that we cannot harbor a grudge against some of the early efforts to organize a defense against the spread of the COVID-19 virus. Now we have measurable criteria and set goals, like them or not, we at least understand as a community where we are relative to where we want to be. “I would rather the government not get involved with business.”

BRETT MURPHY, CO-OWNER OF LA JOLLA SPORTS CLUB

“I would rather the government not get involved with business,” said Brett Murphy, co-owner of La Jolla Sports Club. “They can set health guidelines and safety restrictions according to the situation. Closing down businesses is wrong in my eyes, especially since we follow the rules and guidelines. I am a firm believer that if you make a law or rule, you should enforce it, and if you don’t enforce it, then you hurt the individuals that consistently do the right thing.”

“This is a tough time and balancing act for the decision makers,” said Mark Oliver, owner of Pueblo in Pacific Beach. “As the weeks go by we are learning more about managing this pandemic from every angle, and I think that we cannot harbor a grudge against some of the early efforts to organize a defense against the spread of the COVID-19 virus. Now we have measurable criteria and set goals, like them or not, we at least understand as a community where we are relative to where we want to be. “Personally, I believe that the regulations for restaurants are about right except for the stipulation to limit indoor seating to 25% of occupancy. The required six feet of distance between tables seems limiting enough, which for most restaurants means less than 45% of their normal seating is available,” Oliver said.

STATE METRICS

The decrease in the region’s case rate means that indoor dining and other operations can continue under the tier two guidelines they currently need to follow. Reopening tiers are based on a county’s case rate and testing positivity percentage.

The County’s positivity percentage, now 3.5%, has been below the 4.9% that qualifies it for the “orange” tier, or tier three, since the state adopted the new ranking system. However, the state goes for the decision makers,” said Mark Oliver, owner of Pueblo in Pacific Beach. “As the weeks go by we are learning more about managing this pandemic from every angle, and I think that we cannot harbor a grudge against some of the early efforts to organize a defense against the spread of the COVID-19 virus. Now we have measurable criteria and set goals, like them or not, we at least understand as a community where we are relative to where we want to be. “Personally, I believe that the regulations for restaurants are about right except for the stipulation to limit indoor seating to 25% of occupancy. The required six feet of distance between tables seems limiting enough, which for most restaurants means less than 45% of their normal seating is available,” Oliver said.

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New beach boutique Lavender Cove opens in Pacific Beach

By DAVE SCHWAB

ew women’s beach boutique Lavender Cove is named for the operator’s pet rabbit. “He (bunny) is the inspiration,” said Lily Vilchis, a recent high school graduate from Ontario, Calif., who has opened the boho beach chic boutique at 1484 Garnet Ave. with the aid of her grandmother, Nancy Knox. The pair said it was “both” their idea to do retail.

“We talked about doing a little thrift store or something and then we said, ‘No, let’s just do a regular women’s boutique,’” said Knox. “Let’s just do it. Why not?”

The idea was consummated at Mr. Frosties, which is in the same strip mall as Lavender Cove, when both women peeked around the corner and noticed there was a for-rent sign causing them to exclaim, “There’s a cute little shop.”

The mother-granddaughter duo then launched into remodeling their new retail space to make it look and feel more like a home than a business. They repainted the black-and-gold interior converting it to orange and turquoise while adding a dressing room.

Open a little over a month, Lavender Cove is gradually building its clientele and reputation. The boutique is about to begin restocking for fall.

Lavender Cove has a quaint, nostalgic allure. Trademark incense is sold as well as a slew of ladies’ jewelry including earrings, necklaces, bracelets, hair ties, candles, flowing dresses and skirts, yoga mat bags, swimwear, scent, and gift bags suits, scarves, masks, beach towels, sunscreen and sunglasses, and sundresses and sunhats.

Of the inventory in her bohemian boutique, Lily said, “It’s quite a mix. We do have a lot of wild prints and some people really like that, while other people will just buy a plain tank top. It really all just depends. We have a good variety of customers.”


Pointing out she and Lily both window shop in L.A. Garment District just like their own customers do in their shop, Nancy added, “We are well priced.”

Of her new business, Lily said, “I love the whole fashion part of it, getting to pick out and decorate everything. But I never thought I would be in retail. That wasn’t what I thought my future would look like. But I’m glad I’m here now.”

Asked what she’s learned already, Lily replied, “Finance, because I never knew anything about that before and now that’s obviously a big part of my day today. And a lot of this has to do with technology, logging into things online, and research. I’m kind of a grandma with that stuff, but I’ve been learning.”

“This was a good option,” noted Nancy.

Newly minted entrepreneur Lily is trying lots of new things, including taking ukulele lessons. “She sings so it will accompany her signing,” said Nancy.

“IT became really popular during my freshman year of high school, everyone walked around with a ukulele,” said Lily of how she became acquainted with the instrument. “It’s small. You can take it anywhere.”

Will there be ukuleles in Lavender Cove? “Maybe someday,” said Lily.

Nancy noted it’s not always the big-ticket stuff that draws people into the boutique to browse. “The little stuff, gifty things, people like more,” she concluded.

LA JOLLA BIKE PATH CLEANUP

On Saturday, Oct. 24, La Jolla Parks and Beaches, Inc. is partnering with La Jolla Kiwanis to support the efforts of volunteers to spend a day cleaning up the Fay Avenue Extension bike path and surrounding designated open space. Last year’s rainy season has resulted in an abundance of weeds and dry brush that need to be removed to keep the path free of obstacles and to deter any potential fire hazards.

Individuals are encouraged to join the volunteer effort from 8 a.m. to 3 p.m. by signing up at ljbird45@gmail.com.

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HURRY! DEADLINE OCTOBER 20TH
Campland on the Bay recently unveiled a new open-air study hall amenity at the family-friendly waterfront RV resort. Open weekdays from 7:30 a.m.-6 p.m. throughout the school year, the spacious, shaded area offers a quiet place for kids to attend school virtually and complete assignments during a midweek family getaway.

“During this unprecedented time where remote learning and working has become the norm, many parents are realizing that they don’t have to wait for the weekend to go somewhere fun – as long as they have WiFi,” said Ahmed Ait-Lahcen, general manager of Campland on the Bay. “We wanted to provide a quiet and comfortable space for parents and kids to complete their work while staying with us so they can spend more time creating cherished family memories.”

Centrally located among a grassy clearing just steps from any campsite, the study area features thoughtfully spaced tables equipped with power supply and wireless internet access. On a first-come, first-served basis, family groups can utilize a private table during their stay for the duration of their child’s distance-learning hours.

Parental supervision is required to use the open-air study hall. Headphones must be used when sound is needed. Masks covering the nose and mouth are required at all times and guests must maintain at least six feet of physical distance from other family groups. Cleaning supplies are provided for guests to wipe down their area before and after use.

Now through Nov. 13, guests receive a third night free when they book a two-night, midweek stay Sunday through Thursday. For more information about Campland on the Bay, visit Campland.com.

The open-air study hall at Campland on the Bay.

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Dentist celebrates improving smiles in Pacific Beach for 30 years

By DAVE SCHWAB

Dr. Janelle Bacino came to Pacific Beach fresh out of dental school and liked it so much she never left. Thirty years later, she’s celebrating the 30th anniversary of her office at 4747 Mission Blvd.

After having graduated the previous year from Loma Linda School of Dentistry, Bacino started out wondering where to begin her dental career. After finding her PB location, she started advertising in the Reader and on Vons’ receipts (back then PB had two).

“I opened my doors 30 years ago this month without a patient, I just hung a shingle out,” said Bacino. “I just fell in love with PB and never wanted to leave. I offered a deal on cleaning on the backs of Vons’ receipts to get people in the door. I have some patients now that have been with me for 28 years. I have people who travel from all over, Italy, Japan, to see me.”

Eventually, Janelle married Dr. John Joseph Bacino, a La Mesa dentist today, who started out as her employee and they have two children, Sophia and Dominic. In the intervening years, she has built her clientele up to a busy full-time office with seven employees.

Bacino said her dental philosophy is simple. “I just try to help you,” she said. “I treat people the way I would want to be treated. People tell me, ‘I don’t floss as much as I should.’ I tell them, ‘Flossing is for your benefit.’ I’ve had patients I’ve had to tell they’re in danger of having gum disease, and they have trouble accepting it. Then I tell them, ‘But we can get you back (out of danger).’”

The PB dentist really enjoys the diversity of her work and clientele. “I have clients from 4 years old to 95 years old,” she said.

What Bacino likes most about dentistry is “improving smiles.” She added she’s not hesitant about referring some work, like root canals, out to specialists.

Bacino planned a big celebration in the newly remodeled office and courtyard of her office building, even bigger and better than her 10-year celebration, which was catered back then by Sammy at Taco Surf. She was planning on acknowledging many of the patients that have been with her over 25 years. However, the pandemic interfered. “We may try a 31-year anniversary,” she joked.

Dr. Janelle Bacino, with her staff, is celebrating 30 years in Pacific Beach. COURTESY PHOTO

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For a limited time, readers of this paper will receive a special discount on our full chimney cleaning and safety inspection package with special attention to chimney water intrusion points in preparation for the rainy season.
Results come in for 2021 Annual Coastal Cleanup Day in San Diego

Close to home, socially distanced, and armed with personal protective equipment and cleanup supplies, San Diego County residents and volunteers, including the Coastal Cleanup Day administrative team, went all-out to ensure the 2021 event was a success! A San Diego cleanup has registered the large number of volunteers who registered to cleanup in their communities throughout San Diego County.

I think it is fair to San Diego County’s volunteers that they have served in a very unique way this year... -

There were 7,823 registered volunteers for Coastal Cleanup Day.

-it’s fair that they should have the opportunity to explain that they have served in a way that is unique to the times.

 обеспеченности и оборудовании, а также соблюдении всех меры предосторожности.

-gen how they showed up in a tough year – it’s truly phenomenal.

Since Coastal Cleanup Day’s inception, over 970,000 volunteers have helped clean up over 16 million pounds of litter and debris from the region.

My name is Josephine, and I am the Communications Director for San Diego Organics.

For the first time, we are allowing for virtual events to help reduce the environmental impact of the event.

For more information, please visit our event page at sanorganics.com/cleanup-day or contact me at joes@sanorganics.com.

There was an outpouring of support from our community, and we couldn’t be more grateful for the hard work and dedication of all our volunteers.

Dubbed “San Diego Organics,” this year’s event saw record participation with over 7,800 volunteers registered. This year’s theme, “Sustainability Through Community Action,” encouraged participants to take action in their own communities by cleaning up local beaches, parks, trails, and waterways. With safety protocols in place, volunteers were able to make a positive impact on the environment while practicing social distancing.

In addition to the on-ground event, San Diego Organics also launched a virtual event where participants could join online for educational sessions and interactive webinars. The virtual event included topics such as composting, recycling, and sustainability in the workplace. Over 1,000 people registered for the virtual sessions, demonstrating the growing interest in sustainability among our community.

“Thank you to all of our volunteers and sponsors who made this year’s event possible. Your commitment to our community and the environment is inspiring,” said Josephine. “We are grateful for the support of our local businesses and community organizations who have continued to invest in our shared future.”

For more information, please visit sanorganics.com/cleanup-day or contact us at joes@sanorganics.com.

San Diego Organics is a 501(c)(3) nonprofit organization dedicated to promoting sustainable living and reducing waste. We believe in the power of community action to create a more sustainable future. By reducing waste and increasing the use of compost, recycling, and waste reduction practices, we hope to inspire a culture of sustainability that benefits our community, our planet, and our future.

San Diego Organics would like to thank all of our sponsors and volunteers for their support this year. We are especially grateful to our lead sponsor, the City of San Diego, for their continued partnership. For more information, please visit sanorganics.com/sponsors.

To learn more about how you can get involved in our next event, please visit sanorganics.com/cleanup-day.

For more information on how to get involved in San Diego Organics’ future events, visit sanorganics.com/cleanup-day or contact us at joes@sanorganics.com.

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Live event promoters’ businesses suffering due to COVID cancellations

By DAVE SCHWAB

Laurel McFarlane is spending her son’s college money next year to keep her household afloat. Sandi Cottrell has had to cancel the ArtWalk she’s promoted at Liberty Station the past 16 years, praying her business will survive to do it next year.

Michelle Metter’s husband’s business has been devastated by COVID, and her efforts to hold kids in her young family together she described as “dire.”

All three women have joined with other live event promoters in a local movement. The San Diego Events Coalition, that is part of a national movement at liveevents.coalition.

The three event promoters have a message to deliver: Live events in San Diego are barely alive, and won’t be for much longer without immediate governmental aid and federal financial assistance. McFarlane, of McFarlane Promotions mcfarlanepromotions.com, who usually promotes about 70 San Diego events a year, is down to only five virtual events this year due to COVID. She characterized her present circumstances, and those of the rest of San Diego’s small-business event industry, as “brutal” and “catastrophic.”

“Promoting a live event takes 100 to 500 people — stagehands, bar staff, graphics designers, lighting crew, insurance reps — the list goes on and on,” McFarlane said.

“Everyone is suffering. We’re the only industry that has zero things open,” Metter pointed out. “Yet they won’t allow functions to be held by professional event organizers with professional management companies who have been doing this for years, in order to keep their personal toll taken on the live events workforce, which is now largely unemployed.”

“If we don’t get back what we had before, we won’t be for much longer without events, and that’s our lifeblood,” Metter said.

“She’s right,” added Cottrell, of ArtWalk San Diego artwalksandiego.org. “We held out hope as long as we could that we could reschedule the art walk in August that has 200 fine artists, live music, wine and beer pavilion, art for kids and art displays for November. We tried to come up with something the county would accept with a very different format: no music, no kids, no wine, and beer, just sale of art. We’d gotten some very positive feedback but our timing was terrible, (it was) back in July when the big (COVID) spike happened. The writing was on the wall.”

Metter, of Fast Forward Events forwardfastevents.com, annual promotes the week-long San Diego Bay Wine + Food Festival featuring dozens of events and hundreds of domestic and international wineries with a Grand Tasting Finale in November at Embarcadero Marina Park North. Metter said her “overriding frustration” is with inconsistencies in which businesses are allowed to operate, and which are not.

“Swap meets and farmers markets are being allowed to reopen,” Metter pointed out. “Yet they won’t allow functions to be held by professional event organizers with professional management companies who have been doing this for years, in order to keep their personal toll taken on the live events workforce, which is now largely unemployed.”

READ MORE ONLINE AT sdnews.com
The importance of authenticity and the willingness to be vulnerable

By Natasha Josefowitz, Ph.D.

Here we are with a lot of time on our hands. This is probably a new experience for a lot of people: it certainly is for me. So in what way can we use this time and think about things we don’t normally cogitate on?

HumanGood, the umbrella organization of our retirement community, aware of our changing needs at this time, started a Zoom book club focusing on connecting residents. We were sent the book “The Gifts of Imperfection” written by Brené Brown.

Reading this book made me think about who I really am: I have not thought about that question since college. Also, why do I choose to do the things I do? What reactions do I expect from others? Do I care what others think of me? Do I want or need to be liked, respected, sought after, even loved? What, if anything, do I do in order to earn any of those? Or do I? What I am really questioning is who is the authentic me?

Authenticity is letting go of who we think we are supposed to be and embracing who we truly are. How often do we only pretend to like someone, to agree, to approve, to go along, when, in fact, none of it is true. Do we think that if we showed our true selves — imperfect, inadequate, not qualified, ignorant, self-doubting — we would be unacceptable, we would not fit in? The problem with wanting to fit in is that we need to appear as that person who is acceptable to the group: we would have to adjust ourselves into that person.

According to Brené Brown, fitting in is different from belonging. We belong to our family, waists and all. We will be loved and taken care of no matter how deficient we may be. We can be our true imperfect selves with our families and hopefully with spouses and best friends. The pillage with wanting to fit in is that we must often portray a different version of ourselves — to be acceptable to the group.

What I am really talking about is the courage to be vulnerable, to speak the truth which may be controversial, to disagree with the popular opinion, to admit to ignorance, to fears, to prejudices. I like the quote by Sir Walter Scott: “Oh, what a tangled web we weave, when first we practise to deceive!”

“People who try to be perfect are actually seeking approval and trying to avoid blame or judgment. The question at which point are we ever good enough?” Even though I am not sure whether I can handle an assignment, learn a new technology, accept to lead or to speak, I still need to move ahead without losing the possibility of failure control my behavior.

How much do we need to protect ourselves and how much vulnerability are we willing to expose ourselves to? In my writings, my research, my teachings, and my consulting, I have noticed that if I am willing to share doubts, confusion, questions, the wish to be right, and the need for approval, most people may recognize the same feelings in themselves. In other words, the willingness to share one’s vulnerabilities usually resonates with others. This is where we all live—mostly in hiding.

It is this divulgence of our hidden parts of ourselves which allows us to connect in meaningful ways; this takes courage. Our survival requires human connection. Authenticity is the key to the discovery, not only of ourselves, but of others. We need to be compassionate to others as well as ourselves.

“From the second time in recent months, residents are participating in a walking challenge. Steps are counted and miles logged, with participants given medals and the top three performers earning a special prize.”

“One way to help us through the transition in stride. For the first time in a new neighborhood, I was so impressed by the efforts of these residents to stay healthy during our ‘staying close to home’ time, said Pat Guerrero, the community’s activity director. ‘They really embraced this challenge and enjoyed some friendly competition with their neighbors.‘”

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“The importance of authenticity and the willingness to be vulnerable.”

Local seniors in La Jolla step up their game during pandemic

One of the biggest challenges this pandemic has presented people of all ages is how to stay active. To go to gyms or favorite group classes have largely transformed into in-home, online routines or socially distanced outdoor activities.

At White Sands La Jolla senior living community, some residents have quite literally taken this transition in stride. For the second time in recent months, residents are participating in a walking challenge. Steps are counted and miles logged, with participants given medals and the top three performers earning a special prize.

“When we first introduced this idea in May, I was so impressed by the efforts of these residents to stay healthy during our ‘staying close to home’ time,” said Pat Guerrero, the community’s activity director. “They really embraced this challenge and enjoyed some friendly competition with their neighbors.”

“The importance of authenticity and the willingness to be vulnerable.”

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A New PATH presented the 16th annual “Strut for Sobriety!” on Sept. 26. They celebrated recovery from addictive illness as a live-streamed virtual event: “Strut to Save Lives!”

For those who are not familiar, A New PATH is a nonprofit organization that stands for Parents for Addiction Treatment and Healing. This fashion show provided entertainment and shopping opportunities along with clips from the past 15 years.

Many notables, such as former professional baseball player Steve Garvey, singer-songwriter Chuck Negron, and actress Annette Bening have been honorary chairs and speakers. The co-chairs this year were Liz Crocker and Colleen Ruis Ince and the honorary chair was Connie Conard in honor of her mother Virginia Napierskie.

September is National Alcohol & Drug Addiction Recovery Month and this event coincides with more than 900 events throughout the country to end discrimination against individuals with addictive illnesses and celebrate recovery. Online shopping has been set up with local businesses and a portion of the proceeds benefit A New PATH.

Viewers can shop from Sept. 26-30 with these local boutiques who are giving 15% back to A New PATH. The boutiques participating are Satori Designs, Jacqueline B Clothing, Be Boutique, Shaneh Boutique, Icons Clothing Boutique, DVT/D, Twofold Textiles, and Glamour Girlz Boutique. Viewers who donated $50 were eligible to win a beautiful purse by Gifts That Give Back and a two-strand Pearl Necklace from Diamond Boutique.

A PATH to Recovery award was presented to Patty McCarthy, executive director of Faces and Voices of Recovery. Emcees for the afternoon were TV personality Geni Cavitt; NBC SD’s Rory Devine; and radio and TV personality Joe Bauer. Tommy Sablan from KUSI was a guest speaker. Watch parties with social distancing were encouraged in private homes.

The live fashion show began with Gretchen Burns kicking off the first scene. The show included entertainment with singers and dancers showing off the latest fashions included the biggest accessory, a mask. One segment included guest models in recovery from addictive illness as a live-streamed virtual event: “Strut to Save Lives!”

This event benefits A New PATH, which reduces the stigma associated with substance use disorders in order to increase access to quality treatment services. A New PATH provides lifesaving overdose prevention training and Narcan distribution. The number of lives reported saved through their Narcan distribution program included guest models in recovery for opioid overdose jumped from 556 to 1,106 from May to September this year. They also provide Narcan kits to at-risk individuals returning from jail, through partnerships with the Sheriff and Probation Department. For more information, visit anewpath.org.

UPCOMING EVENT

Oct. 17 - Fashion Week San Diego 2020 now has passes on sale for their virtual runway show with 9 Designers. Purchase your virtual front-row pass at fashion-weeksd.com.

Diana Cavagnaro is an internationally renowned Couture Milliner based in San Diego. Learn more about our hat designer, teacher, and blogger at DianaCavagnaro.com.

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Asking price of $699,000

PB Fun Fact:
Iconic surf and skate company, Gordon and Smith/G&S was started by Larry Gordon and Floyd Smith here in PB in the 1950’s. Larry grew up on Monmouth and as a young man started Gordon and Smith out of a garage where he and Floyd would shape surfboards. Before he passed away, Larry was a daily regular at Tourmaline with his buddies, the Pump House Crew, who had been surfing together since the 90’s and earlier. The Gordon and Smith legacy is still going strong as a family run business and is run by two of his kids, Debbie and Eric. www.gordonandsmith.com